



# Retail Compass

Overview



## 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:



## SEE THE VALUE OF IN-STORE ACTION



**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

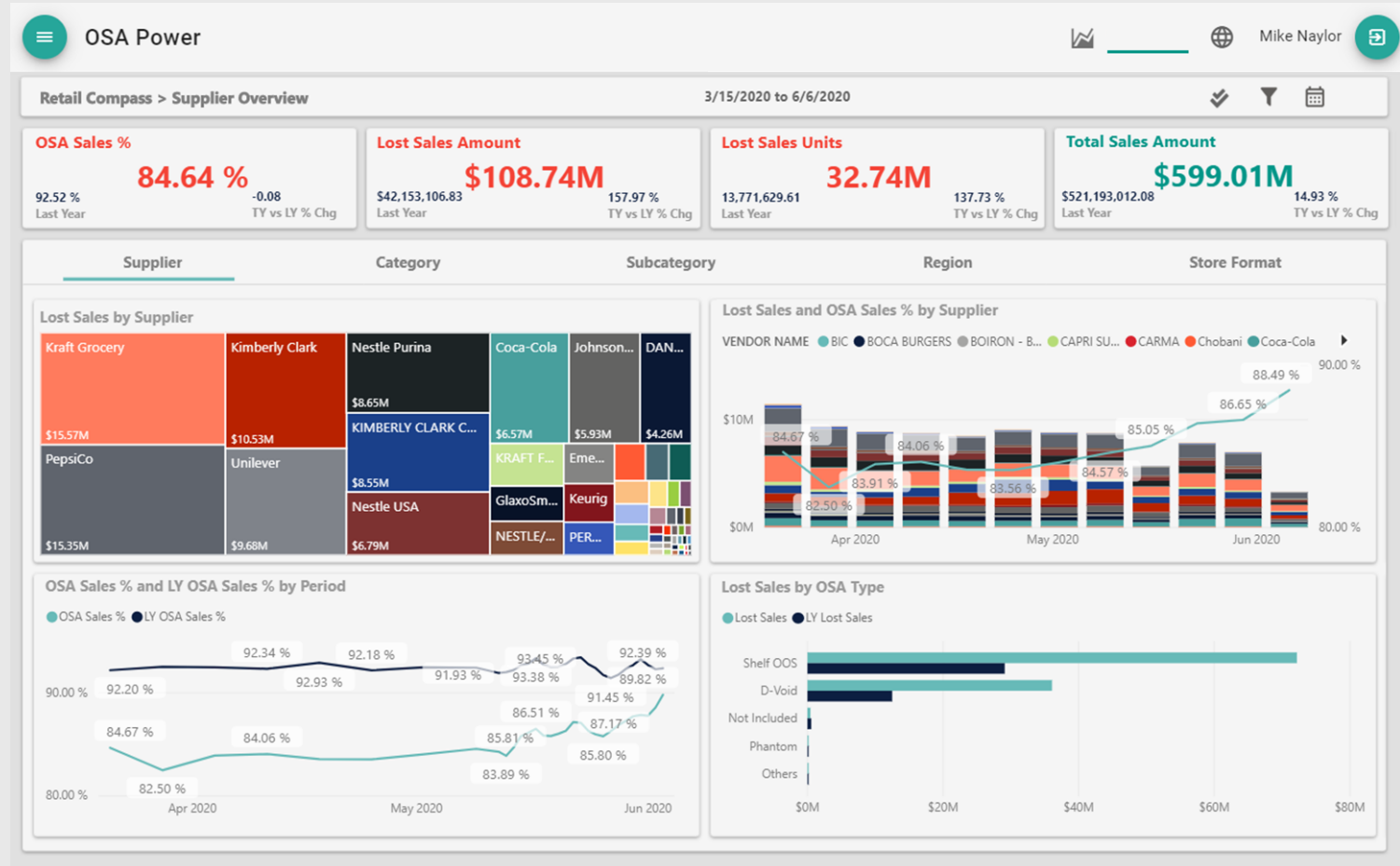


Across your portfolio and enterprise every week

**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**