

The logo features the text 'OSA 360' in a bold, sans-serif font. 'OSA' is in a teal color, and '360' is in a dark blue color. A thin, curved teal line passes through the letters, starting under the 'O' and ending under the '0'. The background is a circular arrangement of overlapping, semi-transparent colored segments in shades of blue, green, red, and purple, creating a dynamic, multi-colored ring effect.

OSA 360

**POWERED BY
RSI AND CROSSMARK**

**First End-to-End Solution Designed
to Help CPGs and Retailers Maximize
Their On-Shelf Availability (OSA)**

Retail industry benchmarks consistently cite out-of-stocks (OOS) rates of 8-10% for non-promoted products and 10-15% for promoted items. As e-commerce order fulfillment with in-store inventory increases, OOS challenges will continue to grow. As a result, OOS problems cause an estimated \$130 billion in annual lost sales in the US retail industry alone.

Many retailers and suppliers have attempted to address the issue through data/inventory accuracy, increased shelf capacity and faster replenishment times. More recently, out of stock/display compliance alerts have been deployed, but still, the massive OOS problem persists, leading to millions in lost sales as well as unsatisfied shoppers.

The more recent alert systems have shown some very positive ROI for suppliers and retailers, with industry averages indicating a 3% increase in OSA can equate to a 1% increase in sales. But, due to a lack of end-to-end integration, they still face a couple of key issues:

- **Alerts Unattended:** A significant number of alerts generated are either not addressed in a timely fashion (or never addressed at all), given merchandiser frequency in stores.
- **Incremental Costs:** OSA solutions rely on two independent companies (a data company for the alerts and a merchandising company for the in-store execution) to address the OOS problem, resulting in a disjointed approach that drives incremental costs.

OSA360: A Proven OOS Solution That Closes the 'Technology/Execution' Loop

Introducing *OSA360* from RSi and CROSSMARK, the industry's first end-to-end offering enabling CPG manufacturers and retailers to solve the critical OOS problem.

By combining RSi's proven on-shelf alerting technology with CROSSMARK's unparalleled in-store services and execution support, *OSA360* finally closes the "technology/execution" loop to give CPGs and retailers significantly faster and more effective action on OOS alerts. This creates happy, loyal shoppers, leading to substantial increases in recaptured sales and higher profits.



With *OSA360*, RSi and CROSSMARK are combining their significant retail industry experience and footprint, and deep technology expertise, to create a one-of-a-kind "closed loop" OSA offering. The new product is designed to help CPGs and retailers maximize their on-shelf availability (OSA) and recapture the millions that are lost each year to OOS and inefficient in-store execution.



The OSA360 Difference:

- Significant retail industry experience
- Expansive footprint
- Deep technology expertise
- Unique “closed loop” OSA offering
- Scalable solution delivering clear and superior ROI
- Seamless, single source solution

Key benefits that OSA360 will provide to CPG manufacturers include:

- **Real-time visibility** into your OSA levels, leading to a more efficient supply chain
- **Retailer endorsed** with permissions to drive in-store interventions
- **Proactive alerts** to fix upstream supply chain issues to prevent OOS before they happen
- **Increased innovation success**, including more effective launches
- **Take action** to address any OOS alerts quickly
- **Fast correction of and compliance** for identified, in-store issues
- **Tangible ROI** driven by transparency of in-store actions
- **Better execution** of promotional events
- **Mobile app-enabled visibility** for everyone from HQ to field sales

OSA360 will enable CPG manufacturers to have more collaborative and transparent conversations with their retailers, driving OSA improvements and incremental sales to maximize profitability and consumer loyalty.



Key benefits that OSA360 will provide to retailers include:

- **Alerts worked faster**, in many cases reducing the number of days from 7 days to 1 day
- **Unified vendor OSA scorecard** across all CPG suppliers so that the retailer can utilize benchmarks to improve individual supplier performance
- **Aggregate OSA percentage increased** across all participating vendors
- **Increased compliance** for both displays and rundowns due to faster alert response
- **Optimized supply chain ecosystem** as OSA insights are linked back to the supply chain activities

OSA360 enables a faster OSA alert response and improves display, rundown and innovation management, leading to significantly improved CPG supplier results and strengthened collaborative relationships with their retailer partners. Equally important, OSA360 delivers a complete ROI model across analytics and labor, enabling retailers to maximize their OSA and recapture millions due to more efficient in-store execution.

Contact marketing@retailsolutions.com or david.newman@crossmark.com to learn more.



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. To learn more, visit www.retailsolutions.com.



CROSSMARK is a leading sales and marketing services company that provides growth solutions for consumer-branded suppliers and retailers. For more than 100 years, CROSSMARK has helped the world's most powerful brands achieve their business objectives across major classes of trade. Expertise includes Headquarter Sales, Retail Merchandising, Retailer Solutions, Shopper and Consumer Engagement, In-Store Events, Experiential Marketing, Shopper Marketing, In-Store Data Collection & Field Intelligence, and Analytics & Insights. CROSSMARK is majority owned by Warburg Pincus, a global private equity firm focused on growth investing. To learn more visit www.crossmark.com.