Regulator®

FIXTURE AND DISPLAY GTM FLOW

The Fixture and Display Go-To-Market (GTM) can look very complex. Traditional corporate silos have to be bridged, and information needs to flow perfectly with no bottlenecks from one functional group to another and back again. You see, GTM is a continuing cycle and not just a one-off process. Processes flow down, producing actionable data that sharpens the next cycle. When functioning correctly, the end of one GTM naturally feeds valuable data and insights to the start of the next GTM.

How about a simple example of it working perfectly in the real world...
Your Grandmother's baking recipes were honed and sharpened over her lifetime. She carefully noted all the steps and her decisions to make them perfect every time. Passed down to you, your less-skilled hands can recreate them without a hitch 50 years later. That is a GTM cycle with carefully managed data, and it is evident that it works.

Be the brand that wins the competitive marketing landscape while collecting data and learning your lessons to make the next GTM faster and more accurate.

We don't profess to know everything; however, below is an excellent visual of a basic fixture GTM and how we craft process and data flow in Regulator.

PROCESS - ACTION POINTS - DECISION MAKING - ELBOW GREASE.

ALL THE CRITICAL DATA AND INSIGHTS NEEDED TO DO IT BETTER THE NEXT TIME

30,000 Feet
Planning
Distribution & Economics
Thirty thousand feet is where the organization is in the planning process. The team needs precise data on past executions to make the correct decisions for the next batch of fixtures. The data captured by Regulator through past executions becomes an integral part of this process.

15,000 Feet
Process
Logistics & Tracking
You need to start the wheels turning on your activation at fifteen thousand feet. This is a critical part of deploying a strong and focused plan into the market. All the processes decided on in planning are crafted inside Regulator to run the project. Regulator process management creates the logistics and tracking pipeline that focuses the project to keep the execution step on track.

0 Feet
Execution
Service & End Of Use
With all the processes set, you must deploy into the market. Regulator not only drives your deployment but also helps you seize the opportunities that arise on a daily basis. Achieve increased speed to market and improved scalability with Regulator.

Labels (Planning): Lifespan Planning, Design, Fixture Quantity Planning, Historic Planning Insights, Historic Process Insights, Accounting Planning, Historic Market Insights, Asset Governance, Historic Sales Insights, Budget Planning, Allocation Planning, Manufacturing

Labels (Process): Logistics Network Setup, On-Site Logistics Plan, Ordering Setup, Setup Reporting Structure, Process Feedback

Labels (Execution): Sales Sell-in Data, Order / Allocation, Approval, Ship, Setup / Merch, Order System Live, Edge-Case Repairs, Execution accounting reporting, Sell-through reporting, Photo Reporting, Sales Feedback, Disposal / Sanitization of old fixtures, Market Feedback, In-market movement and tracking