



YOU RULE

Retail Compass

Dramatically Improve On-Shelf Availability and Recapture Millions in Lost Sales

Just imagine the difference it would make to your business if you had complete, near real-time visibility into your on-shelf availability (OSA) rate for every store-product combination in your portfolio. You would be able to identify patterns in out-of-stocks across regions, specific stores or products, and take appropriate actions to fix these problems. Strategically achieving optimal OSA rates would not only be possible, but would be standard operating procedure. You could then shift your focus to preventative and predictive OSA outcomes instead of just looking backward.

Of course, the reality has been very different. Compiling the data and mining the insights required for near real-time OSA visibility across all stores and products has historically been very difficult, if not impossible, leading to suboptimal OSA levels across the business. For CPG manufacturers and their retailer partners, the OSA challenges and associated solution areas include:

Challenges						
	Different OSA Methodologies	Limited Granularity	Isolated Views	Static OSA Scorecard	Delayed Data Visibility	
	Solutions					
		UNIFORM OSA MEASURE	STORE LEVEL INSIGHTS	BENCHMARKING	DYNAMIC DASHBOARDS	NEAR REAL-TIME VISIBILITY
		Standard and consistent OSA measures across all retailer partners	Actionable insights enabling you to take action on top and bottom performing stores	Assess account specific performance compared to the leaders	Quickly identify the stores, products and events that are driving your OSA %	Enabling you to transform insights in to action

Leverage Digital Transformation to Identify Gaps in OSA and Drive Greater Sales and Profits

Introducing **Retail Compass**, the industry's leading OSA measurement solution that empowers CPG manufacturers and retailers to uncover macro and micro OSA trends at the most granular level. **Retail Compass** enables the near real-time identification of these trends, allowing CPG suppliers and retailers to make critical, strategic decisions that lead to optimized OSA and the recapture of millions in lost sales. The result: dramatically improved sales, higher profits, and happy shoppers.

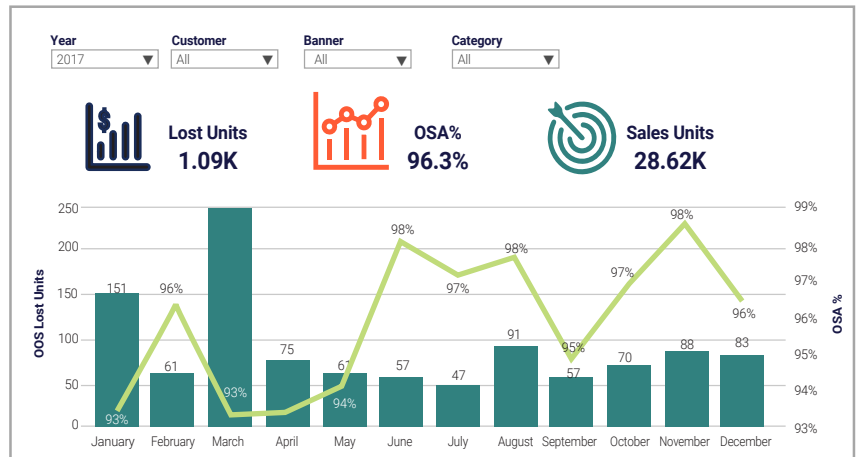


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With its interactive, web-based interface, **Retail Compass** enables suppliers and retailers to measure overall OSA performance across products and geographies at any level of aggregation, highlighting both execution performance and business value.

Leveraging advanced digital technologies like Machine Learning, **Retail Compass** continually improves its algorithms for greatest accuracy in predictive analysis, delivering improved performance measures across time, customer, banner, or product categories:

- OSA Rate: Calculates OSA rate based on actual compared to expected units sold
- Lost Units: Quantifies total potential units that could have been sold
- Lost Sales: Calculates value of lost sales



Strategic OSA Analysis to Identify Potential Out-of-stocks Before They Become a Problem

The **Retail Compass** Performance Tracking Dashboards enables you to:

- Track overall OSA performance across your business
- Identify trends
- Zero-in on opportunities to improve OSA by district or region, or for a given item.
- Perform year-over-year OSA analysis
- View top and bottom performing products or stores
- Utilize insights for discussions with partners to improve OSA rates and maximize sales



Proven Technology That Delivers Results to Your Bottom Line

- Reduction in **Lost Sales**
- Increased **Sales** and **Profit Margin**
- Improved **OSA % Rate**
- Enriched **Collaboration** between retailers and suppliers

For more information on how RSi can help your organization implement the most comprehensive OSA solution to help you drive increased sales and profitability, contact marketing@retailsolutions.com. We also invite you to 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. Twenty-seven of the world's leading CPG companies and nearly 250 of the top 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.