StorePoint Retail

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RN
RTL

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RUN RETAIL

AN OUTFORM GROUP COMPANY

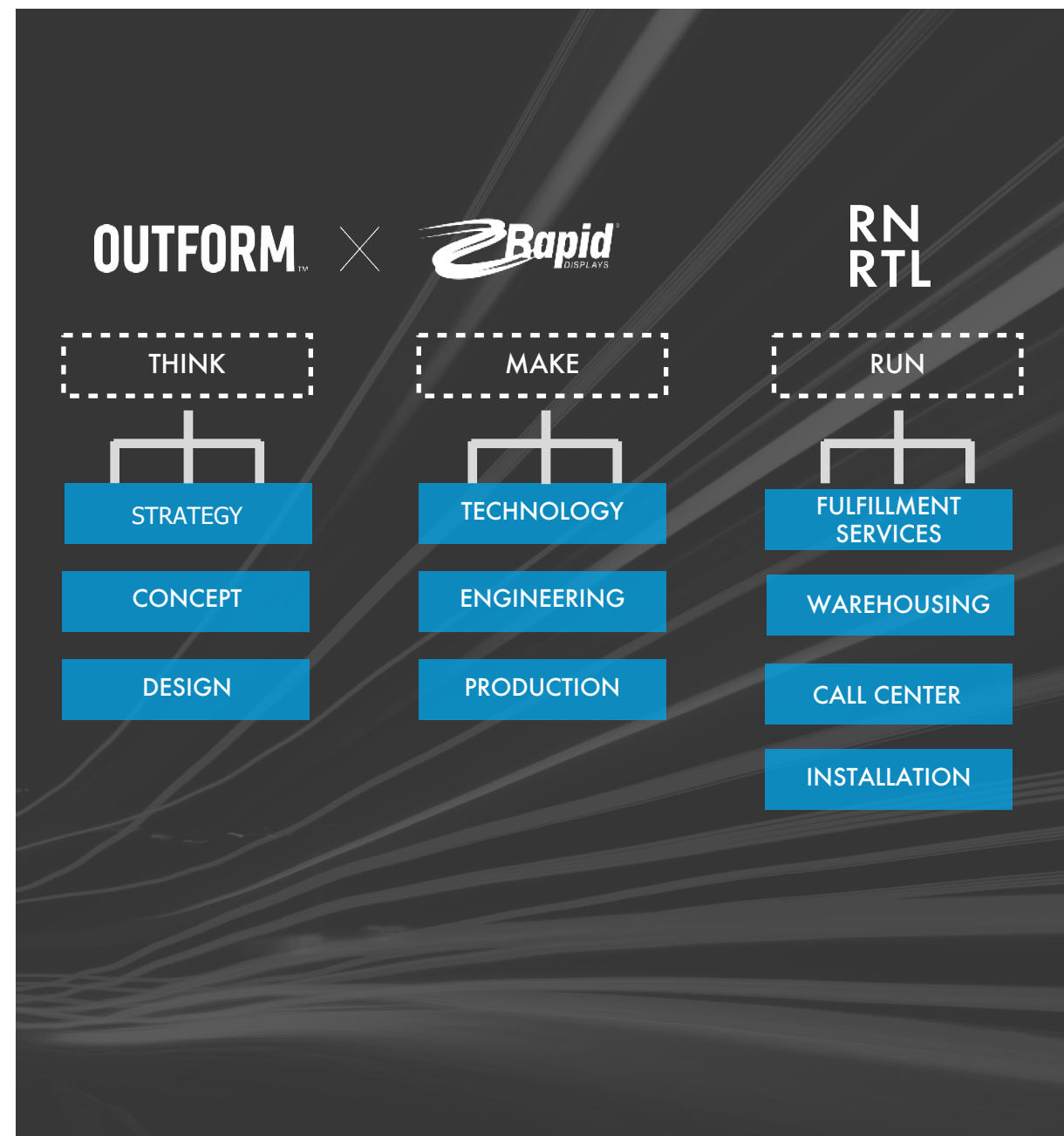**BRINGING EXCITEMENT TO PHYSICAL RETAIL THROUGH EXCEPTIONAL EXPERIENCES**

One company, one vision and many disciplines.

We unite **leading experts** in research, strategy, design, innovation manufacturing, **post-production & warehouse/logistics** to create unforgettable brand experiences.
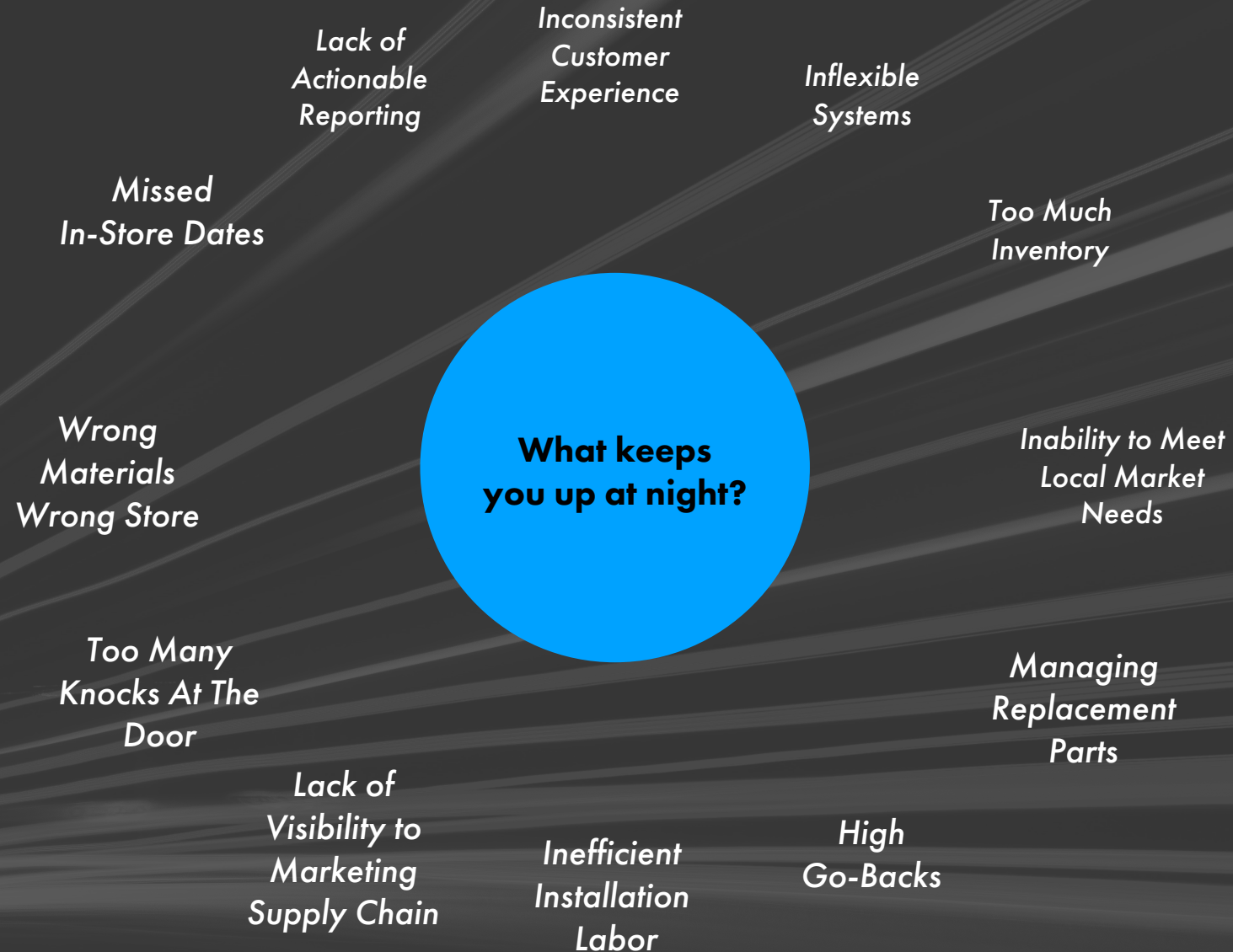
We enable our clients, **helping them to alleviate their biggest pain points Day 2 And Beyond!**

ONE COMPANY   OUTFORM.™ ✕ Rapid DISPLAYS ✕ RN RTL

MARKETING SUPPLY CHAIN NOISE

Lack of Actionable Reporting

Inconsistent Customer Experience

Inflexible Systems

Missed In-Store Dates

Too Much Inventory

What keeps you up at night?

Wrong Materials Wrong Store

Inability to Meet Local Market Needs

Too Many Knocks At The Door

Managing Replacement Parts

Lack of Visibility to Marketing Supply Chain

Inefficient Installation Labor

High Go-Backs

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WHO DO WE WORK WITH?

STARBUCKS SUCCESS STORY

CHALLENGE

o 17,000+ Monthly Kits - Excess POP materials resulting in ineffective store execution, store labor confusion, high waste, inability to customize to local market needs, no way to efficiently measure test markets.

RNRTL SOLUTION

o Leveraged RNRTL technology
  - Systematically categorized all store attributes (up to 1,300)
  - Managed a universe of 500 unique SKUs per PUSH campaign – 1.7 million pieces in 6,000 kit versions
  - Optimized print spend by soliciting bids to ensure the accurate quantities was being produced
  - Wave plan the kitting workflow to ensure right materials go to right stores in the right box

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STARBUCKS SUCCESS STORY

RESULTS

- 30% Reduction in overall program cost
- Consolidated Three boxes to One Box, Expedited Freight to Ground
- 20% Redeployment of In-Store Labor
- Clean Execution Instructions, organized by Store Zone
- 99% accuracy/Zero Waste
- Strategic Partner for Growth
- Significantly contributed to their #1 Corporate Initiative of Recycling & Waste Reduction

SAMSUNG SUCCESS STORY

CHALLENGE

○ Lacked cohesive visibility & program management to track all display/device assets

○ Inconsistent store experience due logistical delays and increased costs due to the need of 'go-backs' to maintain in-store assets

RNRTL SOLUTION

○ Leveraged RNRTL technology to capture all assets by retailer

- Provide integrated call center solution to access critical information to troubleshoot displays in real-time, utilizing integrated order portal & shopping cart for replacement parts
- Provide real-time inventory and order visibility
- Manage all issues/resolutions, track & report cost avoidance of 'go-backs'

SAMSUNG SUCCESS STORY

RESULTS

- RNRTL manages over 28,000 issues/cases per year, improving store experience & reducing need for corporate involvement
- 'First Call Resolution', 70% success rate
- Dramatic reduction in labor go-backs, $2.7 million annual savings in cost avoidance

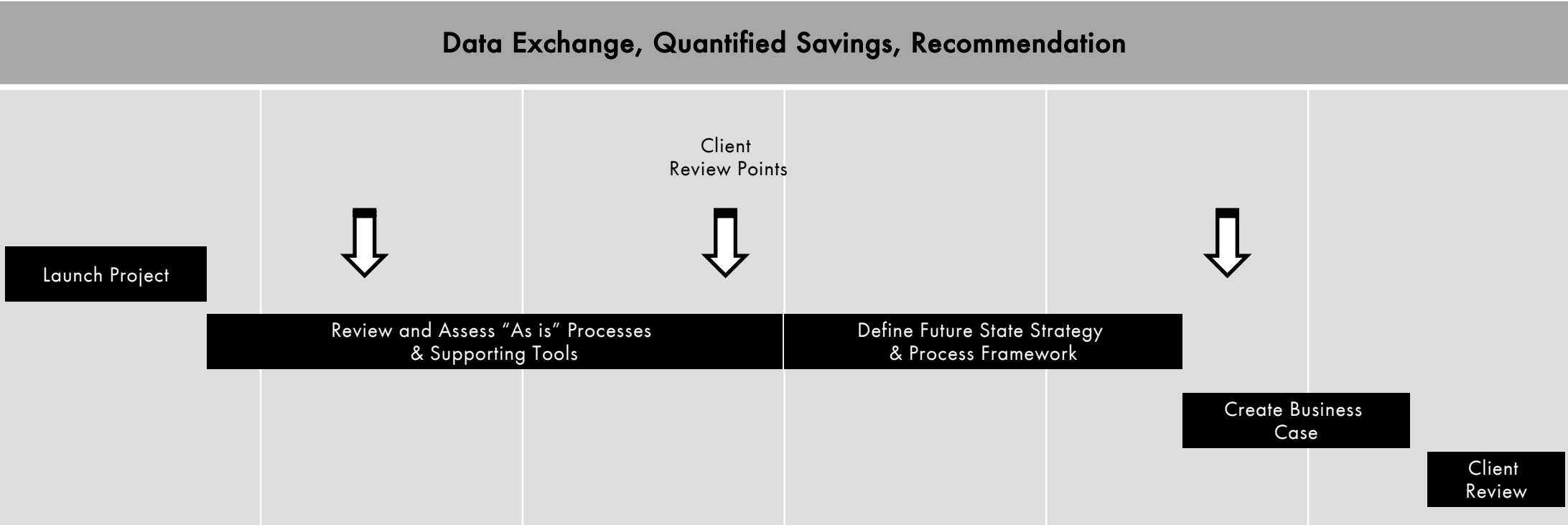# RNRTL ASSESSMENT

OBJECTIVES:

- Understand current state/desired state, gaps & barriers
- Understand costs and identify potential areas for savings
- Determine tools/technology and methodology for desired state
- Present recommendations with cost & time savings, where applicable

RNRTL RESOURCES:

- Executive Sponsor, Commercial Leader and SMEs
- 1 ½ Day face-to-face meeting

CLIENT RESOURCES:

- Executive Sponsor, Project Leader,
- Key Stakeholders, SMEs
- 1 ½ Day face-to-face meeting

Data Exchange, Quantified Savings, Recommendation

Client Review Points

Launch Project

Review and Assess "As is" Processes & Supporting Tools

Define Future State Strategy & Process Framework

Create Business Case

Client Review

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ENGAGE WITH US TO REDUCE THE NOISE

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DAY 2 & BEYOND

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