

Improving Your Value Proposition at Retail: Integration and Integrity of POS Data

The investment needed by a supplier to achieve consistently high levels of in-stock availability is *significantly less today* than it has ever been. The advent of POS (and other available data streams), combined with the tools and techniques to effectively manage that data, makes it possible to deliver it back to the field in a context that complements the field teams' work flow at all levels.

As mentioned in an [earlier release](#), identifying zero scan items is now being completed daily and being delivered back to the field in a manner that seamlessly integrates with the Rep's work flow. Sales Reps can easily look across all categories of items in a store and see exactly where zero scans exist: in which categories, how many, as well as the level of store inventory in the retailer's order system from the previous day. Armed with this information, the Rep can focus on getting those items resolved and ideally, getting store personnel to address inventory stocking levels. The result of this comprehensive approach is better on-shelf performance, with an investment that can be less than your current rate of spend.

It is also important to note, that automation doesn't *automatically* produce profits and add efficiency. Integrity of data must also be assured through Rep accountability, retailer collaboration and a well-integrated solution that supports the specific features and processes your business needs.

Some of our clients have invested in tool providers with algorithms designed to look at retailer store level data for an item and predict phantom inventory levels. RW3 has begun integrating predictive inventory issues for these clients, in addition to zero scan data. It is too early in the process to judge the incremental benefit over zero scan identification, but if the formulas are sound, we are confident that over time, zero scans will be significantly minimized.

How can RW3 help?

RW3 sets the standard for helping CPG and CG companies achieve maximum retail availability for the consumer. Integration of data provides visibility of the shelf at each outlet, pinpointing areas of opportunity for attention by your retail force. Prioritizing these actions at retail can improve in-store performance. RW3's dedicated team of experts live in this world all day, everyday - and are prepared to help you and your organization develop effective strategies and the implementation plan for taking advantage of POS within your Retail Organization. We can also work with you to develop the ROI from improved in-store performance with an investment to take this step forward. We have delivered these types of capabilities to many of your most respected peers in the CPG and CG industries.



"RW3's InSight Group provides weekly dashboards and drillable reports that give JOTS and our Broker management team visibility to all product assortment achievement in each retail outlet. This real time intelligence is enabling JOTS and its retailers to improve turns on higher margin products, prevent OOS's, and reduce costly markdowns."

- Tony Schwister, Director, National Accounts, Retail Div., Jennie-O Turkey Store

RW3 is the recognized expert on retail execution in North America. Our business approach aligns development with customer needs and company goals, encouraging frequent inspection and adaptation, teamwork, and accountability. ■

RW3 solves business challenges for top global brands like Nestlé, Sony PlayStation, Kellogg's and PepsiCo QTG through strategic consulting, custom reporting, analytics and flexible retail execution solutions. RW3 solutions offer an integrated, automated, end-to-end workforce system that allows data to flow easily where and when it is needed, allowing you to better understand your consumers, identify untapped sales opportunities, measure gaps in performance and optimize the environment where consumers meet your products. For more information or a business assessment, please contact RW3 Incorporated at 1-800-444-5793 or info@rw3.com. Visit us online at www.rw3.com.