



Retail Execution Optimization

Today, the packaged goods industry invests hundreds of millions to optimize their strategies in retail stores. While empirical evidence supports a tremendous value creation in these activities, most companies are unable to clearly and factually evaluate the ROI of these programs, and lack the data foundation to understand where to focus. Add to that trading partner relationships involving retailers, CPG suppliers, and broker teams, and the situation becomes even more complicated.

Empowering Field Teams to Drive Growth, Productivity and Profitability

RSi's Retail Execution Optimization (REO) solution collects systematic, intervention-level information about retail execution programs and ties it with actual store-level, daily sales data in order to bring unparalleled transparency to this area of investment:



For Retailers...

REO empowers Retailer teams improve overall visibility of store merchandising activities, increases basket size by managing OSA, manages shelf inventory through OOS alerting and increases labor efficiencies. It reduces overall loss/waste and assists retailers in controlling store access and activities of brokers and/or CPGs.



For CPGs...

REO empowers CPG teams to maximize broker spend, gain insights into field team activities for accountability and measure the ROI of store execution activities. It also reduces lost sales by improving shelf OOS, increases internal efficiencies and creates better collaboration with retailers and/or brokers.



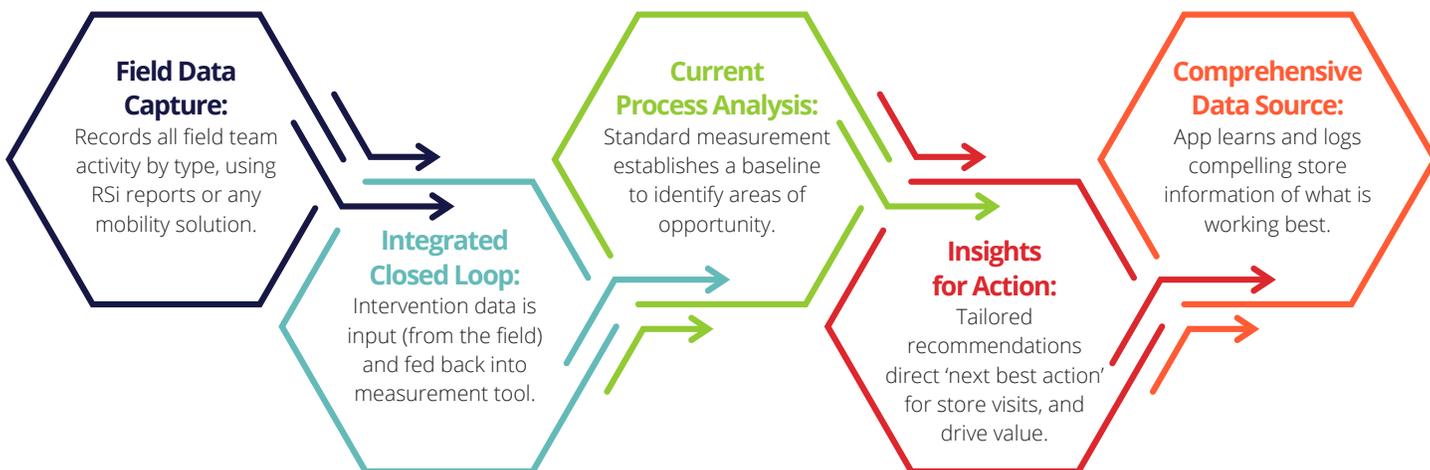
For Brokers...

REO empowers Broker teams by measuring and demonstrating the value of in-store activities through the impartial collection of data. It increases the efficiency of field teams, removes complexity, prioritizes and streamlines the activities that drive the most value, all while instilling confidence with trading partners.

Relevant Analysis through Rigorous Methodologies

From building the optimal routing plan to determining the ideal visit based on near-real time data, from supporting comprehensive ROI mechanisms to building a constant, automated improvement loop, REO's approach enables its customers to build up the productivity and effectiveness of in-store investments to dramatically grow the sales these programs create. Additionally, REO offers continuous best practices via consultancy from a team of industry experts – all with retailer, broker and data experience.

The REO workflow combines the power of data, improved store execution and an intuitive process cloud:



Three Complementary Approaches

Test vs. Control

The top-down, holistic identification of uplift and ROI ensures a reliable comparability with similar stores in terms of size, geographic distribution, format distribution and trading history.

Intervention Analysis

The bottom-up insights on the relationship between tasks and value helps to understand sales benefit of every in-store action through granular data analysis, while focused on high value actions.

Routing Optimization

The prioritization of tasks against their return value maximizes field level execution by identifying the right retailer, stores, frequency of calls, potential ROI at store level and appropriate store coverage.

Unparalleled Insights to Drive In-Store Effectiveness

REO provides fact-based answers to questions both at a tactical and a strategic level, for instance:

- What is the optimal to-do list based on near-real time data for a rep entering a store?
- What is the right balance between data-driven (e.g., planogram compliance, reforecasting) and softer actions (e.g., increased facings, store-level promotion allocation)?
- How can we focus resources on preemptively fixing issues (e.g., phantom inventory) rather than reactively addressing them?
- What is the optimal frequency of visits for each store?
- Who are the best (and worst) performing resources, categories, store formats to visit?
- What is the real contribution of your field/broker program to sales?

Typical Results



Sales Benefit:

Showing between 3% to 8% positive effect on incremental sales



Proven ROI:

Programs are delivering ~3X return on customer investments



Broker Efficiency:

Reducing zero return activities from 75% to 40% in first year



Clear Vision:

Clarity of opportunities drive improved trading partner relationships



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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.