SYSTEMIC ISSUES HAVE ALWAYS PLAGUED OSA...

Historically, retail OOS Rates Range From 7-15%

...AND THEY’VE GOTTEN WORSE

Currently, retail OOS Rates Range From 10-20%

These higher rates will persist for YEARS in many categories....

Solving These Out-of-Stock Issues Is Now More Important Than Ever
Total OSA Measurement Driving Decisions

INSIGHT INTO:

COMPLETE OSA VISIBILITY

ACROSS THE ENTERPRISE
EVERY ITEM
EVERY REGION
EVERY CATEGORY
EVERY SUPPLIER
EVERY STORE

SEE THE VALUE OF IN-STORE ACTION

THROUGH PRE MEASUREMENT
POST MEASUREMENT

WITHOUT NEEDING EXPENSIVE SHELF AUDITS, WITH LIMITED STORE AND CATEGORY DEPTH
Maximize Sales And Revenue Across The Enterprise
Total OSA Measurement Driving Decisions

GROW YOUR SALES 2-3% EVERY YEAR
BY IDENTIFYING, PRIORITIZING AND ADDRESSING OSA

GET STARTED TODAY
Let’s Bring It To Life
Address Your Highest Value OSA Issues And Maximize Your Sales

Across your portfolio and enterprise every week

MAKE INFORMED, TIMELY DECISIONS WITH THIS REAL-TIME VIEW:

✓ IDENTIFY HIGH-DOLLAR OSA OPPORTUNITIES FOR EVERY STORE-ITEM-DAY COMBINATION AVAILABLE

✓ SET OSA TARGETS AND MEASURE RANK/PERFORMANCE OF PRODUCTS VS. TARGET

RSI’s RETAIL COMPASS
PROVEN VALUE CREATION

#1 BEVERAGE COMPANY IN THE WORLD

SITUATION
Customer selected Retail Compass, eliminating costly, inaccurate and dated retail audits

SOLUTION
Deployed Retail Compass across 17 retailers in the US

Automated weekly OSA analytics delivered across:

» 54,000 retail stores
» 600+ customer UPCs

Customer-specific views developed for:

» 50+ Regions
» 500+ Region Managers
» 2,000+ Field Reps

RESULTS
Saving the customer millions and giving them the most complete, most actionable OSA information every week!
SUMMARY

YOUR RETAIL COMPASS SUBSCRIPTION INCLUDES:

**Supplier Product Benchmarking**

- Measure The OSA Performance Of Each Product In A Unified Platform, Allowing You To View Ranking And Performance Vs. Targets

**Complete OSA Measurement**

- Identify High-Dollar OSA Opportunities For Every Store-Item-Day Combination Available

**Interactive Dashboard**

- The Ability To See Lost Sales, Consumption, OSA Rates And More, Across All Your Data Points

**One-Stop-Shop**

- The Data Is In A Single Dashboard, With Filtering Mechanisms To Isolate Individual Regions, Retailers, And Brands

**START TACKLING YOUR BIGGEST OUT-OF-STOCK AND SALES OPPORTUNITIES TODAY**