

Workload Optimizer™

Corporate-initiated work accounts for 35 to 40 percent of activities performed by store labor. But traditional labor planning relies primarily on sales forecasts to calculate required staffing levels and does not account for the additional store workload that comes from corporate initiatives. Reflexis Workload Optimizer is the first solution that allows retailers to forecast corporate initiatives in addition to the forecast sales demand, creating an accurate, consolidated labor forecast, without which the forecast is incomplete. The Solution enables a retailer to coordinate long-range planning at the corporate level, optimize workloads sent to the stores, and maximize employee productivity. Workload Optimizer bridges the gap that occurs when store operations, human resources, merchandising, finance, and other departments do not integrate long-range planning and short-range execution. Corporate planners can allocate the labor required to complete marketing, merchandising, loss prevention, and other projects months ahead of time and later assign specific tasks as additional detail information becomes available.

Increase Profitability with Better Upstream Planning

Retailers typically plan store re-sets, new product launches, promotions, and other projects months before actually launching them to the stores. But corporate often does not communicate their plans to the stores until the very last minute, when all the specific details have been collected, leaving stores to scramble to accommodate last minute instructions. If stores do not have the proper labor resources, important sales-driving projects such as promotions, new product launches, and more may not be completed on time, resulting in lost revenue.

Reflexis Workload Optimizer bridges the gap between corporate planning and store operations and enables retailers to eliminate the inefficiencies and suboptimal execution caused by uncoordinated planning and poor visibility into upcoming projects.

- ✓ Improve efficiency, optimize long-range labor forecasting, planning, and scheduling
- ✓ Increase revenue, ensure stores can execute corporate driven, daily, and ad hoc tasks by aligning store workload with labor capacity
- ✓ Reduce costs by minimizing over-scheduling and overtime



Corporate can ensure stores have the appropriate labor staffing required to execute retail strategy. And when integrated with other solutions in the integrated suite from Reflexis, retailers can generate truly optimized labor schedules, track completion and compliance levels in the stores, and continually compare performance against the financial plan and respond to key metrics using best retail practices.

With Workload Optimizer, corporate planners in a variety of departments can view all projects that will be launched to the stores and their combined effect on store workload, months in advance. Shared visibility into future workloads enables coordinated planning in alignment with retail goals. Corporate planners can immediately view the impact on stores of a new project, with the ability to shift project dates to smooth store workload and ensure the most important tasks receive the highest priority. If a retailer plans to introduce a new product in the first week of a month, the expected labor required to complete the project can be reserved months ahead of time, even if specific materials such as product shelf labels and planograms are not yet available. As the project launch date approaches, the retailer can add additional detail which can later be exported to the Reflexis Task Manager solution for launching the project to the stores.



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.



Improved Efficiency through Workforce Management Integration

Many times stores don't know a project is coming until they receive it. As a result, previously generated labor schedules may not have enough labor in the stores to complete the project; important sales-driving initiatives such as new product launches and promotions may not be completed in time or at all. Because it is part of the Reflexis family of solutions, Workload Optimizer integrates with Reflexis Workforce Management (labor forecasting and scheduling), allowing visibility into upcoming projects, the ability to optimize labor schedules, and ensured compliance with national, state, and local laws and policies.

The Reflexis Workforce Management solution can take a long range plan from Workload Optimizer and fine-tune labor forecasts for each store based on drivers such as store square footage and hours of operation, and then generate a schedule based on the ideal mix of full- and part-time labor. The system takes into account all store activities, including routine, corporate driven, and ad hoc tasks performed by store employees, as well as activities performed by third party service providers, suppliers, and suppliers' representatives. Labor schedules are now generated that consider everything happening in the store, eliminating higher costs caused by over-scheduling and the poor customer service and missed deadlines due to under-scheduling employees.

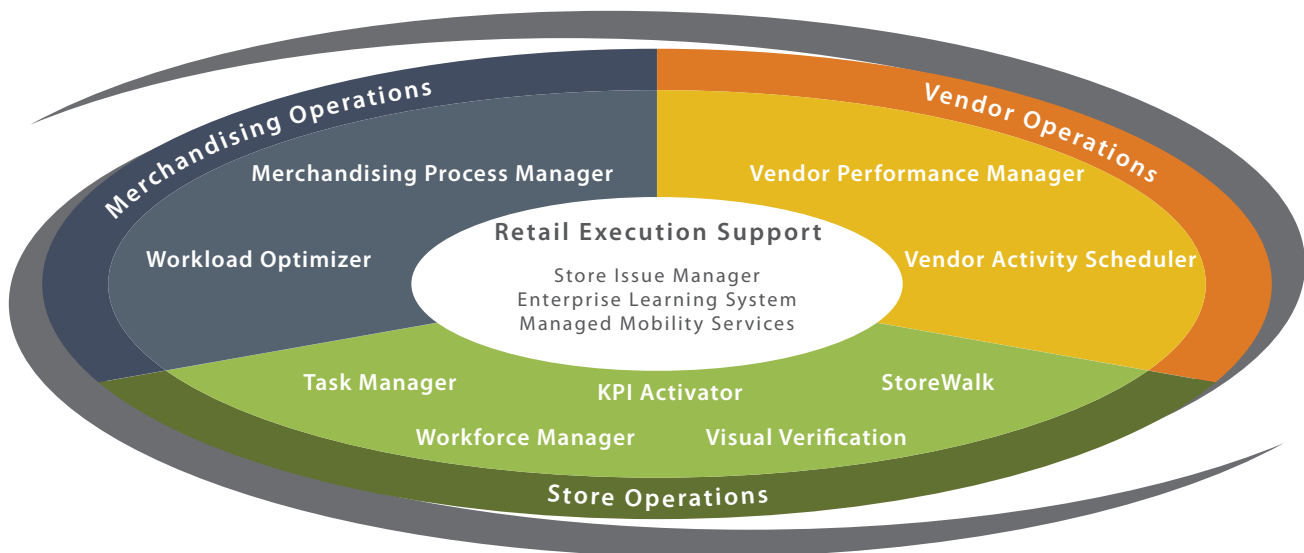
Monitor Compliance and Performance with Task Management Integration

Seamless integration between Workload Optimizer and Task Manager enables retailers to ensure stores execute their plans on time, the first time. Task Manager provides a single source for all the information needed for a project and lets management identify key problems and opportunities by the ability to manage by exception. Task Manager lets employees provide two-way feedback to corporate as they complete tasks. If a task takes longer to complete than originally planned, this information can be collected and used to improve future planning and identify root causes of the problem.

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RETAIL EXECUTION PLATFORM



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

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