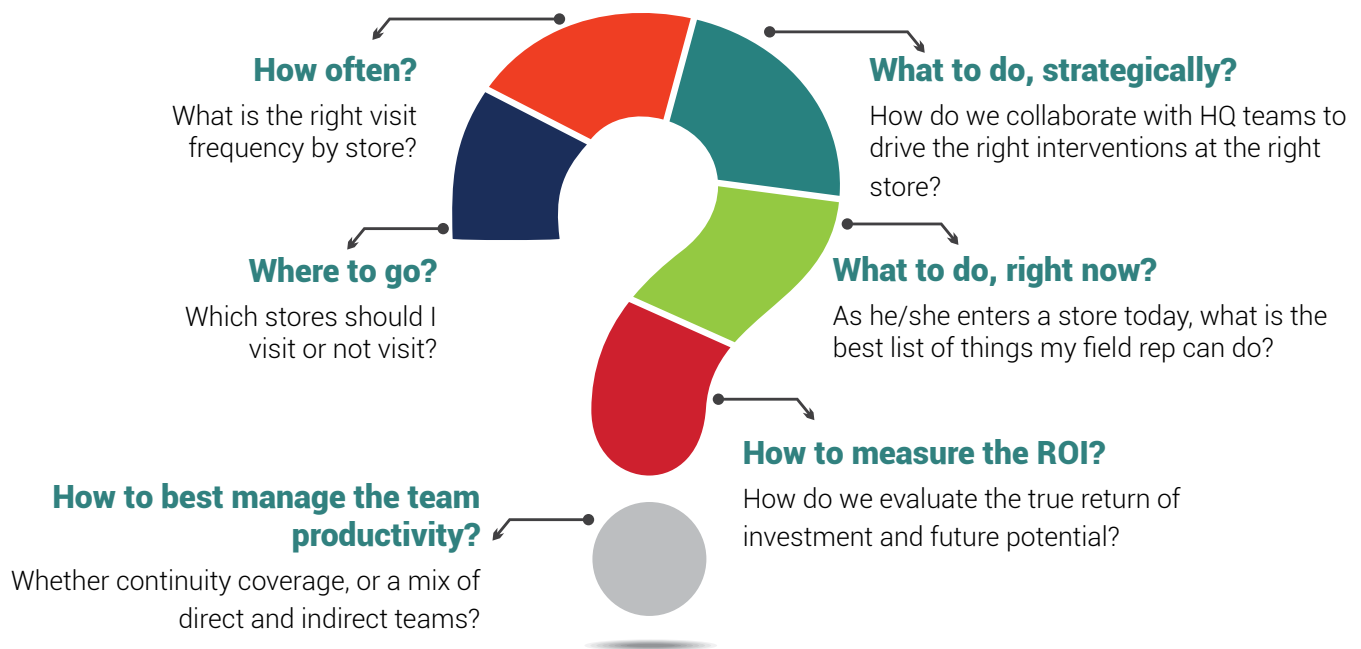




In-StorePower Maximize Sales, Profits and ROI by Optimizing Go-To-Market Strategies and In-Store Execution

Today, the CPG industry invests hundreds of millions each year to optimize go-to-market and in-store execution strategies. The problem is most companies are unable to clearly and factually evaluate the complete ROI of these programs. A key reason is that they lack the data visibility and insight necessary to critically assess where to focus and what actions to take that create the most value. Add in the trading partner relationship between retailers, CPGs and broker teams, and the situation becomes even more complicated.

To Drive Efficiencies and Maximize ROI, CPG Manufacturers and Retailers Must Grapple with These Fundamental Questions:



Digital Transformation Solution Empowering Field Teams to Drive Growth, Productivity and Profitability

In-StorePower from RSi is the most comprehensive and proven field team solution that enables CPGs and brokers to analyze and optimize the full range of go-to-market and in-store execution activities. **In-StorePower** generates valuable, actionable insights through digital transformation and mobile technologies that significantly improve productivity while dramatically reducing labor and other costs.

75% of field sales actions in-store can be significantly improved. How would this impact the return on your retail execution investments?



YOU RULE

With its unparalleled transparency, **In-StorePower** focuses on **the right action, at the right store, at the right time**, helping you to generate maximum sales, profits and ROI:

- **Drive increased sales** by improving shelf out-of-stocks (OOS) and enabling the correct and prioritized course of actions to address in-store issues and opportunities
- **Reduce operating costs** with increased field team efficiencies resulting in reduced labor costs and increased profitability
- **Improve ROI** of field execution investments by optimizing each in-store visit with prescriptive actions focused on the highest value opportunities

Proven Technology Driving In-Store Efficiencies, While Maximizing Sales & ROI

MEASURE	MAXIMIZE	MONITOR
<p data-bbox="116 716 539 821">INTERVENTION ANALYSIS</p> <ul data-bbox="116 842 539 1207" style="list-style-type: none"> • Understand the incremental sales benefit of every action in store • Granular data analysis at store/brand/item/day/rep level • Focus on higher value actions • Drive availability improvements through informed, data driven actions • Measure ROI across the entire field team 	<p data-bbox="597 716 1023 821">ROUTING OPTIMIZATION</p> <ul data-bbox="597 842 1023 1346" style="list-style-type: none"> • Using data, understand the highest opportunity stores • Equip the team with a call plan based on value vs. cold call / prospecting • Improve efficiencies and effective call plan delivery, building focused, intelligently planned routing • Continuously measure and monitor overall route plan effectiveness • Prioritize of tasks against their return value, maximizing field level execution • Identify the right retailer, right stores, right frequency of calls, potential ROI at store level, appropriate store coverage 	<p data-bbox="1081 716 1507 821">MOBILE</p> <ul data-bbox="1081 842 1507 1360" style="list-style-type: none"> • Closed loop data, reporting and management • Reporting from either our mobile app or internal platforms • Customizable content throughout • Access anything to see performance data • Intuitive, easy to use • Reducing overall 'click time' in call • Focused on fixing key issues to drive sales • Fast, reliable data capture, reporting and analysis • Delivering significantly more efficient and effective calls

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

To learn more about how you can optimize your in-store and go-to-market strategies, contact marketing@retailsolutions.com or visit www.retailsolutions.com.



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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.