

RSi

# Have the Right Data, Always at your Fingertips

To compete and win in today's hyper-competitive, high-velocity retail environment, busy CPG and retailer executives need critical data right at their fingertips, wherever they are. That is why RSi delivers its deep data expertise and best-in-class applications for on-the-go consumption, in order to truly drive real-time action.

## Grow, Profit and Rule With a Proven Technology Foundation

RSi's cloud-based data transformation engine is fueled by digitally enabled technologies that deliver real-time actionable insights seamlessly. With unparalleled industry knowledge and deep data expertise – including an in-house development team focused exclusively on mobile — users are empowered to collaborate in new ways and generate profitable results.

With multiple types of users leveraging a plethora of RSi solutions and professional services, several mobile capabilities exist in order for easy access to valuable information in two ways:

1

Retailer and CPG users can leverage RSi's mobile expertise and capabilities on the go.

2

Work through a third-party mechanism (such as a broker-specific application) that easily integrates into RSi data.

## Ditch the Static Dashboards & Be a Force in the Field

Executives, managers and key influencers can have quick and immediate access to the state of their business anywhere, anytime without logging in, picking a report and waiting for it to run. With the dashboard app, users have access to:

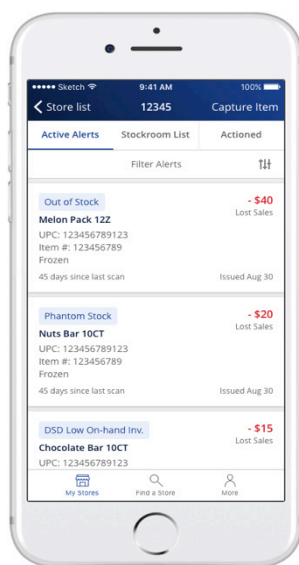
1. Standardized Top Line Sales
2. State of Business at Store Level
3. Automatically Updated Data
4. Downloads on a Daily Basis
5. Offline Availability
6. Quick Store Visit Comparisons
7. Supply Chain Dashboard



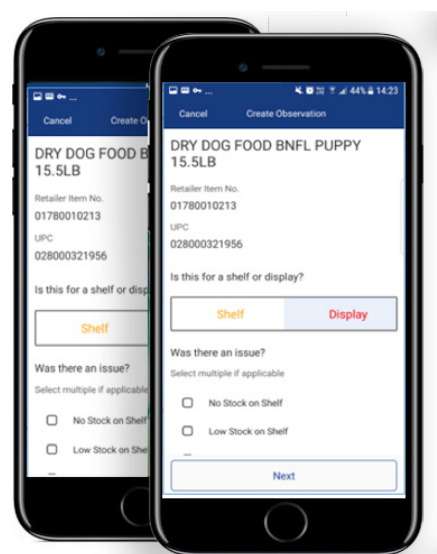
Field team apps put alerts directly in the hands of personnel in store and captures responses enabling them to leverage critical data in a mobile interaction.



RSi's Retail Execution Optimization (REO) solution collects systematic, intervention-level information about retail execution programs and ties it with actual store-level, daily sales data in order to bring unparalleled transparency to this area of investment for retailers, CPGs and brokers.



IRIS Alerting identifies specific on-shelf availability (OSA) situations that need addressing (out-of-stocks, missing labels, damaged products, etc.) at the shelf. When corrective action is taken, feedback is recorded via a mobile device from the field.



RSi's Retail Observe is aimed at head office users in order to take advantage of crowd sourcing execution data. Users can scan items in store and capture observations at the shelf making for even greater visibility in store.

Whatever your mobile strategy, RSi offerings integrate seamlessly into your way of working to help you stay relevant in today's market: (can turn bullets into artwork or list them out)



-Eliminate working from tedious PDFs and spreadsheets in the store.



-Leverage a closed-loop feedback process for continuous shelf improvement.



-Take advantage of near real-time process flows and interaction.



-Eliminate lost administration time and boost in-store efficiency.

## Stop Waiting for Things to Download, Sync or Upload

Whether you're a field rep, broker rep, or sitting in the HQ office – it is crucial to have the right information, in real time, at your fingertips. Retailers and CPGs that integrate mobility into their everyday decisions – whether delivered through RSi expertise and capabilities, or third-party technologies – will be able to collaborate in new ways and generate profitable results. Contact your local RSi Account Manager for more information.

\*<https://www.idc.com/getdoc.jsp?containerId=US43624118>

\*<https://www.gartner.com/document/3618037?ref=ddrec&refval=3140426>



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### ABOUT RSi

RSi is the world's leading provider of proven 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. RSi's cloud-based data transformation engine is fueled by digitally enabled technologies that deliver real-time, actionable insights, seamlessly across every channel. CPGs and retailers recapture hundreds of millions of dollars in lost sales each year with the RSi IRIS platform, the world's #1 on-shelf availability solution. RSi's employees, located in 20 locations across the globe, are passionate about empowering customers to rule the shelf, and own the future.