

Retail Solutions, a Mountain View, Software-as-a-Service solution provider helping consumer goods manufacturers analyze point-of-sale data, has risen \$15.2M in Series C funding. The California-based company develops and delivers a comprehensive suite of award-winning solutions that turn downstream data, such as point-of-sale, supply chain, merchandiser feedback and category data, into actionable visibility into the store and onto the shelf.

## Retail Solutions – Success is in store

Speaking exclusively to Finance Monthly, Peter Rieman, Retail Solutions' executive vice president, says: "Retail Solutions processes massive amounts of retailer data for their suppliers, so that they can improve their operational performance in the store. The solutions use a combination of reporting, business intelligence and proprietary algorithms to address opportunities such as out-of-stock management, forecasting and promotion execution."

Retail Solutions is the largest and fastest-growing company in the Retail Execution Management field, and has more experience with processing customer-specific retailer data than any other company. Many of the largest companies in the retail and consumer packaged goods (CPG) sectors trust Retail Solutions to grow sales, reduce out-of-stocks, improve promotion execution and effectiveness, maximize retail operation productivity and foster collaborative relationships in the retail industry to improve product availability for the end-consumer.

Says Rieman: "We serve more than 350 CPG Companies, including nine of the top ten global consumer goods companies. Retail Solutions currently processes data from more than 30 leading retailers in the Americas and Europe. The company is headquartered in California with three offices in the USA but also has offices in Shanghai and Paris."



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The recent funding round was led by new backer Investor Growth Capital, with existing investors Venrock, Bessemer Venture Partners, Red Rock Ventures and SAP Ventures joining in. “This new funding will enable us to accelerate the pace of acquisitions to complement our organic growth and strengthen our International expansion in the retail execution management space,” says Rieman.

Cédric Guyot, vice president of marketing and general manager Europe at Retail Solutions, believes Retail Solutions will maintain a sustained 40+% organic growth. He tells us: “There is a strong momentum towards more data sharing in the United States: more retailers sharing data means more opportunities for Retail Solutions to support their suppliers. We are seeing many industry leaders turn small-scale projects into corporate-level roll-outs.”

But Retail Solutions is looking further than local expansion. Says Guyot: “We will now focus on making the company truly global: today, 94% of our business is in the USA and we see international development as major opportunity, replicating the successes we have seen in the United States.”

Adds Rieman: “We raised \$15.2M in our last round, with Investor Growth Capital as the lead. At this stage, we do not anticipate needs for further funding as our current resources should enable us to achieve our goals. These new funds enable us to take a more proactive stance in our search for the right acquisition targets to accelerate growth.”

Success is set to be in store for Retail Solutions: “Over the next four years we believe we can build a \$100M business. We are significantly past the start-up stage, Retail Solutions was profitable each month in 2010 and, while maintaining profitability, the company is looking forward to hiring more than 50 people next year. We’re having fun!” concludes Rieman. **fi**



Peter Rieman



Cédric Guyot