

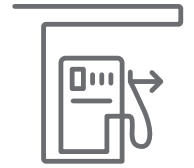


# RedPrairie for Convenience Retail

Providing Consistency and Visibility at Least Cost



# The Convenience Store Challenge



With blurring lines between retail segments, Convenience Store chains are faced with unique challenges in creating a competitive advantage. Achieving operational excellence can drive you towards greater market share and increased profitability.

To help answer these challenges, Convenience Store operators need advanced back office tools that automate the management of inventory and cash, schedule staff based on an accurate forecast of traffic, and provide visibility and analysis of results across the enterprise.

RedPrairie's suite of back office solutions, developed in conjunction with leading Convenience Store chains, addresses these specific challenges through web-based applications for Site Operations, Workforce Management, Execution Management and Performance Management. This fully-integrated suite gives headquarters, regional and store management the tools they need to standardize operations, properly allocate inventory and staff, manage and protect cash flow, comply with state and federal labor laws, and analyze results at all levels. This helps convenience store chains become more efficient and profitable.



## RedPrairie for Convenience Store Chains

### Site Operations

- Inventory Management
- Pricebook
- Financial Management
- Fuel & Lottery Management

### Workforce Management

- Time & Attendance
- Optimized Scheduling
- Employee Self-Service
- Learning Management

### Execution Management

- Merchandise Planning
- Merchandise Execution
- Manage your Liability

### Performance Management

- Data Management
- Scorecarding & Analytics
- Graphical Dashboards

# Improving Site Operations



It is within the footprint of each site that revenue is generated, costs are incurred for inventory and staff, cash flow is managed, and the battle for customer retention is won or lost. Therefore, it is critical to corporate success that site operations are as efficient, consistent, secure and customer-focused as possible. This requires the right mix of in-store and above-store tools to automate routine tasks, provide real-time visibility to operations, and aid in effective decision-making.

RedPrairie's Site Operations provides the perfect balance of these desired capabilities.

The solution starts with a sophisticated forecasting engine that predicts sales based on historical patterns, including seasonality, while factoring in corporate initiatives such as promotions. The forecast is used to predict inventory requirements and staffing and helps managers with ordering, receiving, scheduling, and promotion management.

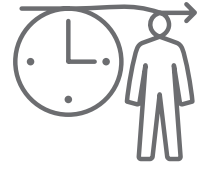
Site Operations also helps you manage cash flows, with automated reconciliation for the cash drawer, safe, bank deposits, and supplier invoices. This helps reduce theft and shrinkage. The system also helps link corporate finances to stores through integration to your accounts payable and general ledger, thus improving visibility and control over store operations.



## Key features >

Inventory	Merchandising	Financial
<ul style="list-style-type: none"><li>Perpetual inventory</li><li>Optimized ordering</li><li>Handheld support</li><li>Usage reporting</li><li>Supplier integration</li><li>Fuel Inventory Control</li><li>Lottery Management</li></ul>	<ul style="list-style-type: none"><li>Item management</li><li>Food Service management</li><li>Promotion management</li><li>Zone Pricing</li><li>Multi-valuation methods</li><li>Central control / oversight</li></ul>	<ul style="list-style-type: none"><li>Cash reconciliation</li><li>Safe reconciliation</li><li>AP / GL integration</li><li>Bank deposit reconciliation</li><li>Invoice reconciliation</li></ul>

# Leveraging your Workforce



Making the most effective use of limited staff is a challenge every manager faces. But ensuring you have the right amount of staff based on transactions and task requirements while meeting budget targets, complying with labor laws, and handling associate preferences is a difficult job if done manually or with outdated tools.

RedPrairie's Workforce Management helps managers meet this challenge with a combination of forecasting, scheduling and time & attendance functionality, as well as employee self-service capabilities. It reduces manager administrative time and effort while producing better schedules, improved compliance, and more satisfied guests and associates.

To ensure you have the right staff scheduled to handle customer traffic while complying with state and federal labor laws, the system employs sophisticated forecasting algorithms coupled with a rules-based scheduling engine. The resulting optimized schedule is enforced by the time & attendance module that reduces pirated time from early and late or "buddy punches," alerts managers to no-shows, and provides accurate work hours to payroll.

The self-service features allow associates to request schedule preferences and time off, swap shifts with other associates, view final schedules, and access timecard statements and eLearning sessions. This reduces administrative time, improves schedule compliance, and raises morale and retention rates.



## Key features >

### Time & Attendance

- Schedule enforcement
- Support for multiple time clocks, including biometric
- Configurable pay rules
- Payroll / HR integration

### Optimized Scheduling

- Sophisticated forecasting
- Multiple scheduling options
- Rules-based scheduling engine
- Labor law compliance
- Drag & Drop editor

### Employee Self-Service

- Schedule visibility
- Schedule and time-off requests
- Shift swapping
- Timecard statements
- Access to eLearning

# Perfecting Execution



Effective communications between corporate offices and stores or franchisees is critical to executing on corporate initiatives for promotions, pricing, food safety and brand experience. But telephones, e-mails and faxes won't get it done. You need a structured, automated approach that provides prioritized tasks with detailed instructions and a means to verify completion and transmit feedback.

RedPrairie's Execution Management is your corporate communications solution. It enables corporate managers to create, prioritize and communicate tasks like pricing resets, promotions, new item introductions and other corporate initiatives to sites electronically. More importantly, corporate managers can see the impact of their initiatives on the stores' ability to execute, and can adjust timing and priorities accordingly, thus improving likelihood of success.

Communications to sites can include detailed instructions and attachments such as planograms. Managers can assign the tasks to associates and verify completion to corporate, as well as provide narrative feedback to improve future deployments. This improves merchandising program effectiveness over time, and is a vehicle to promote employee training, customer service and enforcement of alcohol and cigarette laws.



## Key features >

### Merchandise Planning

- One communication line to stores
- Streamline corporate process
- What-if Analysis
- Store Specific plan-o-grams

### Merchandise Execution

- Optimize promoted item lift
- Minimize out-of-stocks
- Immediate impact of pricing surveys
- Cut new items in effectively

### Manage your Liability

- Enforce rules on alcohol/ tobacco
- Accurate signage/labeling
- Maximize rebates
- Drive audits on shrink

# Analyzing Performance



The ability to “see” and analyze site performance at aggregate levels, such as district, region, country and enterprise-wide, is critical to improve service, reduce costs and protect your brand. It requires integrating data from multiple sources, including back office applications, ERP and legacy systems, and outside supplier feeds, to provide timely, meaningful information presented on dashboards and graphical displays tailored to each user. RedPrairie’s Performance Management is the solution to this challenge, providing a “single version of the truth” on which to make better decisions.

Performance management starts with an underlying analytic data management foundation that gathers input from many sources and assembles it into pre-built OLAP cubes for easy analysis. This comprehensive data warehouse is scalable to handle huge volumes and has prebuilt extract, transform and load (ETL) capabilities to supply information to business intelligence tools.

Performance Management provides a powerful data analytics and scorecarding tool based on Microsoft PerformancePoint, but also can feed Excel or your corporate business intelligence tools. An intuitive user interface makes it easy for all users to view and analyze their data, with the ability to quickly drill down to successive layers of detail. Thus, a wealth of data can be quickly and easily synchronized and transformed into the real business intelligence you need to improve operations and the customer experience.



## Key features >

### Analytic Foundation

- Built on Microsoft PerformancePoint Server
- Comprehensive data warehouse
- Highly scalable
- Prebuilt OLAP cubes
- Prebuilt extract, transform and load (ETL)
- Rapid deployment

### Scorecarding & Analytics

- Web-based, intuitive user interface
- Centralized access to critical business information
- Role-based dashboards
- KPI scorecard reporting
- Multi-level drill down
- Supports multiple BI tools

# Franchise Support



As a franchiser, you know there is always a delicate balance between the need for corporate control and franchisees' desire to run their own business. You need to protect your brand and ensure a consistent guest experience. They want to best serve their local audience. To be successful in the long run, you have to bridge this gap between authority and autonomy.

RedPrairie's Convenience Retail suite of back office applications recognizes the challenges of supporting multiple classes of trade and provides the structure for flexibly meeting the needs of both groups, creating a platform for collaborative partnership.

To protect your brand, corporate system templates are provided that lock in data and process requirements for centralized control. For franchisees, the templates enable the set up of multi-store or regional sets to manage their own business while permitting local variation. In addition, the system provides easy integration to franchisees' systems, whether those are legacy applications or tools like Quicken, Excel or other small business programs.

The suite's collaborative partnership capabilities also extend to leveraging each other's experiences, such as franchisees being able to leverage local contacts with corporate suppliers, and corporate being able to gain a better understanding of local trends. This allows both partners to improve their business while supporting each other.



## Key features >

### Data Management

- Centralized configuration
- Organizational hierarchies
- Corporate templates can be inherited
- Localized variations to non-protected areas

### Application Security

- User, role and organization based
- Access on feature basis
- Effective enforcement
- Easy to use

### Shared Control

- Corporate and franchisee item definition
- Shared supplier management
- Pricing control options
- Inclusion of local labor laws
- Franchisee punch and pay rules

# Technology



In Convenience Retail operations with many stores, technology can be a major enabler of deployment success. These systems must be built on efficient, familiar platforms that are intuitive to learn and use, yet provide robust functionality. That is why RedPrairie's suite of back office applications is built on the Microsoft .NET framework. They are web-based, simple to deploy, and have an intuitive user interface that managers and associates can readily understand. This significantly reduces start up time and enables new hires to come up to speed quickly.

For deployment flexibility, the back office suite can be installed at your central IT site or can be hosted as a SaaS application in RedPrairie's world-class hosting centers. Either way, there is no need for software or servers at each site. This makes it a perfect solution for both company-owned and franchise sites.

# Convenience Retail Customers



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