

Visual Verification™

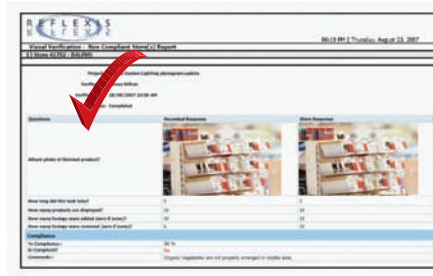
Leverage digital photographs to ensure stores correctly set up displays for promotions, new product launches, and other corporate initiatives. Verify stores comply with standard operating procedures including loss prevention. The Reflexis Visual Verification solution enables retailers to utilize digital cameras and camera phones to visually confirm correct and timely execution of tasks and document events that occur in the stores.

Digital photographs taken by store managers and associates as well as Marketing Service Organizations (MSO's) and other service providers provide visual confirmation of the successful completion of a wide variety of activities. Retailers can drive increased revenue by providing suppliers with visual confirmation of correct promotion execution to claim trade promotion funds. Visual Verification also enables management to sign off on the accuracy of financial statements and internal controls with confidence, knowing they are supported by visual evidence. The solution includes an optional service component in which a team of people inspect photographs and notify the retailer when a store is out of compliance.

Verify Compliance Across the Enterprise

The Reflexis Visual Verification solution enables retailers to drive compliance across the enterprise. The system provides store users with master photographs that show the desired standard to which goods must be merchandised. Photographs taken in the store are uploaded and catalogued in the system so that management can easily monitor compliance across the enterprise. Photographs can be uploaded to the system in real-time or batch mode. Management can monitor completion status and compliance levels across all stores, without having to be there in person. Remote verification reduces the expense and time requirements associated with store visits, allowing managers in the field to focus their attention where most needed.

- ✓ Increase sales by driving compliance to promotions and other merchandising initiatives
- ✓ Increase revenue, claim trade promotion and other funds by providing visual evidence of compliance
- ✓ Ensure consistent consumer experience in all stores by verifying execution of corporate strategy
- ✓ Reduce travel expenses and other costs associated with in-person verification
- ✓ Verify compliance even with photographic variability with outsourced Compliance Review service
- ✓ Expand monitoring capacity and increase compliance levels with outsourced Compliance Review service



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.



Improve Consistency, Expand Control with Compliance Review Service

Manually verifying hundreds of photographs taken at thousands of stores is a time-intensive process. The volume of pictures can quickly overwhelm even a large team of reviewers at the corporate office. As a result, a small fraction of photographs may actually be reviewed, resulting in a lost opportunity to improve compliance and execution. Companies have tried to solve the problem by having computers instead of people analyze photographs, with poor results due to photographic variability caused by differences in lighting, camera angle, distance, and backgrounds.

The optional Compliance Review service from Reflexis takes the time consuming task of reviewing photos off your hand, allowing you to focus on your business instead of thousands of pictures. The team of reviewers at Reflexis will inspect pictures and notify the retailer through the system when a store is not in compliance. Intelligent workflows built into the system ensure alerts are automatically routed to the correct store and managers.

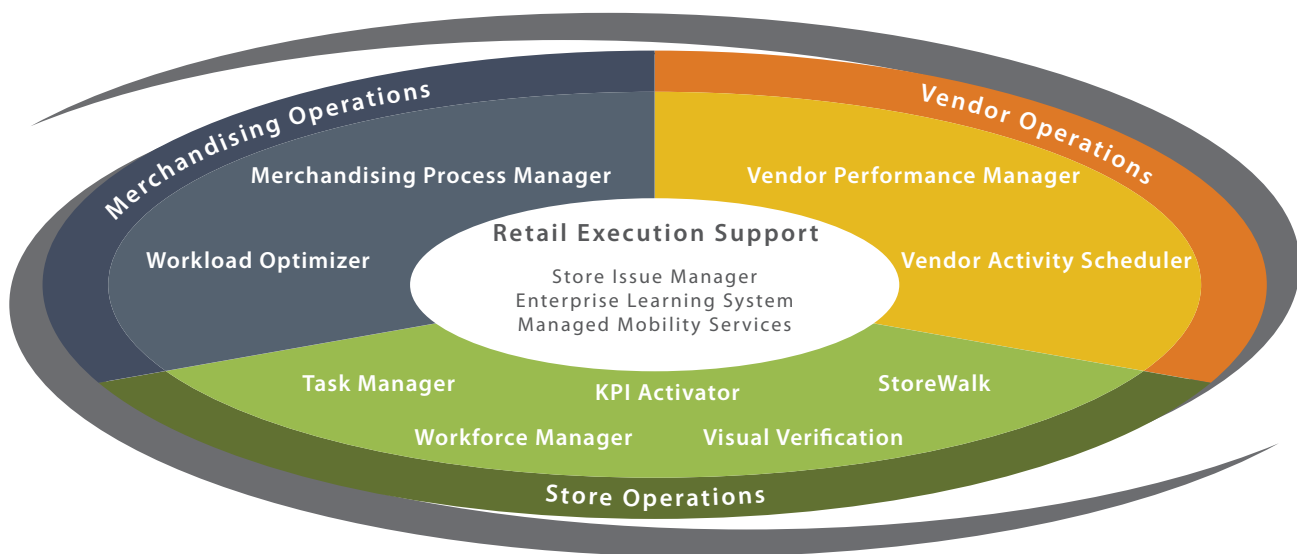
Pro-active Response Through Verification and Task Management Integration

Integration between Reflexis Visual Verification and Task Manager enables retailers to respond using best practices when a store is found to be out of compliance. An alert from the Reflexis Visual Verification solution can automatically trigger pro-active response using best practices embedded in the system. If a specific store's promotional display is not set up correctly, the system can automatically send an alert to the appropriate manager and simultaneously schedule a store walk to correct the problem. Support for closed-loop feedback allows management to drill down and perform root cause analysis. The retailer can not only identify problem areas, it can also correct them immediately and collect additional information for continuous improvement. The combination of Reflexis Visual Verification and Task Manager enables retailers to consistently execute their strategy and institutionalize operations excellence across the enterprise.

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RETAIL EXECUTION PLATFORM



Retail Execution Management

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

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