



# Mastering the Five Rules of Retail Data Management

## How You Can Grow, Profit and Win in 2019

### **RULE #1: Enable Near Real-Time Data Availability**

- Next day data availability ensures the opportunity for timely analysis.
- Delayed data is obsolete as the retail industry moves into an omnichannel-driven world.

### **RULE #2: Create Organizational Alignment Around a “Single Point of Truth” For Your Data**

- After “ingesting” (e.g., capturing) a broad range of very large datasets from disparate sources, it is crucial to quickly “cleanse” and “harmonize” the data. This drives internal efficiencies and increases reporting effectiveness by ensuring the entire organization is aligned to a “single point of truth” for data management.

### **RULE #3: Automate and Enhance the Reporting and Analytics Process**

- Intuitive reporting and analytics technologies that automatically sift through the most granular data elements help to drive critical, actionable insights. With these key insights, you can then address difficult issues that negatively impact your business, including persistent on-shelf availability problems, distribution gaps and promotion execution shortcomings.
- Enhanced visualization tools empower your organization to turn insight into action, positively impacting overall business performance.
- Attaining the right insights from all of this data, without advanced analytics, automation and visualization, can be like the proverbial “finding a needle in the haystack.”



YOU RULE

## **RULE #4: Embrace Omnichannel and Its Data Complexity**

- Deploying an effective omnichannel strategy requires an integrated data management system, allowing CPG manufacturers to optimize their business across every channel, from in-store purchases, to e-commerce, to “click & collect.”
- This can be achieved by taking critical actions such as tracking current sales and forecasting future sales every day, by channel, UPC, store and region; predicting demand patterns across fulfillment centers, DCs, and/or stores; and managing the ever-increasing demands that both online and in-store sales are placing on in-store inventory levels.

## **Predict the Flow of Business with Artificial Intelligence (AI)**

- Generating tangible insights from data collected across multiple channels requires the use of algorithms and models that can process and learn from huge datasets. New technologies such as Artificial Intelligence (AI) and Machine Learning (ML) deliver actionable predictions and recommendations to avoid inventory and forecasting problems before they even occur, driving increased sales and profitability for both the CPG manufacturer and retailers.

In today’s increasingly complex and fast-paced retail environment, effective, automated and highly scalable data management is no longer just a luxury for CPG manufacturers and retailers, it is essential. By “Mastering the Five Rules of Retail Data Management,” you will be ready to drive significant growth and profitability in 2019 and beyond.

**To learn more, we invite you to get in touch with RSi’s industry-leading data management experts. It’s time to rule!**



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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.