

## Pharmavite Partners with Retail Solutions

### Company to Deploy Retail Execution Management to Drive Retailer Insights

**Mountain View, CA – May 2, 2011** – Retail Solutions Inc., the leading solution provider helping consumer packaged goods (CPG) companies create value from operational downstream data, today announced that Pharmavite, LLC, a trusted leader in the wellness industry and the manufacturer and marketer of Nature Made® vitamins, minerals, herbs and other supplements and SOYJOY® nutrition bars, has selected its Retail Execution Management platform to transform retailer data into actionable insights & alerts.

“Retail Solutions provides automated, real time reporting, alerts & analytical tools to drive greater understanding of the business across our organization,” said Dave Larson, Divisional Vice President, Pharmavite. “We also believe it will help field sales be more productive and focus on value creation and growth for our customer rather than hours spent acquiring and mining data in spreadsheets.”

Pharmavite will leverage several components of the Retail Solutions’ suite, including:

- Retail Intelligence, the most widely-used solution in the industry to navigate downstream data down to the store-item-day in a use case-centric, intuitive business intelligence platform
- Promotion Analytics, a comprehensive set of advanced indicators to better control the end-to-end promotion planning, design, execution optimization and post-mortem analysis process
- Category Analytics, to enable category advisors to seamlessly analyze full category data at the lowest level of granularity

“One of the key issues category leaders face when dealing with retailer data is how to handle massive amounts of information and convert it into repeatable, actionable processes,” said John Kacedan, Retail Channel Director, Retail Solutions. “Thanks to its role-specific, use case-centric templates, Retail Intelligence helps each function leverage every insight included in retailer data without getting lost in the details.”

Pharmavite will start to use Retail Solutions immediately, thanks to its no-investment, no-delay, no-hassle Software-as-a-Service (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 [www.retailsolutions.com](http://www.retailsolutions.com) for more information.

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