

## **Schneider Electric Selects Retail Solutions to Drive Joint Operations with Home Depot**

**Company to Leverage Retail Solutions Demographic Data to Drive Store Performance both at Headquarters and in the Field**

**Mountain View, CA – April 12, 2011** – Retail Solutions Inc., the leading solution provider helping manufacturers and suppliers to the retail industry create value from operational downstream data, today announced that Schneider Electric, one of the leaders in electricity and automation management, has selected its platform to support its business with Home Depot for its Square D by Schneider Electric products.

“We spend a significant amount of time directly in the stores at Home Depot,” explained Adriane Breiner, National Sales Manager, Schneider Electric. “We partnered with Retail Solutions to better monitor and explain variations in store performance and improve the productivity and the effectiveness of our field sales teams.”

Schneider Electric will use Retail Solutions’ award winning Software-as-a-Service (SaaS), solution for retail visibility, to statistically index sales according to Retail Solutions’ unique geo-demographic attributes while accounting for the effects of NEMA® electrical codes surrounding each store.

“Knowing exactly, in real time, what products are carried and sell in each store is already a great improvement over what most suppliers have today,” said Brian Kay, Channel Director, Home Improvement at Retail Solutions. “Complementing this visibility with additional information such as store demographics to explain WHY it’s selling provides insights into the consumer that simply aren’t readily available elsewhere at the individual store and item level.”

Schneider Electric will leverage that information to improve the effectiveness of its customer team at both headquarters and the field level:

- Regional managers will leverage Retail Solutions reporting capabilities to optimize assortment and systematically measure store performance to understand which outlets require the most attention, enabling them to build automated to-do-lists for each store visit, identifying out-of-stock situations, store execution issues, and inventory accuracy;
- Headquarter calls will benefit from the increased visibility into overall business performance and opportunities for improvement.

“We believe that winning at retail requires differentiated capabilities,” added Breiner. “Retail Solutions provides us with the ability to not only better understand what drives our business and the assortment opportunities we should leverage, but also to more proactively drive execution at

the store level to make sure we capture every single dollar of sales, delight the shopper and continue to build a more productive relationship with Home Depot.”

Schneider Electric will start to use Retail Solutions immediately, thanks to its no-investment, no-delay, no-hassle SaaS model.

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### **About Retail Solutions Inc.**

Retail Solutions powers Retail Execution Management. Retail Solutions develops and delivers a comprehensive suite of Software-as-a-Service (SaaS) solutions that turn downstream data, such as point-of-sale (POS), supply chain, merchandiser feedback and customer loyalty data into actionable visibility into the store and onto the shelf.

More than 350 leading companies such as 3M, Abbott, Bausch & Lomb, Bayer, Colgate-Palmolive, Clorox, Heineken, HP, Kao Brands, Kraft, Nestlé, Novartis, Procter & Gamble, Reckitt-Benckiser, Schering-Plough Corp. and Unilever trust Retail Solutions to grow their retail sales, maximize in-store operation productivity, plan and execute more effective promotions, reduce their costs and join efforts with retail partners to improve shelf availability and consumer satisfaction. Please visit <http://www.retailsolutions.com> for more information.

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### **About Schneider Electric**

As a global specialist in energy management with operations in more than 100 countries, Schneider Electric offers integrated solutions across multiple market segments, including leadership positions in energy and infrastructure, industrial processes, building automation, and data centers/networks, as well as a broad presence in residential applications. Focused on making energy safe, reliable, and efficient, the company's 100,000+ employees achieved sales of more than \$22 billion in 2009, through an active commitment to help individuals and organizations “Make the most of their energy.”

[www.schneider-electric.us](http://www.schneider-electric.us)