



RW3 Delivers Best-in-Class Solutions

Consumers have changed the way they shop for consumable goods over the past two years, and experts agree it is likely that change in behavior is here to stay. If your company hasn't altered the way you look at your **retail execution strategy and processes**, it is certainly the time to do so.

Sharper in-store execution is the key to gaining, maintaining and ensuring stronger sales in the future. RW3 has been working with CG Manufacturers and Retailers for more than 15 years in creating better execution in the field. Our solutions enable clear communication and verification that execution is - or is not - happening at the shelf level. Our *InStore* applications better equip the sales reps, as well as store merchandising folks, to get specific items on the desired shelf or end cap, in an optimal amount of time.

With consumers being more discerning in their shopping habits, your items being on the shelf and available when needed is critical and a clear competitive advantage. Consistent *InStore* insights further enable your Team to make merchandising decisions for the future. Our *InSight Group* can help you make sharper and well-informed decisions through reporting against your critical KPI Measures.

RW3 solutions enable diverse merchandising profiles for a variety of Consumer Goods customers, including grocery retailers, convenience stores, newsstands, mass merchants, kiosks and airport retailers. RW3 has an unparalleled level of client retention; continually helping evolve existing tools as well as integrating new technologies and innovation as customer needs change.

RW3's value to customers lies beyond technology. Partnering with customers to help them evolve their retail strategies and the underlying solutions is a fundamental part of RW3's value proposition. **"RW3 is not just a software provider – they take an active role in our success, challenging us to think about our retail strategies & processes at a deeper level,"** commented Graham Purdy, VP Sales of National Tobacco Company. **"This mindset drives collaboration to develop better systems & tools, leading to enhanced results and a lot of success for our company."**

RW3 has long standing relationships with many of the world's top CG manufacturers, in many cases, over a decade. "These leading global brands are committed to in-store execution excellence, and as such, draw upon RW3's unique value proposition to help them achieve unparalleled consumer satisfaction at the shelf," said Bruce Nagle, CEO & Founder of RW3.

We would welcome the opportunity to discuss your company needs and help determine whether RW3's solutions would be a good fit for your retail strategies. Please contact RW3 at 800-444-5793 or email info@rw3.com for more information about our solutions or to answer your specific questions as they relate to your requirements. ■