OSA End-to-End

Recapture Millions in Lost Sales With Unparalleled ROI

CPG manufacturers and retailers continue to grapple with the persistent problem of out-of-stocks (OOS) and the resulting significant revenue loss and weakened consumer satisfaction. The global retail industry is further challenged by the growing need to improve omnichannel forecasting accuracy and increase the efficiency of costly in-store execution.

To survive and thrive, CPGs and retailers need a practical, integrated and comprehensive solution to fixing the shelf – both physical and digital – that maximizes On-Shelf Availability (OSA), and translates into significantly increased sales, greater profitability and loyal shoppers.

Solve the Massive Out-of-Stocks Problem, Increase Sales and Profits, and Strengthen Consumer Loyalty

To enable CPG manufacturers and retailers to grow and profit in today's hostorically challenging retail environment, RSi has launched *OSA End-to-End*, a breakthrough OSA solution that maximizes on-shelf availability with near real-time predictive and corrective alerts. *OSA End-to-End* drives significant improvements in inventory management and promotional forecasting, while optimizing go-to-market and in-store execution activities. As a result, field teams can focus on the highest value in-store actions, leading to increased sales and reduced costs for inventory and labor.

With OSA End-to-End, CPGs and retailers are recapturing millions of dollars in lost sales while achieving an unparalleled 10-fold return on investment (ROI).

Get the Shelf Right with OSA End-to-End
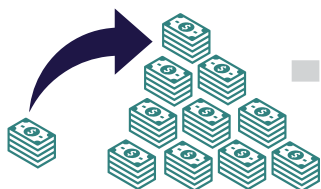
Drives significant increases in sales for CPGs and Retailers while driving a 10-fold ROI

Empowers major improvements in inventory management and promotional forecasting

Increases productivity and reduces costs by optimizing go-to-market and in-store activities

Enables frictionless omnichannel experience, strengthening consumer loyalty and boosting sales and profits

RSi's Proven, Powerful End-to-End Strategy

OSA End-to-End is built on a systematic approach to solving shelf availability issues that addresses the need to take immediate corrective actions for in-store out-of-stocks while uncovering the underlying problems that can cause future gaps at the shelf. The **OSA End-to-End** approach includes:

Correct: Use store movement analysis and algorithms coupled with store inventory position analytics to identify the highest value OOS opportunities and drive in-store corrective actions.

Prevent: Deliver preventive recommendations to pre-empt OOS issues through deep-dive data analysis in key areas, such as distribution voids, store compliance, new product execution, seasonal store allocations, and product rundowns.

Monitor: Continually measure the effectiveness of the alerting activity and analyze the past events to understand where gaps or spikes occurred to help optimize future alerting activity.

CASE STUDY

Customers Adopting an End-to-End Approach Already See Massive ROI

OSA End-to-End from RSi is already delivering groundbreaking results for leading CPG manufacturers and retailers worldwide. For example, one of the world's largest household and paper goods manufacturers used OSA End-to-End to achieve significant OSA improvements at several top retailers, resulting in over $30M in recaptured sales. By working with RSi, the manufacturer registered a 10:1 ROI on its investment.

The RSi Advantage:

Maximize On-Shelf Availability and recapture millions in lost sales with near real-time predictive and corrective alerts.

Act quickly and decisively on those alerts, which are powered by RSi's unmatched data granularity at the store/item/day level.

Significantly improve productivity, dramatically reduce costs, and increase sales and profits by optimizing the full range of go-to-market and in-store executional activities.

Drive incremental omnichannel sales and profits by proactively optimizing product availability at the DC and in the store.

Optimize promotional forecasts and allocations to drive incremental sales and maximize promotional investments.

For more information on how RSi can help your organization implement the most comprehensive OSA solution to help you dramatically increase sales, profits and ROI, contact **marketing@retailsolutions.com**.
We also invite you to visit **www.RetailSolutions.com**.

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.