

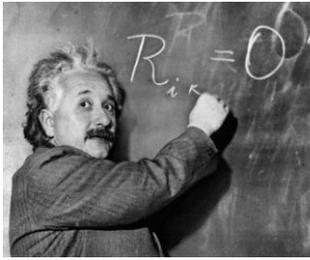


Streamlining your Operations and Cost Containment

Retailers from all verticals, specialty, big box, grocery, restaurants, etc., are increasingly challenged to find ways to reduce costs without sacrificing quality. It seems everyone is tasked to 'do more with less' to contribute to overall cost savings. One way to do that is to do the right things, the right way, the first time. With a solution that is tailored to specific corporate functions, you can maximize the efficiency of your 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 locations and monitor compliance. By leveraging a cloud solution designed for rapid adoption and simplicity of use, you can skip the extensive training or large system configuration for easy deployment and implementation.

Now more than ever it is extremely critical to have on-demand visibility to confirm that your communications are being read by the right people, that your employees are executing location-level tasks as they should, and that head office executives have the ability to verify that their locations are compliant with company objectives. This is not only critical from a compliance perspective but can also contribute to a company's ongoing success. Companies are looking for better ways to help employees at their various locations to understand their marketing, product-display and management strategies. They realize they need a better way of communicating best practices, product marketing methods, seasonal product availability and other information to their employees to help ensure consistent operations across locations. Over the past decade, there has been an investment in a wide range of new technologies such as POS, inventory management, workforce management and other automated solutions to help improve productivity and efficiencies. Investments in these systems have, for the most part, provided immediate and ongoing cost savings. But you 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 locations and gain efficiencies by streamlining processes. Since the advent of chain retailing, companies have struggled to ensure that all locations operate the same way, using the same processes and driving the same



***“Make things as
simple as possible,
but not simpler”***

Albert Einstein

results. This operational consistency touches on many facets of retail execution; operations, merchandising, finance, human resources, loss prevention, information technology, etc.

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.

All retail verticals, have similar operational issues of effectively and efficiently communicating strategies that are being made centrally to geographically disbursed locations. The requirement is there to inform and educate employees on such things as health and safety regulations, food/product recalls or just general information and then monitor the completion of tasks and compliance of your corporate directives.

According to Accenture, the retail industry is widely adopting cloud computing. It’s investment in cloud technologies has shot up from \$4 billion in 2011 to an estimated \$15 billion last year. Like other industries such as manufacturing and banking, retailers are recognizing the transformative role of cloud computing in today’s world. What’s clear as day is that cloud – across its many forms – can provide very powerful solutions for Retailers.

Opterus’ solution, [Store Ops-Center](#) (SOC), is offered as a cloud solution 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.

The reality today is that many companies have an environment where multiple corporate departments are using various communications methods to gather information from the locations, without any type of governance. In many instances, one department’s request might conflict with that from another department, resulting in confusion at the location on what needs to be done at the right time. Consistent operational compliance across all locations is essential to efficiently drive out operational costs. Companies now must be able to monitor location compliance on a location and individual basis to identify areas of improvement for better results. Until recently there hasn’t been a plausible way to have visibility into the daily operations of each location to know which are compliant with corporate operational initiatives.

Traditionally the main software at the location 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 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 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.

Most of your employees, especially your millennials, would like to know what is expected of them and how their progress will be measured. Regularly inviting employees on the front lines to comment on progress, tasks and directives from head office will go a long way to inform you about how the plan is working, what obstacles remain and how well you are managing your culture.

Many of today's most innovative retailers are now experiencing significant financial performance through quicker, more accurate adoption of corporate initiatives through SaaS solutions. Store Ops-Center has, for example, made the operations team for one of their customers 20% more efficient. By managing information consistently across the enterprise, you too can more easily build a skilled labor force, enhance employee loyalty through positive company culture, and ultimately reduce turnover.

Initial Benefits of *Store Ops-Center*

Store Ops-Center is a 'one stop shop' solution for retailers that's highly configurable with no development and minimal IT work required!

- Drive performance
- Impact employee/customer loyalty and satisfaction
- Increase sales

Retailers using [Store Ops-Center](#), are taking advantage of the fact that it's very intuitive and multi-modular. They have, therefore, seen cost saving both hard and soft. Having one centralized tool for all communications they have saved on licensing costs of one off point solutions such as survey software, associate training and marketing software. They see cost savings thru reallocating resources required to build and support home grown portal software, i.e. SharePoint, and license and potentially hosting fees that coincide with using and supporting those home-grown solutions.

Retailers that previously relied on email as a way to communicate to stores have eliminated that cost along the chore of maintaining email in a typically high-turnover industry. They now have an easy to manage solution to communicate down to every employee, even part-timers and occasional associates.

[Store Ops-Center](#) enables everyone to work more effectively and efficiently. District and Regional associates can save time managing by exception and having a bird's eye view of their stores at any time. The solution allows easy, intuitive searching of tasks and documents so tracking progress or issues on any given tasks is done easily. The system cuts down on confusion at store level because associated login is uniquely and only see information, tasks, messages, etc. that are targeted specifically to them. Ad-hoc issues and any issues related to a specific task can be handled seamlessly giving retailers a 360-degree view of their organization. It's very important to ensure the stores are being supported so they can execute as designed.

[Store Ops-Center](#) forms and surveys functionality standardizes surveys sent to head office and to the stores. The document library will enable important policy & process documents to be easily accessible and always up-to-date. The knowledge base module can give retailers the opportunity for more hands-on participation and two-way communication with stores on product knowledge. User-created custom reports will eliminate the need for head office team members to do a ton of one-off reporting which will free up that time to be spend on other projects. Store Ops-Center ensures that the most important tasks are completed to standard, not just marked as done. The mobile app encourages field based leaders to engage with the solution regularly when travelling.

Being a cloud solution, means retailers do not have to invest in hardware to implement the solution. Through Opterus' modular approach, [Store Ops-Center](#) solves the entire retail communications problem, not just pieces of it. The solution has seen very strong user adoption at all levels of retail organizations. Upgrades are fast, free, and easy and custom workflows can be created with no development effort required.

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

We invite you to take a closer look at the Opterus solution and see how it fits your needs and can help you become more efficient and effective with your communications. Click below to schedule a customized demo and see for yourself!

Request a Demo

About Opterus

Opterus Inc. is a privately held software company, founded in 2006 and based in Ontario, Canada. Our mission is to provide an effective and efficient store information and execution management tool that increases productivity and improves retail enterprise communication. All of this is achieved through an easy to access, easy to implement solution for any retail environment. www.opterus.com

