Foreword

FMI’s Collaboration 2.0 Project:
A Next-Generation Way for Trading Partners to Work Together

The Collaboration 2.0 project is a multiyear initiative, developed with Market6®, to help the grocery industry improve how grocers and their suppliers work together around key shared business processes to grow sales, profits and customer satisfaction/loyalty.

This initiative was launched in response to the recognition that there is tremendous unrealized value in improved collaboration in the industry and that by bringing expanded focus on collaboration best practices and the associated organizational, business process and technical changes needed to effect improved collaboration, FMI could help the industry improve performance and outcomes in this area.

Market6® provides web-based retail collaboration applications with advanced analytics built in that help retailers and their suppliers work together more effectively to drive insights, make smarter decisions and deliver measurably better business results. More than 650 leading U.S. grocers and consumer product goods companies use Market6 to help optimize retail operations every day.

www.market6.com
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