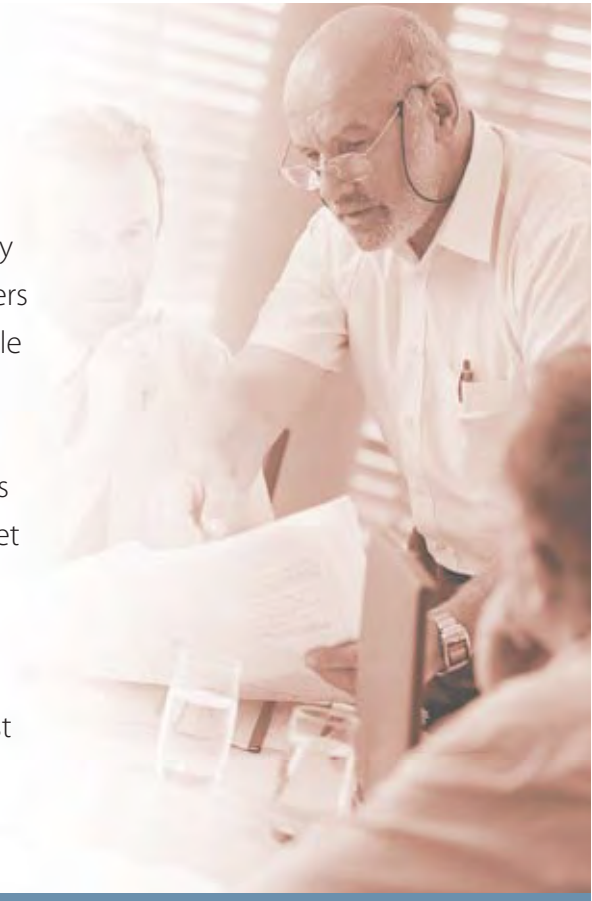


A Customized Solution for Your Go-to-Market Strategy

To drive profitability, Consumer Goods companies need complete, focused and timely sales activity information. They require precise, outlet level shelf visibility. RW3 InStore delivers this detailed view, streamlining your business processes while providing instant communication across the sales channel.

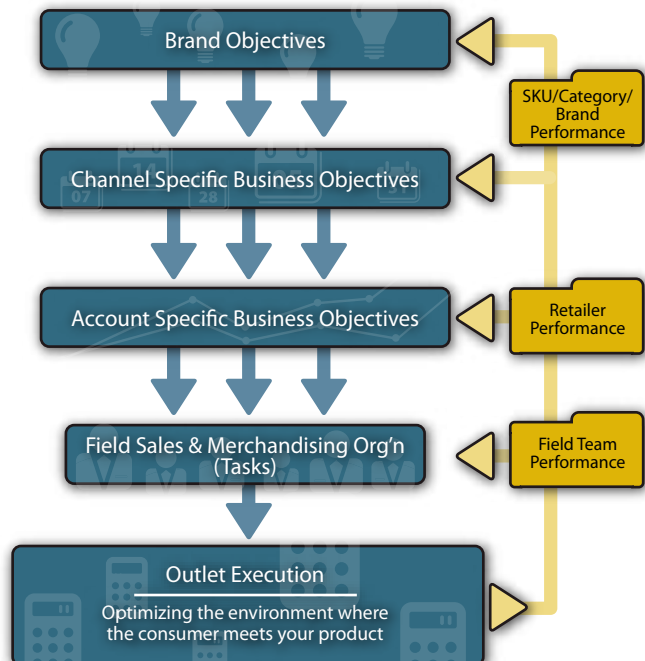
As a web-based and device-specific solution, InStore collects and segments sales data based on your specific go-to-market strategy. You can identify gaps in performance and discover opportunities for innovation, which ultimately boosts sales productivity, improves distribution, and fosters quicker shelving - and a more profitable assortment - of your highest margin items. Now you have the right tools to make more profitable business decisions.



Get the Entire Sales Organization on the Same Page

InStore provides a seamless communication solution to instantly deliver and share targeted information throughout your sales organization. And because everyone's on the same page, you can act immediately to resolve performance gaps, capitalize on untapped opportunities, sync go-to-market objectives with sales activities, and focus your team on the most profitable tasks. As such, you optimize field sales productivity and significantly reduce associated costs.

Alignment, Communication and Execution



Optimize the Consumer Environment

With InStore, you have precise visibility and a continuous communication loop to impact the environment where the consumer meets your products. You know exactly what's taking place at the store level, speeding up product delivery and shelving, reducing costly out-of-stocks, and more precisely measuring the results of sales channel investments.

A Flexible Solution for Your Specific Business Needs

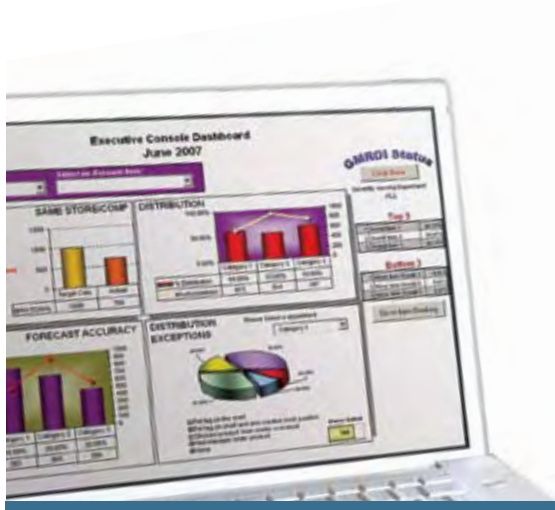
InStore offers a range of features based on your business needs. Choose advanced capabilities for a more granular level of execution, seamless integration of multiple external and internal data sources, and continuous measurement to highlight the largest revenue opportunities. Additional functionality can also give management the unique ability to effectively direct and facilitate precision sales calls, providing specific targeted tasks dynamically to field sales based on prioritized business objectives and cumulative sales intelligence.

Access Reports Wherever You Are, Wherever You Go

Your consolidated reports include key metrics all on one screen, with the ability to drill down to any level of detail. Stay informed at the office or on the road by accessing reports from any device, including computer and PDA.

Customized for Your Go-to-Market Strategy

A customizable web-based and device-specific solution, RW3 InStore allows you to



- Prioritize business objectives and align sales execution with Go-To-Market Strategy
- Gain complete visibility at the shelf to identify performance gaps and untapped opportunities
- Streamline communication processes and instantly deliver targeted information throughout your sales organization
- Speed up delivery, shelving and assortment of highest margin items to maximize profitability
- Optimize field sales productivity and efficiency, reducing associated sales costs

Enhance Your View of the Shelf to Drive Profits

Leading global brands rely on RW3 to drive more profitable business decisions. Contact us at 1-800-444-5793 or info@rw3.com to schedule a RW3 InStore demonstration. Discover how you can streamline communication, gain complete shelf visibility, and improve profits.

“RW3’s expertise helped us understand and implement a business solution to improve on-shelf availability of our most profitable products. We are now able to act on opportunities in our sales process to positively impact customer satisfaction at the shelf.”

– Barry Lynch,
Vice President-Retail
Jennie-O Turkey Store, Inc.