



**FOR IMMEDIATE RELEASE**

**RW3 Goes Mobile with InStore App for iPad/iPhone /Android**

**Austin, Texas – October 17, 2011** – RW3, Inc., a leading provider of retail execution solutions, critical demand chain intelligence and meaningful technology innovations, today announced the introduction of a second mobile application in the company’s emerging suite of innovative mobile business solutions for iPad/iPhone/Android. RW3 Mobile InStore for iPad/iPhone is engineered to boost sales and service representative retail call productivity and deliver real time 360-communication. The solution focuses the sales organization around critical business objectives to drive more consistent and profitable store level execution.

“Our clients continually strive to optimize resource utilization and improve impact of same store revenue of their brands. The new RW3 Mobile InStore application allows them to accomplish these two objectives by leveraging the power and flexibility of the iPad and Android platforms, streamlining sales representative and merchandiser workflow functions in one handy device. Sales reps now have easy access to the right information at the right time and place. RW3 Mobile InStore also leverages DSR and retail POS integration to uncover shelving issues before the rep enters the store. They can seamlessly capture true store conditions and immediately improve the consumer experience on low performing items at the shelf,” said Bruce Nagle, CEO and Founder of RW3.

For the representative, RW3 Mobile InStore GPS Smart Route provides GPS-guided call routing to improve travel efficiencies. For the sales supervisor, integrated Mobile InStore GPS Smart Route identifies rep location information to track time and mileage between store calls. The intuitive user interface of Mobile InStore allows the rep to easily input store call activities, capture item distribution, complete online store surveys and take photos of store conditions. These photos are instantly put into context within the robust RW3 database, linking the image to a specific survey question by store and by rep and transforming a simple snapshot of the shelf into a more meaningful piece of store level intelligence.



RW3 Mobile InStore also delivers real-time access to directed communication of promotional collateral such sell-sheets and other key content. Instant “Push” notifications can also be sent directly to a rep’s iPad/iPhone through the RW3 Mobile InStore app, alerting him/her to significant performance gaps such as an unusually high number of out-of-stocks. These alerts facilitate immediate response, proactive corrective actions and a focal point of discussion to bring more value to the relationship with the retail customer.

“For companies challenged with sales force optimization, the RW3 Mobile InStore app for iPad is the ideal solution to streamline sales call processes and provide a convenient, transportable tool to quickly and easily capture key store level intelligence that helps identify gaps in retail execution and seize untapped sales channel opportunities,” Nagle said.

RW3 Mobile InStore and the first solution in the suite, RW3 Mobile Audit, will be available by download from iTunes App Store or through an in-house Apple Enterprise license.

### **About RW3, Inc.**

RW3 Incorporated is a recognized leader in North America, delivering retail execution solutions, critical demand chain intelligence and meaningful technology to power smarter, faster and more profitable business decisions for the CPG industry. RW3 has deep industry expertise, intuitive portable applications supported with robust flexible DSR platforms and an unwavering dedication to customer success. RW3 empowers a well-established client base of leading CG companies including Nestlé USA, Kellogg’s, ConAgra Foods, PepsiCo, and Energizer Holdings. For more information on RW3’s groundbreaking mobile applications or for a business assessment, please contact RW3 Incorporated at 1-800-444-5793 or [info@rw3.com](mailto:info@rw3.com). Visit RW3 online at [www.rw3.com](http://www.rw3.com).

### **Media Contacts:**

Linda Dorn  
Marketing Communications Manager  
RW3 Incorporated  
800-444-5793  
[ldorn@rw3.com](mailto:ldorn@rw3.com)

Ron Margulis  
RAM Communications  
908-272-3930  
[ramcommunications@comcast.net](mailto:ramcommunications@comcast.net)

# # #

Insights. Innovation. Real World Solutions.

▶ 1.800.444.5793  
▶ [www.rw3.com](http://www.rw3.com)

▶ Austin  
Bentonville  
San Francisco