



YOU RULE

Essential Growth Drivers: Real-Time Insights that Identify In-Store Issues and Deliver Targeted, Corrective Actions to Drive Growth

The global retail industry is data rich and knowledge poor, and CPG manufacturers are being challenged as data volume continues to grow at an explosive rate from multiple and varying sources. The challenge is to seek to create an accurate and timely view of their business that also offers actionable insights.

To solve these issues and help maximize revenue growth opportunities, RSi has collaborated with leading CPG companies to create the *Essential Growth Drivers*. These insightful and prescriptive reports enable CPGs to sift through the “noise,” and perform strategic and agile analysis of their data. The goal is to drive increased growth and profits by optimizing resource effectiveness via data analysis time savings and focusing on revenue-driven, corrective actions in-store.

Foundational Reports for Driving Growth: RSi's Essential Growth Drivers

Created in an interactive and easy-to-use format, RSi's *Essential Growth Drivers* are reports built into the RSi reporting platform that give you a simple and clear way to:

- Quickly analyze your data**
- Identify issues in-store**
- Take targeted, corrective actions**

Each of these reports was designed to maximize sales and minimize costs by calling attention to opportunities for optimization across new product launches, promos/events, base sales and product run down. RSi's *Essential Growth Drivers* are:

- Intuitive** — Expertly crafted interface, designed with the user in mind
- Fast** — Immediately see results of filter adjustments, and readjust if needed
- Flexible** — Quickly adjust parameters to support your business needs
- Actionable** — Instantly identify store or item issues to know where to take action
- Visual** — Easily spot trends and identify opportunities for improvement



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RSi's *Essential Growth Drivers* Support Growth Through All Phases of the Product Lifecycle

Performance Dashboard: Identify strategic revenue opportunities through year-on-year trend analysis of up-to-date KPIs – Sales, in-store and warehouse (DC) inventory, and rate-of-sale.

Weekly Trends: Optimize sales and inventory on-the-fly with a granular, weekly report to quickly identify opportunities or problems as they occur.

Distribution Voids: Maximize on-shelf availability by identifying and quantifying gaps on the shelf.

Store Compliance: Minimize store compliance issues by quickly identifying which stores are out-of-stock, low on stock or selling outside a target price. Use a store or item exception list to drive targeted corrective actions.

Promotion Evaluation: Maximize ROI for upcoming events by isolating and evaluating pre/during/post promotion to determine overall effectiveness.

New Product Overview: Monitor new product performance against KPIs such as sales, inventory, orders, percent stores scanned, in-stock percent, and then benchmark new products against new item set and existing portfolio.

New Product Execution: Capitalize on new items by pinpointing areas of concern – stores yet to scan, stores with low stock or stores reporting initial sales that have now stopped – with store/item exceptions based on key KPIs.

Discontinued/Run Down: Optimize item exit strategy by having visibility of discontinued item inventory and rate-of-sale to predict possible surplus supply after a user-defined date.

Excess Inventory: Minimize costs by eliminating avoidable expenses caused by mark-downs, returns or stock shifts through the identification and reduction of excess inventory.

Seasonal Store Allocation: Optimize future events by analyzing previous seasonal events to determine inventory requirements, distribution timeframes, and where losses occurred due to product mark-downs.

The RSi Advantage:

With RSi's *Essential Growth Drivers*, CPG manufacturers are armed with the tools needed to maximize product effectiveness throughout every stage of the product lifecycle, increasing overall sales and profitability. CPG companies that take advantage of RSi's unmatched data expertise will continue to grow, profit and rule – from supply chain to shelf.



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ABOUT RSi

RSi is the world's leading provider of proven digital transformation technology solutions that enable CPG manufacturers and retailers to grow, profit and rule – from supply chain to shelf. More than three-quarters of the world's 50 top CPG companies and nearly 250 of the leading retailers trust RSi's unparalleled industry knowledge, best-in-class technology solutions, and deep data expertise to generate greater productivity and profitability. CPGs and retailers recapture hundreds of millions of dollars in lost sales each year with RSi's OSAPower, the world's #1 on-shelf availability suite of solutions. RSi's employees, located in 20 locations across the globe, are passionate about empowering customers to rule the shelf and own the future.