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Bain & Company integrates Advantage Group International intelligence into FrontViewSM

FrontViewSM is an industry-leading software solution that helps consumer products companies work closely with retailers to jointly define and execute optimal value-creation strategies.

BOSTON, September 9, 2020 – Bain & Company has signed an agreement with Advantage Group International to integrate Advantage’s data into Bain’s market leading FrontViewSM product.

[FrontView](#) is a proprietary state-of-the-art software, powered by advanced analytics, that helps consumer products companies develop individually tailored customer plans that maximize value for both their retail customers and themselves.

[The Advantage Group](#) is an industry-leading source of data for suppliers and retailers in FMCG. For over 30 years and in over 40 markets globally, Advantage has supported business partners through its syndicated engagement program, collecting extensive quantitative and qualitative feedback across a variety of critical performance areas to measure and strengthen B2B performance.

“As negotiations with retailers become ever more complex especially after Covid-19, consumer goods companies need to rethink how they grow the joint profit pool with their customers,” said Eduardo Gimenez, partner at Bain & Company. “FrontView helps consumer goods companies design customer plans that adapt their value proposition to the strategy and economic model of their key retail partners.”

“Our role is to support consumer goods companies and their customers in driving mutual growth. We help our clients listen, understand, and align on a pathway to build a better business together. In that mission, there is a natural alignment between Bain and Advantage, and we are delighted to collaborate on ways to better serve our respective clients,” says Nick Langford, VP, Innovation at Advantage Group.

“We are convinced that technology will play a critical role in bridging the gap between consumer goods companies and retailers. We firmly believe that cooperation will be core to these industries and our solution helps quickly identify the areas that bring value to both parties,” said François Faelli, head of Global Consumer Goods practice at Bain & Company.

About Bain & Company

Bain & Company is a global consultancy that helps the world’s most ambitious change makers define the future. Across 59 offices in 37 countries, we work alongside our clients as one team with a shared ambition to achieve extraordinary results, outperform the competition and redefine industries. We complement our tailored, integrated expertise with a vibrant ecosystem of digital innovators to deliver better, faster and more enduring outcomes. Since our founding in 1973, we have measured our success by

the success of our clients. We proudly maintain the highest level of client advocacy in the industry, and our clients have outperformed the stock market 4-to-1. Learn more at www.bain.com and follow us on Twitter @BainAlerts.

About Advantage Group International

Advantage Group is the leading advisor in business-to-business engagement globally. Over 30 years ago, in Toronto, Canada, founder Ron Pirie championed the belief that businesses work better together when they commit to actively listening and responding to each other's feedback. Ron's idea to have retailers rate and rank their suppliers was first conceptualized on a pizza box. Not long after, fast-moving consumer goods suppliers and retailers throughout North America began recognizing that engaged and measurable relationships are foundational to business performance. Today, our relationship measurement capabilities have become the gold standard for improving business-to-business engagement in over 40 countries. For more information: www.advantagegroup.com