

ReflexisPlus™

Retailers with 150 or fewer stores have similar challenges as the Global Top 250 — they must ensure consistent execution of go-to-market promotions, product launches, and customer engagement strategies — but typically do not have access to the same IT and operations resources as mid-tier and large retailers. Smaller retail chains require solutions that are “ready to go” and can be rapidly implemented while being flexible enough to support their organizational hierarchy and business processes.

ReflexisPlus™ provides a cloud-based, pre-configured family of solutions (with optional StoreWalk and mobility) with embedded task management and store auditing best practices that can be implemented in 3-5 weeks. The solution’s embedded configuration come from the extensive experience Reflexis has implementing store operations solutions for some of the best-known retail organizations.

Smaller retail chains benefit from Reflexis expertise of what works in geographically dispersed retail chains while benefitting from a cloud-based solution that requires minimal maintenance and is rapidly implemented to realize fast ROI. ReflexisPlus comes configured “out of the box” to support four primary categories of retailers:

- Grocery
- Specialty
- Big Box
- Gas & Convenience

ReflexisPlus enables retail chains to benefit from the experience of Reflexis — the pioneer and market leader in store execution.

ReflexisPlus: Task Management for Small Retailers

ReflexisPlus provides specific capabilities targeted for retailers with many of the features and functionality used by retailers with thousands of stores including:

- Simple projects without tasks
- Projects with tasks
- Region, district, and local store project creation
- Multiple built-in roles, including VP, managers, administrator, gatekeeper, creator, approver, and more
- Multiple departments, including Loss Prevention, HR, operations, and communications



Templates for consistent repeat projects

- One or more templates for above project types
- Templates provided for common business processes
- Recalls and urgent recalls
- Product launches, promotions, price changes, and re-sets

Calendars for viewing projects and tasks

- Supports 4-5-4 fiscal calendars as default (with configurable calendar format defined for contract period)
- Standard U.S. holidays
- Daily, weekly, and monthly views
- Blackout days for holidays like Back to School & Thanksgiving

Out of the Box Reports

- Feedback, scorecard, and completion
- Project status, completion, and overdue summary
- Above level views — Corporate and Field

ReflexisPlus™

ReflexisPlus enables retailers to ensure consistent and streamlined communication. Stores know what exactly what to do and when: no more wasting time reading emails and making phone calls to determine what to do. Templates ensure consistent communication from corporate to stores with all required information for projects and tasks. And with built-in support for a 5-level organization (Corporate, Division, Region, District & Store), ReflexisPlus provides support for multi-level corporate hierarchies.

StoreWalk for ReflexisPlus

The optional StoreWalk for ReflexisPlus module provides a system for conducting more consistent and productive store visits and audits, turning a slow-moving, inefficient, and error-prone routine into a streamlined process that drives compliance and best practice corrective action to every store. It builds corporate compliance into each visit and focuses attention quickly on problem areas.

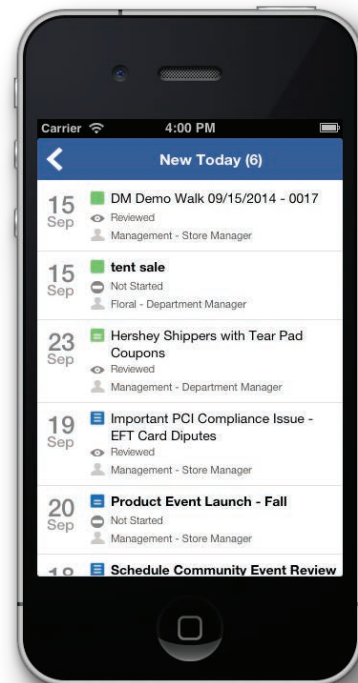
Many Reflexis customers have reported reduction in per-store audit times from multiple days to a few hours. With StoreWalk for ReflexisPlus, managers in the field expand their field of control and ensure corrective response to identified areas of non-compliance.

During StoreWalk for ReflexisPlus implementation, Reflexis implementation specialists will assist and train the customer in how to develop three "store walks." Examples include Daily Store Manager, District Manager-Operations, Loss Prevention, Food/Safety, and Pricing walks. Trained administrators of the customer can subsequently create additional surveys and questionnaires.

Mobile Solutions for ReflexisPlus

Another optional module, Mobility for ReflexisPlus, enables customers to take advantage of faster communication and efficiency of smart phones and tablet computers. With ReflexisPlus on mobile devices, store and mobile managers can make better decisions and expand their field of control, whether on the sales floor or on the road.

- ✓ Rapid implementation of pre-configured solution with embedded best practices
- ✓ Cloud based solution requires minimal maintenance and capital expense
- ✓ Support for optional store auditing and mobility solutions
- ✓ Streamlined communication and consistent execution of retail strategy



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Retail Execution Management
Execute Flawlessly. Uncover Profit.

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