



OMNICHANNEL OPTIMIZATION & VISIBILITY

# Sales Origination and Flex-Fulfillment for Target



E-commerce is here ... and growing. Total e-commerce sales for 2017 were estimated at \$453.5 billion, an increase of about 16% from 2016. E-commerce sales in 2017 accounted for 8.9% of total retail industry sales. \* Against that backdrop, the National Retail Federation recently released its 2018 economic forecast, projecting that online and other non-store sales are expected to increase between 10% to 12%. \*

For Target and its suppliers, those numbers bring both promise as well as opportunity for trading partners to rule the shelf – whether that shelf is physical or digital.

## Successful Visibility at the Most Granular Level

With online sales expected to grow almost 3x traditional retail sales, the data created from those transactions must be integrated just like any other sales data to optimize the shopper experience. RSi can help users understand and plan for the impact of e-commerce demand on store inventory.

The Target Omnichannel Hierarchy to fulfillment is varied and can be complicated, but RSi simplifies the process of extracting insights from MerchiQ.

By leveraging Flex-Fulfillment data, users now have visibility into the type of consumer interaction and delivery method (ship from store, ship to store, store pickup, etc.), and can now quickly filter in and out their dotcom footprint.



## Better Data Leads to Better Profits

Target suppliers that take advantage of the integrated sales origination and flex-fulfillment data, which ties cleanly to other RSi models and functions, will realize the full potential business benefits such as



### Assortment Planning

Understanding if a product should be offered online vs. in store.



### OOS/OSA Impact

Tracking and planning for online orders that are filled with store inventory.



### Price Integrity

Bringing transparency to pricing in store and online to maximize profitability.



### Better Insights

Clarity of retailer supply chain initiatives and consumer shopping patterns.

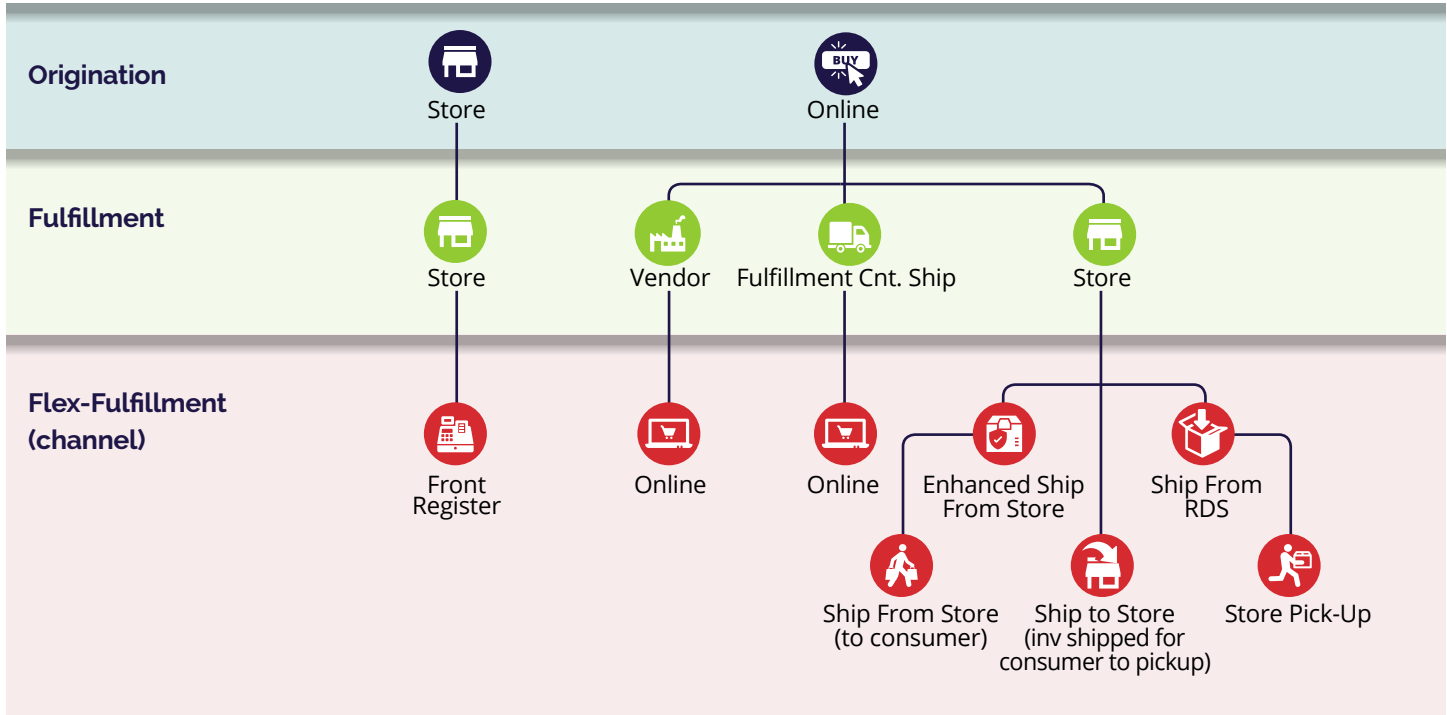


### Better Reporting

Streamlined, easy-to-use, daily data presented through dashboards.

With unparalleled industry knowledge, advanced digital technology solutions and proven data expertise, Omnichannel Optimization & Visibility is built into all RSi offerings, which empowers companies to rule the shelf, own the future and generate profitable results.

### Target Omnichannel Hierarchy



RSi's omnichannel services allow customers to:

- Track and trend online and in-store sales every day, by UPC, by store / region
- Forecast future sales by channel, UPC and by store / region
- Predict demand patterns across fulfillment centers, DCs, and / or stores
- Manage the ever-increasing demands that both online and in-store sales are placing on in-store inventory levels

Integration to Target Sales Origination and Flex-Fulfillment data is part of existing Retail Intelligence (RI) and Retail Visibility (RV) capabilities. Contact your local RSi Account Manager for more information.

[\\*https://nrf.com/sites/default/files/Documents/retail%20library/2018%20February%20MER.pdf](https://nrf.com/sites/default/files/Documents/retail%20library/2018%20February%20MER.pdf)

[\\*https://www.census.gov/retail/mrts/www/data/pdf/ec\\_current.pdf](https://www.census.gov/retail/mrts/www/data/pdf/ec_current.pdf)



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#### ABOUT RSi

RSi is the world's leading technology company enabling CPG manufacturers and retailers to optimize their market position and drive substantially greater profitability – from supply chain to shelf. We use our unparalleled industry knowledge, best-in-class technology solutions, and deep data expertise to empower our customers to collaborate in new ways and generate profitable results. RSi's cloud-based data transformation engine is fueled by digitally-enabled technologies that deliver actionable insights seamlessly and in real-time so customers can make better, more timely decisions. More than 500 CPG companies and over 225 retailers worldwide rely on RSi's proven technology solutions, such as IRIS, our industry-leading on-shelf availability platform. IRIS solves OSA problems and produces significant improvements in sales and shopper satisfaction. RSi's employees located in 20 locations across the globe are passionate about helping customers to rule the shelf, and own the future.