

Task Manager™

Even the best merchandising strategies, most exciting promotions, and top-notch managers will fail if stores are unable to execute quickly and to expectations. When stores can't execute effectively and efficiently, the result is lost sales, higher costs, and dissatisfied customers. Leading analysts estimate the impact in lost revenue of poor store-level execution is between 2-5 percent of annual sales.

Reflexis Task Manager enables retailers to ensure consistent execution of merchandising promotions, store re-sets, new product launches, product recalls, and operational improvements in all stores. Task Manager enables corporate management to coordinate planning, prioritize projects, balance workload, streamline communication, and view store activities in real time.

Some of the world's best-known retailers, including Staples, The Home Depot, Sears, Hannaford, Pep Boys, Homebase, Tesco, and more have implemented Reflexis Task Manager to ensure store-level execution is synchronized with corporate strategy. What's more, Reflexis has never taken more than 21 weeks to implement Task Manager, even in the world's largest retailers and across multiple store formats. Fast successful implementations drive rapid ROI.

Launch and Track Corporate Projects

Reflexis Task Manager allows corporate planners in different departments to coordinate planning of projects and events such as promotions, new product launches, and more. Planners use easy-to-create templates to ensure consistent planning for all types of projects. Once projects are launched, stores access all the information they need including planograms and last minute instructions from a single source. Corporate managers can track completion status in all stores in real time.

Support for role-based assignments ensures tasks are completed even when an employee goes on vacation, switches responsibilities, or leaves – in cases where the primary employee is absent, the task is forwarded to the next available and qualified employee.

- ✓ Boost average ticket sales by up to 5 percent
- ✓ Increase time associates can spend with customers by 20 percent
- ✓ Free up field and store managers from 7-12 hours of unproductive work
- ✓ Ensure 100 percent recall compliance
- ✓ Enterprise implementations across multiple store formats in 8-21 weeks



“The implementation of Reflexis Task Manager has vastly reduced irrelevant and redundant e-mail, as well as improved effectiveness in following through on product recalls, weekly promotions, and standard practices.”

**- Kevin Carleton
Vice President of Retail Automation
Hannaford Brothers Co.**

Manage Store Workload, Align with Corporate Goals

With Reflexis Task Manager, corporate can manage store workload to prevent task overload before it happens. Gatekeepers and store communication managers can run simulations and measure the impact of planned workload on store capacity. Managers can then balance schedules and priorities to optimize store productivity and ensure tasks are aligned with corporate goals. Store managers no longer have to guess what they should do and when.



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.



Manage by Exception, Focus Attention Where Most Needed

Real-time visibility allows managers throughout the organization to view task completion and compliance levels. Alerts flag late or unfinished tasks and other areas of non-compliance. Management by exception enables managers to focus their attention where most needed, instead of wasting time searching through lengthy MIS-style reports. For field managers, this means more productive store visits. For store managers, this means less time reading reports and emails and more time on the sales floor helping customers and providing leadership.

Leverage Two-Way Feedback

With Reflexis Task Manager, store managers and associates can fill in completion surveys as they finish their work to give feedback to corporate about how well a project went or opportunities for future improvement. Information collected from surveys is automatically summarized at the corporate level to provide real-time visibility into planning effectiveness. Management can benchmark performance and compliance levels to support continuous improvement efforts.

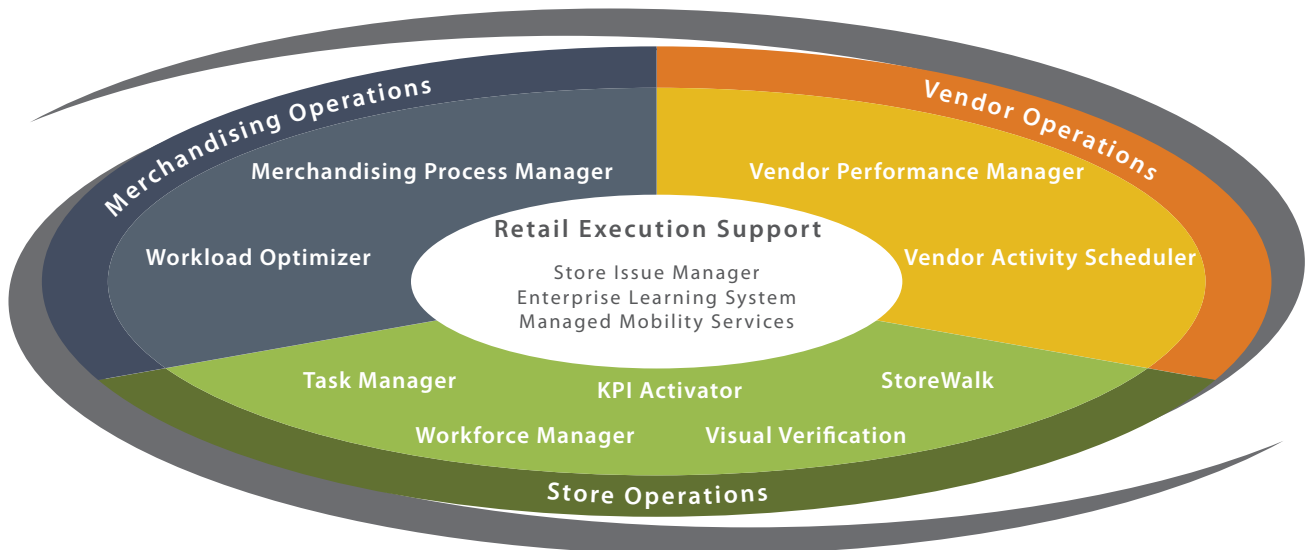
Integrate with Solutions for Additional Value

Reflexis Task Manager can be implemented as a stand-alone application or integrated with other applications in the enterprise for additional benefits. Task Manager is the flagship application of the integrated family of products in the Reflexis Retail Execution Platform. Task Manager also integrates with mission-critical applications, including Enterprise Resource Planning (ERP).

The Reflexis Retail Execution Platform (see the figure) is made up of four suites: Merchandising Operations, Store Operations, Vendor Operations, and Retail Execution Support. Reflexis Task Manager is part of the Store Operations suite and integrates seamlessly with other modules in the suite including Workforce Manager (Labor Scheduling and Time and Attendance), Visual Verification, and StoreWalk. Integration scenarios and benefits include:

- Integration with Reflexis Workforce Manager (Labor Scheduling and Time and Attendance) ensures stores have the proper labor resources to complete corporate driven work and meet target customer service levels.
- Integration with Visual Verification enables stores to compare and confirm correct merchandising execution using master photographs and digital cameras. When a display or sign is found to be out of compliance, corrective action can be assigned.
- Integration with Reflexis StoreWalk allows the automatic assigning of corrective action based on best practices embedded in the system when a store is found to be out of compliance in safety, loss prevention, and more.
- Integration with Reflexis KPI Activator allows the automatic assigning of corrective action when a metric falls out of defined tolerance levels.
- Reflexis Task Manager has successfully completed validation on IBM Store Integration Framework — the Java™ 2 Platform, Enterprise Edition (J2EE), operating environment.

RETAIL EXECUTION PLATFORM



Retail Execution Management

It's about selling more. Not just doing more.

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