



YOU RULE

PromoPower™

Maximizing Trade Promotion Productivity and ROI is the New Retail Imperative

In today's hyper-competitive and challenging retail environment, CPG manufacturers need to make sure their promotional investments are as efficient, effective and profitable as they can be. CPG companies spend a significant portion of their revenue on trade promotions – nearly 25% in the U.S., up to 30-35% in EU (depending on country, channel, category), and 30% in China. Now more than ever, those trade promotion investments need to deliver an increasing ROI.

On-shelf availability and related out-of-stock (OOS) issues also plague promotion success. For retailers and manufacturers, the standard OOS rate remains at 8% to 10%; that rate can jump to nearly 15% for promoted products. When consumers can't find your goods on the shelf, promotional dollars are wasted. So, how do you plan and execute promotions that boost sales, expand profits and ensure happy, loyal shoppers?



Executing Store-Level Planning

The only solution that automates promotional planning, allocation and execution at the crucial store-level



Maximizing Promotional Revenues & Profitability

Fuels revenue growth and ROI with advanced demand modeling and inventory performance



Automating Forecasting Processes

Eliminating manual interventions transforms forecasting and allocation efficiency and effectiveness



Driving Continuous Improvement

Artificial Intelligence and Machine Learning will power continuous learning and improved promotion results

Grow, Profit, Rule: Improve Your Promotion Effectiveness by at Least 20-25%

Introducing *PromoPower™* by RSi. *PromoPower™* is a highly automated, store-level technology solution that enables CPG manufacturers to significantly improve forecasting and allocation, helping to drive increased revenue and profits. With RSi's new *Promo Power™* solution, CPG companies and their retailer partners can strengthen their joint business planning to **improve promotional effectiveness by 20-25%**. And that's just for starters. *PromoPower™* allows clients to achieve additional forecasting and allocation improvements of 5-7% for several years thereafter, while **reducing end-to-end manual planning costs by up to 50%**.



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Power Your Promotions With Next Generation Forecasting and Allocation Capabilities

By automating the forecasting and allocation process, *PromoPower™* by RSi gives you the tools to accurately plan for demand and avoid OOS problems that decrease sales and profitability as well as frustrate shoppers. *PromoPower™* complements the outputs from your TPM/TPO system. After the hard work of identifying the right promotions to run from a consumer pull perspective, why leave money on the table with OOS? *PromoPower™* helps you get closer to the planned results, enabling precision store allocation per promotion at the store-level to:



Improve supply chain productivity (DC to Store)



Accelerate shelf space productivity



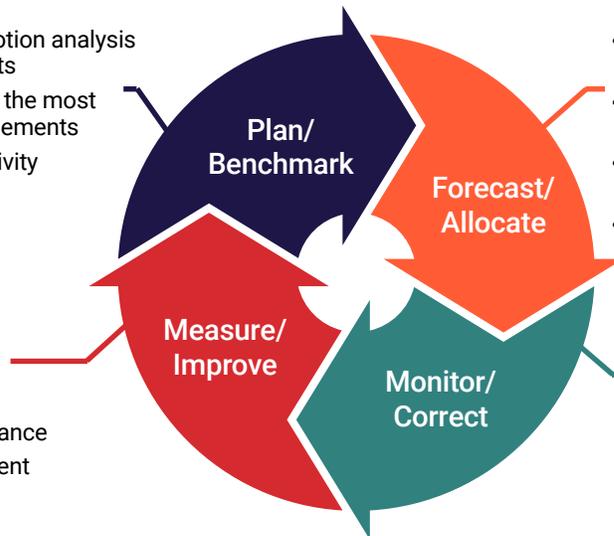
Improve promotional allocation accuracy by 5-15%

Proven Technology That Accelerates Execution and Revenue/Profitability

PromoPower™ by RSi significantly reduces the promotion's specific planning, data preparation, analytics, and analyst time required to deliver maximum promotional results. With industry-leading agility and speed, *PromoPower™* lets you execute virtually unlimited promotions while dramatically improving processes and effectiveness. Here's how the *PromoPower™* solution helps you rule your promotions and generate significant value, from supply chain to shelf:

- Conduct cross-promotion analysis and benchmark events
- Identify and prioritize the most effective execution elements
- Create event productivity database

- Measure overall promotional uplift by:
 - Overall sales performance
 - Execution element
 - Store



- Forecast optimum stock needed at store level to fulfill promotion
- Maximize sales and shopper satisfaction by eliminating OOS
- Minimize post promotion remnant stock
- Next generation includes AI/ML to plan events based on product, pricing, competition, seasonality

- Monitor sales to improve every aspect of your promotion
- Take corrective action for:
 - Under forecast
 - Non executing stores
 - On-shelf availability issues



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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.