



Thinking Strategically about Communications & Capacity Management

*With capacity management there are generally two potential constraints - **TIME** and **CAPACITY**. Wouldn't it be great if you had a simple tool to communicate with your stores and, gave you the ability to balance task workload with your available resources?*

Great communications strategies in retail have to include the right technology that is necessary to communicate a compelling vision. To be successful in the information age you need to have a solution in place that allows you to effectively communicate and remain flexible and focused on results. Communications can include the dissemination of very simple information that you

just want your employees to be aware of, up to and including task management. Task management differing from simple messages because they are something you want to manage throughout its life cycle, from creation to tracking and reporting regardless of the level of complexity of the task. An important piece of the puzzle is managing store capacity.

Capacity is defined as actual or potential ability to perform, yield, or withstand. In retail this translates to the ability to balance the workload and have visibility into store level capacity. The purpose being to make sure you have the right staff available to meet the true demand of tasks they are being asked to complete. Without having visibility into store level capacity retailers can be over or under tasking or over or under staffing stores but who really knows. There seems to be a lack of an on-going and effective process of knowing capacity and deciding what to do about it.

Leaders in retail can no longer just accept this situation. Everybody knows that there is a huge amount of information that flows between head office and stores as part of day to day communications, and retailers need to put into place the right tools to support this in order to avoid the chaos that results from overwhelming the stores with work they cannot possibly complete. It may seem daunting at first and you may not think you have the time or resources available to expend on eliminating these problems. But, there is a simple and agile solution available that can provide you with a way to bring greater accuracy and efficiency to balancing your store level capacity and give you visibility into tasks, really anything you have asked the stores to complete.

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 locations and manage compliance. SOC enables you to rapidly and accurately transfer all information to and from locations more effectively. More and more it's becoming the single point of access at locations where employees go to get all their information.

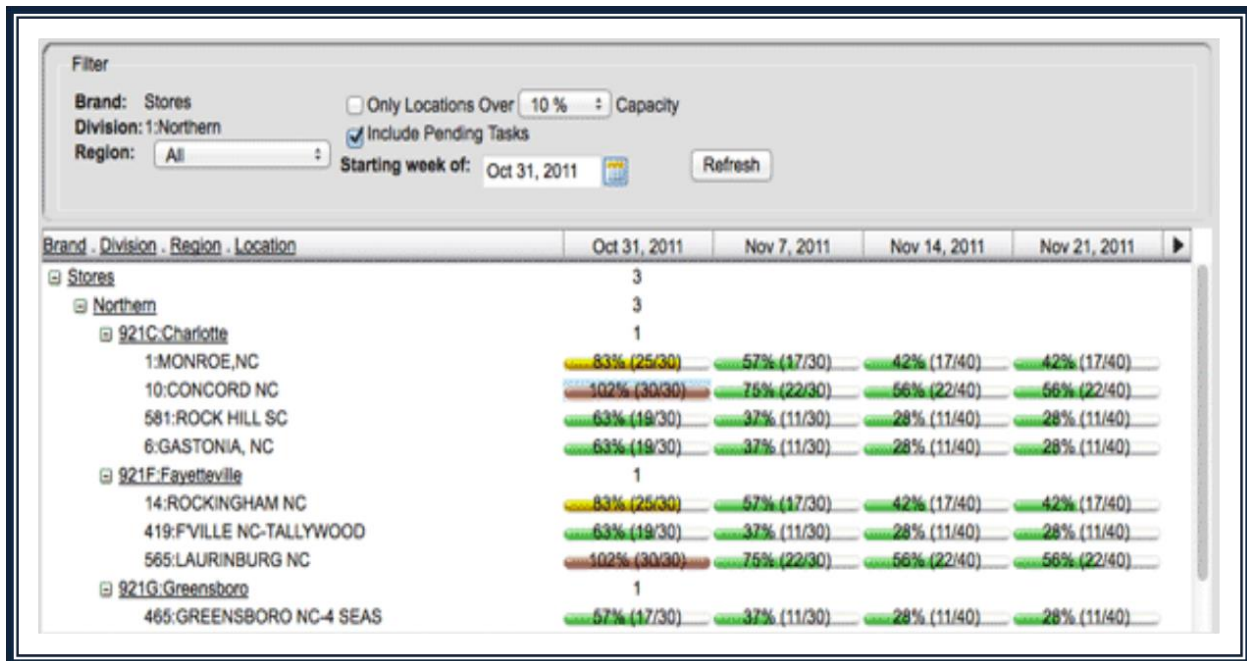
Create or improve visibility into your operations. SOC makes it easy to create messages and tasks, handle issues and balance workload by showing you the effect assigned tasks have on your stores and the available capacity.

SOC is a tool that provides a way to create or improve visibility into operations that will help everyone find information in a timely manner and ensure regulations are complied with across the enterprise. It helps you simplify, standardize and streamline processes for managing compliance and also gives you a way to measure results and improve your business. Opterus has recently expanded SOC functionality to help you balance task workload and show how much task work has been assigned.

Capacity Management

With the new functionality you can specify how much task work, in hours, each store is expected to have capacity for and once that is set, staff responsible for either creating, approving or viewing tasks can see the effect of the specific task, or all tasks, on available workload for the stores. It also allows SOC users with authority to override the default due dates or work estimates for certain stores in order to balance each store’s task workload. You can also manually override the value – due date, working days, and workload estimate – for specific stores or groups of stores. Through SOC reporting you can also begin understand workload estimates verses actuals to better analyze and compare the estimate of the tasks versus the actual amount of time it took to complete.

SOC is a solution that enables you to have an end-to-end process of defining tasks, managing the flow of those tasks to the stores and gathering feedback on task execution which is becoming more and more important to successful retailers. Being able to proactively and reactively schedule those tasks against capacity takes it one step further. It allows you to account for tasks that are allocated after the schedule has been generated without having to regenerate the full schedule. Retailers have to be able to do all this in a simplified and efficient way. A model that is too complex might just be missing the point.



SOC also takes advantage of cloud-based technology making it possible to deliver better and less expensive innovation more rapidly. Solutions delivered from the Cloud shouldn’t just be considered because they can help reduce costs but also because of their ability to deliver you continuous innovation.

With the introduction of our new functionality you not only have a solution to manage communications to your organization but a tool you can use to manage your tasks against capacity. Your communications will be streamlined and more efficient increasing productivity and reducing costs. In the end, all you really want is to communicate effectively and have the flexibility to have sufficient and capable capacity to accommodate demand within your stores. And, if you don't, be able to create or adjust your plan when necessary.

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.
- 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 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.

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.

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> or contact us at info@opterus.com.

