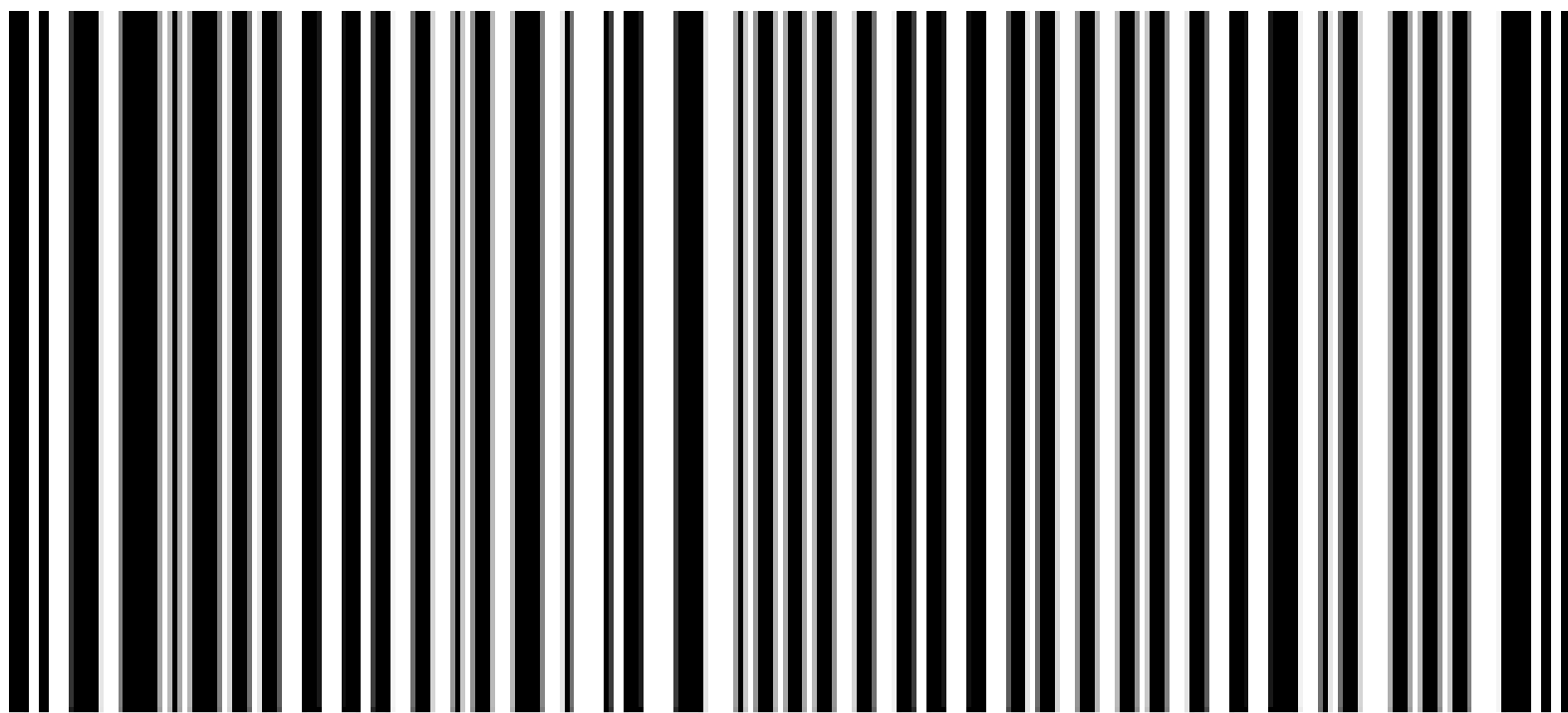


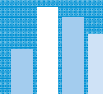
# Statistics Denmark and Scanner Data



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## Timeline

- January 2011 weekly deliveries from the 3 biggest Supermarket chains covering app. 60 % of turnover
- 2012-2015 building the system
- 2016 scanner data implemented in CPI
- \_\_\_\_\_
- 2015 agreement on data from a 4<sup>th</sup> retailer
- 2017 these data where implemented in the system increasing coverage to app. 80 % of turnover



# Requirements from the top management

- **Timeliness**
- **Contracts ensuring weekly transformation of data in place**
- **Integration of the new data and the new production system in the existing integrated production system**
- **An ‘experiment’ showing the functioning of the system for three consecutive months**
- **Documentation also on the influences on other indices**
- **A communication and publishing strategy**
- **[User are conservative and like to be informed in due time]**

## Thank you – also to our new employees

