

Merchandising Process Manager™

New product launches, promotions, and other merchandising initiatives require months of planning and preparation involving hundreds of steps before product and fixtures arrive at the stores. Yet despite extensive upstream planning, retailers still struggle to execute their merchandise and promotional strategies due to uncoordinated planning, out-of-date information, and poor visibility into cross-functional activity completion status.

The Reflexis Merchandising Process Manager (MPM) solution enables retailers to coordinate the many steps involved in complex merchandising projects and gain visibility into completion status by a variety of departments including merchandising, marketing, supply chain, finance, store operations, and suppliers. When integrated with Reflexis Task Manager, retailers can also streamline the launching of their merchandising initiatives to avoid unforeseen overloads that can cause suboptimal execution. Integration with Task Manager also enables the retailer to track completion levels in the stores, manage by exception, and respond to problems and opportunities using best retail practices.

Coordinate Planning – Meet Your Merchandising Deadlines

Category review, product sourcing, price negotiation, package design and fixture approval, database updates, and marketing collateral creation are just a few of the potentially hundreds of steps that must be completed before a single project such as a new product rollout is launched to the stores. Multiply that one project by hundreds and the problem of managing all these projects and lead times becomes exceedingly complex. Spreadsheet, project management, and other applications that have single threaded updates create bottlenecks that inhibit collaboration and synchronization.

The Merchandising Process Manager enables visibility into merchandising task completion status across all retail departments, providing the ability to monitor the entire process from start to finish, ensure deadlines are met, and resolve issues in a timely fashion.

- ✓ Increase efficiency in the planning and execution of merchandising initiatives
- ✓ Execute merchandising initiatives on time the first time in all stores
- ✓ Increase revenue by monitoring key merchandising, supply chain, and operations trends and responding pro-actively
- ✓ Ensure standardization and best practices usage for all merchandising activities

The ability to manage by exception allows the retailer to quickly identify where the problems are and which ones are the most critical. Management can drill down to identify the root cause of a problem and take appropriate action. No more waiting to hear bad news at a regular update meeting, by which time it may be too late to respond.

Agile Retailing Through What-If Analysis

Port lockouts, late supplier shipment, and other supply chain problems are a fact of retail life. The Merchandising Process Manager not only gives you real-time visibility as these events occur, but also gives you the tools to respond proactively.

What-if analysis enables the retailer to modify plans on the fly and re-schedule projects to optimize productivity and sales. If a shipment is delayed, the system lets you determine if another project can be launched, and what will be the impact on store resources.

"In a recent study on merchandising issues, fractured merchandise planning processes was identified by 100% of respondents as a top three critical business challenge they face."

**- Paula Rosenblum,
Managing Partner, RSR Research**



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.



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“Retailers put about \$1.65T worth of merchandise at risk annually by only executing 59% of merchandising and promotional initiatives in the intended fashion.”

**- Rob Garf
Vice President of Retail Strategies
AMR Research**

Role-Based Workflow Eliminates Bottlenecks

Almost every merchandising project requires numerous sign-offs and approvals from a variety of managers in different departments. Category updates, purchase orders, Add/Delete sheets, and more must be approved by several layers of management. Bottlenecks occur if the person who is sent an approval is out of the office. Without the ability to track and monitor approvals in the pipeline, retailers risk missing important merchandising deadlines. The Merchandising Process Manager’s support for role-based workflow routing ensures that if someone is out of the office, the message is sent to the next manager authorized to process such a request. No more missed deadlines because someone is out sick or on vacation.

Monitor Compliance and Performance with Task Management and KPI Integration

Even the most exciting new product and brilliant promotion will under-perform if stores cannot execute merchandising strategy. Seamless integration between Merchandising Process Manager and other Retail Execution Management solutions enables merchandisers to ensure stores are executing their plans and

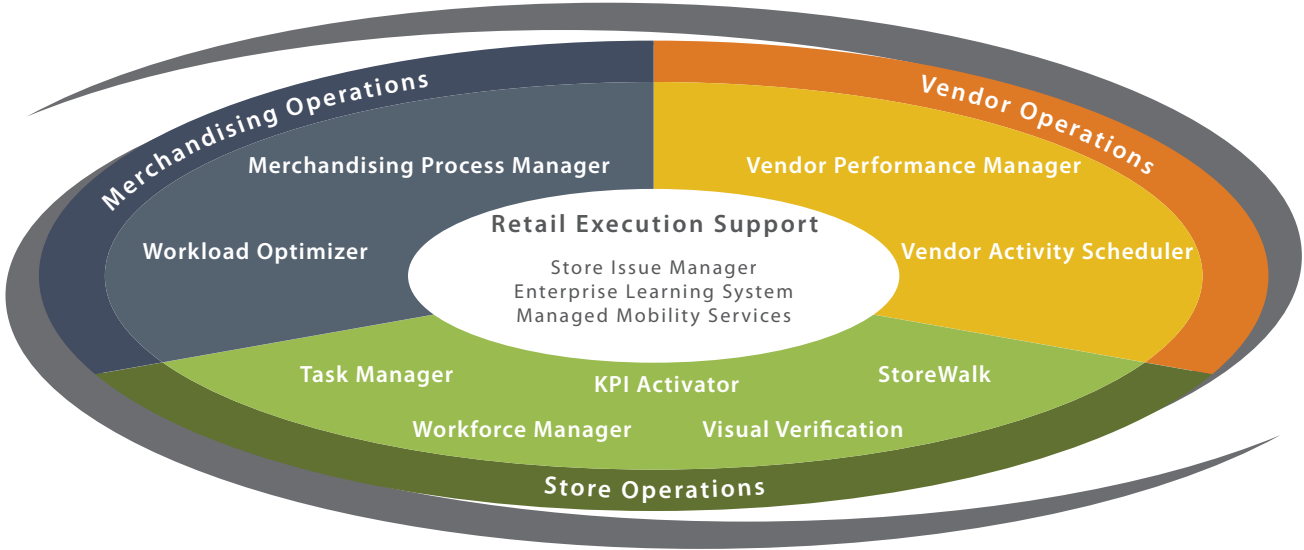
respond pro-actively to key sales and operations trends across the enterprise. Integration with the Reflexis Task Manager solution allows the merchandising team to monitor merchandising task completion and compliance levels throughout the stores. Merchandisers can quickly spot which stores have carried out the merchandising plan and which have not.

Integration with KPI Activator enables merchandisers to monitor Key Performance Indicators (KPIs) in real time and respond using best retail practices embedded in the system if a metric falls out of defined tolerance levels. With the integrated solutions, a retailer can achieve flawless execution of merchandising planning processes and store operations while gaining total visibility into performance against the financial plan.

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RETAIL EXECUTION PLATFORM



Retail Execution Management
It's about selling more. Not just doing more.

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