



# Streamlined Store Operations

## *Ensure the Alignment of Corporate Initiatives and Store Objectives*

**W**ith solutions that are tailored to specific retail functions, retailers can maximize the efficiency of store operations and be empowered to accurately and consistently distribute information, plan, schedule, assign, prioritize, automate, communicate and monitor task compliance. The key benefit: significantly reduce expenses while improving the ability to communicate with stores and monitor store compliance. By leveraging these tailored solutions, retailers can skip the extensive training or large system configuration for easy deployment and implementation.

Over the past decade, most retailers have invested in a wide range of new technologies such as POS, inventory management, workforce management and other automated solutions to help improve store productivity and efficiencies. Investments in these systems by retailers have, for the most part, provided immediate and ongoing cost savings. But retailers want and need to find further areas to cut costs, as there are very little savings left that can be squeezed out with these well established technologies.

A key component to cutting costs is to have consistency across all store locations and gain efficiencies by streamlining processes. Since the advent of chain retailing, retailers have struggled to ensure that all stores operate the same way, using the same processes and driving the same results. This operational consistency touches on many facets of retail execution; operations, merchandising, finance, human resources, loss prevention, information technology, etc.

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***--John Boyle, Group Vice President,  
Roundy's***

As the infrastructure cost of connecting your enterprise decreases the benefit of a centralized communications solution that can be utilized to make centralized decisions/strategies consistently across all your geographically disbursed locations should be seen as a requirement. There is most definitely a need to monitor communications and completed tasks, and manage corporate compliance.

Opterus' solution, *Store Ops-Center (SOC)*, is offered as SaaS and has been specifically developed for retail. This store execution management solution is an on-demand, web-based software that is designed to communicate corporate policy, day-to-day objectives, assign tasks and handle issues between corporate office and store locations and manage compliance. SOC enables retailers to rapidly and accurately transfer

all information to and from stores more effectively. More and more it's becoming the single point of access at the stores where employees go to get all their information. John Boyle, Group Vice President, Roundy's explains that "SOC provides us with a single channel for communications that allows us to communicate objectives across the enterprise, in addition to streamlining and monitoring execution."

The reality today is that many retailers have an environment where multiple corporate departments are using various communications methods to gather information from the stores, without any type of governance. In many instances, one department's request might conflict with that from another department, resulting in confusion at the store on what needs to be done at the right time. Consistent operational compliance across all stores is essential for retailers to efficiently drive out operational costs. "There's no question that Store Ops-Center has made the operations team 20% more efficient," said Lewis Feinstein, VP Operations, The Shoe Company. Retailers must be able to monitor store compliance on a store and individual basis to identify areas of improvement for better results. Until now there hasn't been a plausible way for retailers to have visibility into the daily operations of each store to know which stores are compliant with corporate operational initiatives.

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Traditionally the only software in the stores has been the Point of Sale software. Managing the implementation and ongoing maintenance of this software has almost been a full time job for IT and Operations groups. However, the burden of implementing plans to improve revenue, reduce organizational costs, increase efficiency, and become more cost-effective, is continuing to fall on retail operations.

Since there is clearly limited resources and money, operations need to find better ways of doing business to implement corporate directives across the entire

retail enterprise. What is required to ensure the alignment of corporate initiatives and store objectives is a simple, elegant solution that can be implemented rapidly and ensure strong user acceptance. This should not be seen as an ongoing cost for retailers but rather an essential retail productivity tool with clear benefits.

There is a need. Implementing a store execution management solution will ensure the alignment of your corporate initiatives, store objectives and streamline your store operations. You can significantly reduce expenses, cut costs, improve communications and monitor compliance on all store messages and tasks. Opterus' *Store Ops-Center* will meet your needs and really is an effective and simple solution.

*The Shoe Company* National chain with 118 stores across Canada, headquartered in Toronto

	Prior to Opterus	Today	
Tasks completed on time	50%	90%	"Productivity improvements experienced throughout the organization averaged 20%"
Tasks completed to standard	40%	80%	"I couldn't imagine doing my job without it"
Tasks never completed	30%	5%	"I log into <i>Store Ops-Center</i> every morning and it helps me plan my day. I know what needs my attention, what stores haven't completed their tasks."
Weekly data to Head Office	75%	95%	"Previously, collecting customer addresses were done by emails from stores to the head office and manually rekeyed. Rather than suffer the expense of custom POS integration, we use <i>Store Ops-Center</i> . What previously took six hours to upload now takes seconds."
Price Changes & Transfers	65%	90%	"As a manager I can complete tasks more efficiently and find I spend about 50% more of my time on the on the sales floor."
Timely & helpful responses to store requests	70%	95%	"Before <i>Store Ops-Center</i> we would often send store issues to HO and never hear back."

### ***Store Ops-Center Benefits***

#### ***Increase Store Productivity & Improve Communications***

- Opterus allows a retailer to communicate with each store, and if necessary, each employee within the store from one centralized solution.
- Retailers will drive financial performance through quicker, more accurate adoption of corporate initiatives.

#### ***Improve Visibility and Control***

- Current retailer environments where multiple corporate departments are using various communication methods to gather information from the stores without any type of governance causes conflicts and confusion at the store level.
- Opterus enables retailers to streamline initiatives and make better decision with improved data and reporting from stores giving them a 360° “eye in the sky” view of the enterprise.

#### ***Mitigate Compliance Risk***

- Compliance monitoring that reduces operating expenses by having a standard set of workflows that optimize operational efficiencies across all stores.
- Ensuring compliance and alignment with all corporate initiatives and objectives.

- Monitoring store compliance and increasing accountability at the store level and monitoring which stores are compliant with their tasks.
- Link store issues to tasks; find ways to improve and receive feedback tied to, and independent of, specific tasks.

#### ***Improve Overall Quality of Workforce***

- Today's employees have been immersed in technology almost since birth, and based on their experiences as students and consumers, they have come to expect it in the workplace as well. The pervasiveness of social media and social computing is a big part of that.
- These expectations have to be factored in when trying to recruit, retain and motivate young employees.

#### ***Increase Sales***

- Opterus allows stores to have clarity of instruction.
- Retailers will be following best business practices.
- Key store personnel will be spending more time on the sales floor.
- Drive consistent customer experience.
- Studies show 2% to 5% of revenue is lost when store-level employees aren't compliant in executing strategy.



**Create or improve visibility into your operations. SOC facilitates the creation of new sales promotions, the communication of strategies for up-selling and cross-selling, and the empowerment of your associates with the information they need to execute your strategy.**

**About Opterus:** Opterus Inc. is the leading provider of a cost-effective, easy-to-implement store information and execution management solution that increases productivity and improves retail enterprise communications. Opterus *Store Ops-Center* software is an on-demand, web-based retail portal designed to communicate corporate policy and day-to-day objectives between corporate office and store locations. This solution is specifically designed for retail operations, and provides store personnel with clear, concise and timely direction, along with the proper tools to best do their jobs to support corporate initiatives. Opterus is based in Toronto, Ontario and was founded in 2006 by a group of seasoned retail industry technology veterans. For additional information about Opterus, please visit <http://www.opterus.com>.

