

# Retail Performance Solution

## Client Profile

- Fortune 500 company
- Leading supplier of consumer goods
- Carried in dozens of retail chains

## Solution Benefits

- Higher customer facing metrics
- Millions of dollars of top line sales added
- Higher performing analysts due to more time spent taking action on information, less time simply gathering and manipulating it.

## Resource Management Professionals

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*They added millions of dollars of top line sales by improving key metrics, including In-Stock Percent*

## Drive Sales and Improve Key Customer Facing Metrics

### Business Challenge

At a leading supplier of consumer goods, many of their workers were analysts in name only. Workers spent a large amount of effort manipulating large quantities of retail data to conduct day to day business, and weren't able to focus enough on optimizing the performance of their product. ***The company knew there was opportunity to see their product perform better at retail and to retain their status as a trusted supplier.*** They needed to find a way for their retail analysts to work "smarter".

### Business Solution

A large data warehouse of customer data was created containing both daily and weekly information. Designed and structured for high performance, it always stays current with retail and supply chain data. A flexible user interface allows workers to quickly identify problem areas, perform analysis to see trends, and clearly communicate recommendations internally and externally with the customer. These recommendations

improved the likelihood that the right product would be in front of the consumer in the retail store —leading to millions of dollars of increased sales.

### Business Benefits

By using the solution, the company was able to ***improve by multiple percentage points on critical numbers that their retailer customers held them to*** (they were already in the 90's). Retail Analysts, Supply Chain coordinators, Demand Planners and other roles have the tools they need to easily find issues with product performance, and take corrective action.



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## Enable Analysis Across the Organization

### Billions of Rows Became Relevant

Across the industry, there's certainly no shortage of data available to suppliers of major retailers. The challenge is in making relevant information quickly available to help the business execute today. The solution made information available for three main purposes:

- **Shortcut to Analysis:** Provide the specific columns of information side by side in order to perform key analytical tasks to improve category/item performance.
- **Bubble Problems to the Surface:** Bubble Problems to the Surface: Quickly highlight the most urgent items to care for among the hundreds of SKU's workers manage, and automatically suggest what next steps look like to resolve them.
- **Automate Reports:** Quickly provided access to reports that had previously been manually assembled. These included ones required by retailers to request approval of suggested changes to improve performance.

The business got what they needed to make their workers far more analytical and minimize procedural tasks.

### Key Metrics Across Business

#### Functions

An issue that confronted the business was that key business metrics were being calculated differently across the team. RMP worked closely with business stakeholders to build into the solution "official" definitions of key metrics. This enabled workers to have access to officially supported information, and to be on the same "sheet of music" across the organization.

### Analysis For Everyone

Every company has a few workers who are "rockstars" (experienced pro's) - even with very manual tools. ***The data warehouse, and its role based user interface allowed all workers to perform key analytical tasks—even those who don't have as much experience.*** Even workers who were new to their roles could use the solution to find issues and begin to take appropriate actions, just like the "pro's". The result was that the company was able to raise their overall performance at retail, and maintain their status as trusted suppliers.



### Who is RMP?

- We focus on improving our client's business performance through informed, data-driven decisions
- Our teams work with stakeholders and users to custom design and build rich solutions that meet the unique challenges and needs of your business.
- We specialize in Business Intelligence, Retail, Financial, and Supply Chain
- Our experienced consultants have various certifications including: CPA, CPIM (APICS), and Microsoft
- We serve fortune 500 and mid-market companies
- RMP helps companies manage the "big piles of money" found in every organization. Sometimes these "piles of money" need to grow. We've helped companies increase sales, increase gross margins, and grow their customer base. Sometimes these "piles of money" need to shrink. We've helped companies slash expenses like excess inventory, and warranty expenses.

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