



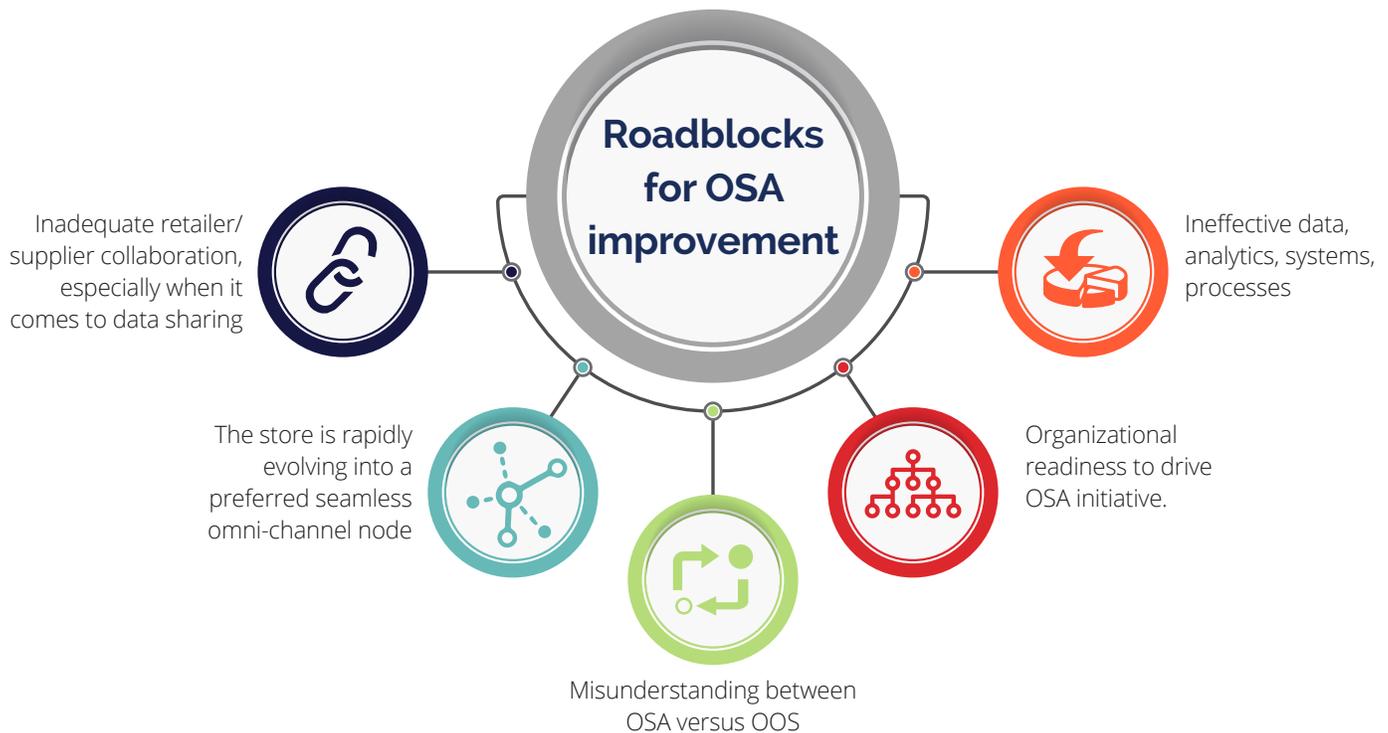
IRIS: World's #1 On-Shelf Availability Platform

Wanted: The Profitable Perfect Shelf

Retailers and suppliers have long been in search of the “Perfect Shelf.” A shelf that contains the exact product a consumer wants, in the right store, at the right time, in the right quantities, at the right value. While seemingly simple in concept, consumers are still disappointed roughly 10% of the time and can't complete their purchases as intended. Although they can be related, On-Shelf Availability (OSA) does differ from an Out-of-Stock (OOS), which typically does not consider a product void if it is in the store (i.e. could be damaged, could be in the back room, could be in the wrong shelf location, etc.). Thus, a small number of retailers and their supplier communities have been working towards a solution to improve OSA and ensure a frictionless customer experience.

The Root Causes

Getting down to the root causes, both literally and figuratively, is important to understanding where problems occur (such as in forecasting, ordering and distribution, item/product management, category management, merchandising and store execution), in order to correct them. Other roadblocks that are hindering the potential of OSA include:

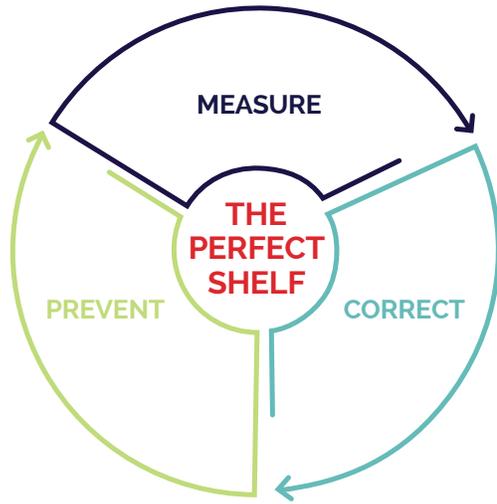


Rule the Shelf With the IRIS Platform

RSi's IRIS consists of three modules: 1 Measure, 2 Correct and 3 Prevent. The Measure module tracks OSA at the most granular level (store/product/day) and results can then be aggregated to provide precise assessments of OSA performance. The Correct module provides alerts when specific circumstances occur that indicate an imperfect shelf. These alerts are immediately delivered to the appropriate individual so that action may be taken to correct the situation and increase OSA performance. And, while Measure identifies current OSA status and Correct alerts employees to address existing problems, Prevent takes advantage of business intelligence data analytics and machine learning technologies to avoid problems on the shelf before they occur. Each of the three aforementioned modules are accompanied by various value-added product offerings, and/or can be offered as standalone products.

Rule the Shelf With the IRIS Platform (continued)

Achieving the correct on-shelf availability, promotional allocation quantities, while ensuring efficient inventory utilization is a daunting task. RSi makes this happen — effortlessly.



Retail Compass | Navigating OSA Performance

Measure OSA rate (%/\$) at store/item/day level across retailers to track shelf excellence



Retail Execution Optimization | Optimizing in-store visits

Measure value and effectiveness of in-store interventions



Retail Resolve | Aligning inventory with projected demand

Correct and prevent out of stocks to align demand with supply by generating suggested order quantities based on end-to-end supply chain data



Retail Observe | Enable, observe, report

Enabling HQ with tools to report observations at the shelf



Retail Shelf Alerting | Solving at the shelf

Alerts that drive store interventions to correct shelf issues

Digitally Enabled Technology

Retailers and CPG manufacturers that can transform and leverage breakthrough technologies to drive real-time actionable insights will realize the benefits of improvements to OSA. RSi solutions incorporate Machine Learning (ML), Artificial Intelligence (AI), Natural Language Processing (NLP), and Robotic Process Automation (RPA) in a best-in-class cloud infrastructure built on the Microsoft Azure platform.

Advanced reporting tools and a data science center of excellence combined with extensive industry knowledge and data expertise ensure customers can make better, more timely decisions and transform retail data into powerful, actionable insights to drive substantially greater profitability at retail.

Drive Engagement. Drive Sales. Drive Profitability

According to IDC, "Companies on the 'bleeding edge' of new supply chain technology and business process implementation will be positioned to reap early-adopter benefits associated with improved OSA." Those companies that see OSA levels rise consistently will experience share gains and incremental sales, some likely permanent due to increasing brand loyalty and reputation. By leveraging RSi's IRIS, retailers and suppliers also recognize benefits including:

- Substantial ROI and recaptured sales: A 3% improvement in OOS levels can equate to a 1% improvement in sales. (This means that for a \$1b company that increase could lead to a \$10 million boost in sales.)
- Retailer and supplier collaboration in the truest sense, where POS data is shared amongst trading partners to meet the mutual goal of the perfect shelf.
- A more visible store shelf (not just through OOS).
- Increased customer service levels.
- The ability to identify potential issues before they happen.



US HEADQUARTERS

201 Ravendale Drive Mountain View, CA 94043
Phone: 650.390.6100 | Fax: 650.967.2209

WWW.RETAILSOLUTIONS.COM

CONTACT@RETAILSOLUTIONS.COM

ABOUT RSi

RSi is the world's leading provider of proven technology solutions that enable CPG manufacturers and retailers to grow, profit and rule – from supply chain to shelf. Twenty-seven of the world's leading CPG companies and nearly 250 of the top retailers trust RSi's unparalleled industry knowledge, best-in-class technology solutions, and deep data expertise to generate greater productivity and profitability. RSi's cloud-based data transformation engine is fueled by digitally enabled technologies that deliver real-time, actionable insights, seamlessly across every channel. CPGs and retailers recapture hundreds of millions of dollars in lost sales each year with the RSi IRIS platform, the world's #1 on-shelf availability solution. RSi's employees, located in 20 locations across the globe, are passionate about empowering customers to rule the shelf, and own the future.