

## KPI Activator™

KPI Activator™ from Reflexis goes way beyond any metrics or analytics that many retailers are already using today. In fact, it's called Activator because it takes key metrics in real time, examines them for exceptions, and activates your retail organization to take effective steps. It helps you capitalize on opportunities and minimize risk. The result: streamlined operations, more successful merchandising, and accelerated sales throughout the chain.

Already proven at leading companies like The Home Depot and Hannaford, KPI Activator quickly and efficiently identifies the information retailers must act on to make immediate and lasting improvements in the stores. It allows you to focus on the handful of metrics that reveal problems or discover surprise best-sellers early while ignoring the hundreds of other “so what” numbers in retail.

### Put Best Practices into Action

It's one thing to know about a best practice, it's much more powerful to have best practices imbedded in the systems that help you run your business. With KPI Activator, you indicate the best way to handle certain situations and how to recognize when just such a situation arises.

When KPI Activator senses that the time to respond is now, it instantly pushes the right tasks to the right people, along with everything they need to do the job right the first time.

### Full Compliance

With KPI Activator, you can automatically monitor compliance with safety and government regulations, as well as the timely and complete execution of product recalls. If there is a trend toward non-compliance, you will now have time to fix the problems before it's too late. And with company-related compliance, it works the same way—automatically.

Cash in on continuous improvements by leveraging KPI alerts into best practices.

Items	Actual	% Change	Rating	Items	Actual	% Change	Rating
Customer	14	22.00%	2	Operational	17	21.00%	1
Revenue (Week Store)	10	10.00%	2	Open Cart	20	14.29%	4
Customer Complaint	10	10.00%	3	Excuses + Cause	23.00	22.22%	4
Speed of Checkout	10.00	12.00%	3	Customer Care	23.00	22.22%	4
Customer Satisfaction	14.00	2.78%	4	OSHA Compliance	28.00	14.29%	12

### Cut to the Chase

KPI Activator cuts slack or lag time out of the process at not just one point, but several.

First, the exception-based reporting brings corporate, field, or store managers directly to the information they need—in real time. Not only does this reduce all the reading and reviewing time to process traditional reports, it also cuts all of the production and delivery time it usually takes to get it out in the first place.

Next, the system eliminates the calls, e-mails, and other communications normally required to track down and manage the right resource to correct the problem or even decide what to do.

Finally, the closed-loop nature of KPI Activator decreases the management time of following up on what should have been done. In short, KPI Activator accelerates your retail chain's ability to recognize, react to, and capitalize on real-time information.

**“Reflexis has enabled us to improve the execution of our corporate strategy where it counts the most... at the store.”**

**- Kevin Carleton,  
Director of Retail Automation,  
Hannaford Bros.**



Reflexis has won back-to-back Retail Systems Achievement Awards in the Best in IT/Business Alignment category for two major retailers in the U.S. and Europe.



**“Our average ticket increased to the highest level in our company history...the decrease in selling and store expenses was driven by a number of things, including higher labor productivity.”**

**The Home Depot**

## A Complete Solution

KPI Activator can be integrated with other solutions in the Reflexis Retail Execution Platform to drive additional benefits. The Reflexis platform is made up of four suites: Merchandising Operations, Store Operations, Vendor Operations, and Retail Execution Support (see the figure). KPI Activator is part of the platform’s Retail Execution Support suite and integrates with its other modules, including Enterprise Learning and Store Issue Manager. KPI Activator also integrates with other solutions in the Reflexis Retail Execution Platform, including Task Manager and StoreWalk. Integration scenarios and benefits include:

- Integration with Reflexis Task Manager allows the automatic assigning of corrective action based on best practices embedded in the system when a metric falls out of defined tolerance levels.
- Integration with Reflexis StoreWalk allows the automatic assigning of corrective action based on best practices when a metric falls out of defined tolerance levels.
- Integration with a wide variety of enterprise systems such as ERP enables managers to go to one source for the key metrics they need to run their company effectively.

## Let’s Get Started

Reflexis can rapidly implement KPI Activator, fully integrated with your existing systems, to drive increased sales and operational benefits throughout your retail chain. Reflexis implementations consistently meet or exceed customer expectations for on time and on budget performance. The best time to get started is now.

## Reflexis Contact Info

**1.800.781.3609**

**[info@reflexisinc.com](mailto:info@reflexisinc.com)**

**[www.reflexisinc.com](http://www.reflexisinc.com)**

RETAIL EXECUTION PLATFORM

