



Leading grocery store chain solves both Business and IT challenges through Workforce Management hosted solution.

The Customer

Giant Eagle Inc., one of the nation's largest food retailers and food distributors with approximately \$6.2 billion in annual sales, is ranked 32 on Forbes magazine's largest private corporations list and is a past recipient of Progressive Grocer's Retailer of the Year Award and the EPA's ENERGY STAR Retail Partner of the Year Award.

Founded in 1931, Giant Eagle, Inc. has grown to be the number one supermarket retailer in the region with 156 corporate and 69 independently owned and operated supermarkets in addition to more than 128 fuel and convenience stores.

In addition to a wide variety of the region's freshest and highest quality produce, meat, and seafood, Giant Eagle customers enjoy products and services ranging from convenience stores and fuel stations to dry cleaning, and on-site supervised child learning and activity centers. Giant Eagle also offers other convenient services including video rental, in-store banking, on site film laboratories and floral shops.

- Approximately \$6+ billion in annual sales
- Combination of company owned and independent retailers all under the Giant Eagle banner
- Self-distributor with five Retail Support Centers
- Serves five million customers annually

"We achieved a huge company wide success in launching an all new product line..."

Grocer's President, CEO & Chairman of the Board

The Challenge

When Giant Eagle approached RedPrairie, they had several very specific goals in mind. Essentially, Giant Eagle was looking to maximize value received from payroll spending and optimize their scheduling.

Specifically, this included:

- Existing time & attendance system was time consuming and required manual intervention
- Eliminate payroll errors
- Eliminate punch errors resulting in unnecessary regular and overtime costs
- Time clocks lacked the ability to verify the person punching in or out
- Improve legal compliance (i.e. minors, punch edits, etc.)
- Reduce costs associated with over and under scheduling
- Provide computer assisted optimized scheduling

Giant Eagle wanted a technology partner that truly understands grocery and was able to provide a comprehensive solution for Workforce Management along with extensive hosting, implementation and post-implementation support and services.

The Solution

Focusing on the anticipated benefits, Giant Eagle worked with RedPrairie consultants to implement RedPrairie Workforce Management including:

- Forecasting
- Optimized Scheduling
- Time and Attendance
- Employee Self Service
- Learning Management

The software was delivered via RedPrairie Hosting services.

Major System Integrations

- 8 major integration points, primarily with Peoplesoft HRMS/Payroll and Giant Eagle Data Warehouse
- Significant on-going historical data imports required to drive demand forecasts for Auto scheduling
- Multiple time clocks in each store, each interacting with host via Web Services on scheduled basis

The Results

Since its go live date of April 2007, the company has realized tremendous value from Workforce Management, including:

- More accurate scheduling (reduced costs of over scheduling)
- Improved management & execution of weekly time off requests
- Balanced the needs of the team member and the business
- Provided forecasting science to assist Department Managers
- Higher level of customer service

For more information

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"...we achieved a huge company wide success in launching an all new product line, Tide with Febreze, across all of our banners. This launch, in conjunction with Proctor and Gamble, was part of an ongoing process we're developing to test our national execution ability on new product introduction, using a myriad of new tools. From our new technology tool called Store Execution Manager to our national advertising. I'm proud to say that our banners collectively captured nearly 250% of the expected market share of all Tide with Febreze during the first week following the launch, with over 99% of our stores scanning product within 5 days of launch. This kind of execution is a competitive advantage for our company and supports our belief that we're on the right road as we work collaboratively to develop powerful national promotions and focus on consistent execution across all of our banners..."

*Grocer's President, CEO & Chairman of the Board
Q2 2005 Earnings Call*

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