

CVS/Pharmacy Collaborative Merchandising Gateway® (CVS CMG®)

CVS has created a web-based portal to share daily POS and Inventory data with our Front Store for-resale suppliers. This portal will provide suppliers with direct access to daily POS and Inventory data from all CVS/Pharmacy stores. As this system will also be used internally, it will allow us to synchronize perspectives with our suppliers and focus more energy on selling the right products at the right time in the right stores.

Key features of the portal:

- Historical POS and inventory data down to the store level
- Daily circular and TPR Sales
- Performance by store groups & geographic regions
- Daily inventory updates by distribution center, by store, item by item

CMG Shopper+™ is a key feature of the CVS/Pharmacy Collaborative Merchandising Gateway® (CMG®) portal, providing advanced retail pharmacy insights powered by ExtraCare® shopper data. Through CMG Shopper+™, suppliers and merchants gain access to shopper-level analytics, category diagnostics, and media activation tools designed to enhance decision-making and drive performance across CVS retail channels. CMG Shopper+™ enables users to explore consumer behavior trends, identify growth opportunities, and activate targeted campaigns within a unified merchandising platform.

We have partnered with Information Resources Inc., (IRI) in the development of the CMG® and leverage their advanced database structure and highly flexible user interface. Access to the CMG® is on a subscription basis, and suppliers will work directly with IRI to sign up. To be eligible for the EDI data feed for POS/Inventory/Store BOH you must be partnered with IRI for the CMG® program. Pricing has also been predetermined; therefore, please direct all questions regarding participation and pricing to our IRI partners at CVSCMG.ClientSupport@IRIWorldwide.com