



Leading Pet Care Supplier Uses OSA+ to Drive In-Store Efficiencies and Captures Incremental Revenue of \$34 MM from Four Retailers¹

A leading Pet Care supplier used OSA+ (On-Shelf Availability) to identify anomalies in sales and unit movement. OSA+, using advanced analytics and timely reporting, identified stores experiencing zero sales and/or phantom inventory issues over predefined time periods.

Reports and dashboards were customized to align directly with key performance metrics specific to the client's Dedicated Retail Team. The solution also provided custom output through Qlik, a third-party visualization tool. Key features included:

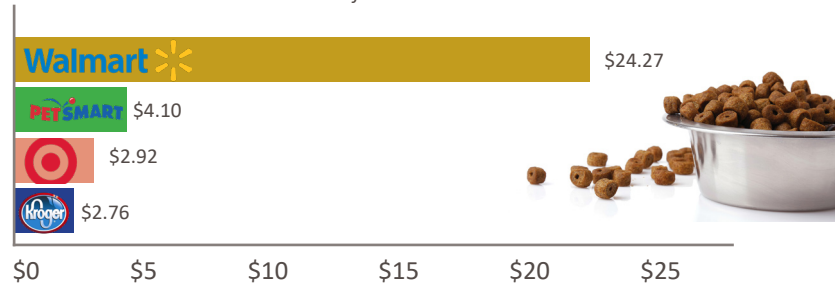
- Dashboards to show field rep insights, OSA % and ROI
- Speed to Shelf reporting for new items and mod resets
- Advanced display compliance and impact (i.e. – sales lift) reporting
- Various trend reports pertaining to OSA and zero sales root-cause analyses

Closed-Loop Reporting (CLR)

The solution also tested a data-driven CLR concept which uses retailer data to validate and quantify the value of the retail reps' in-store activities.

Rapidly Identifying and Correcting Lost Sales Generated \$34 MM in Annualized Revenue

Millions of Dollars



¹Test/Control Methodology

Measuring the value of efficiently correcting sales barriers (zero sales and phantom inventory) required a “test and control” approach since uniform benchmarks did not exist.

To quantify the program's true value required measuring daily lost sales (a.k.a. zero sales days) for the controlled group as well as the experimental group. By measuring and comparing zero sales days in non-covered stores (control group) against covered stores (experimental group) we could begin defining the requisite benchmarks. For example, when an item is reported to have zero sales in a non-covered store, our analyses tell us that correcting the problem will take 20 days. Conversely, experimental stores were corrected in 10 days; thereby eliminating lost sales by 50%.

Using this approach we calculated the incremental gains during the first seven periods of 2018 for each of the four retailers above. Then we averaged each period and multiplied the average by 13 periods to determine the program's impact based on the client's fiscal year.