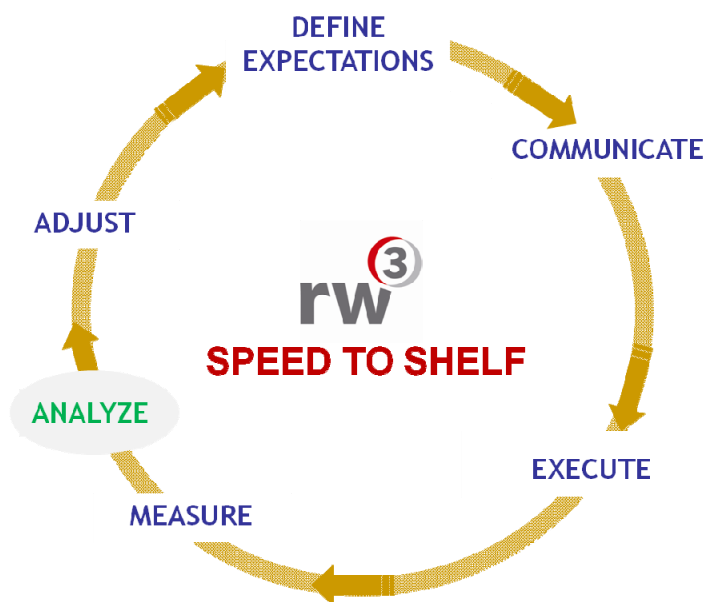


Speed to Shelf Can Contribute More Quickly to Your Top & Bottom Line

Consumer Packaged Goods companies employ a variety of approaches in getting new products to the shelf. Building capabilities on a strong foundation that includes the following will accelerate revenue and same store sales growth while ensuring overall speed to the entire market:

1. Communication - early coordinated communication to Account Team of a new item launch is critical. Setting appointments and capturing the 'sold in date' are key to begin the channel launch process.
2. 'First ship date' should be communicated at two levels, the account team and the retail team as they see the product(s) begin to hit the stores.
3. Leading indicator - the in-store team capturing shelf presence is critical to get an early indication of true account acceptance and to get upstream communication about existing account supply chain issues (POG not released, product not ordered, account team miscommunication, etc.)
4. Measure speed-to-shelf time frame at all levels - supported by the ability to measure timely results. Many of our clients now achieve 80% time-to-shelf results in 30 days by measuring and holding all constituents accountable.
5. Cross organization accountability - a key to success is utilizing retail organization information to confirm the first shipment for an account. We have several effective ways to help account managers ensure an account's progress and to fill new item orders on a timely basis.



RW3 delivers these options and more to our clients. Other technologies may work well depending on your business needs.



How can RW3 help your company? 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. This Agile Development process accelerates rapid delivery of uniquely effective, technology supported solutions.

“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. This mindset drives collaboration to develop better systems & tools, leading to enhanced results and a lot of success for our company.”

- Graham Purdy, VP Sales, National Tobacco Company

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.