## Planning & Allocation

**Benefits:**
- Increase sales, and reduce costs through improved plan execution, forecast accuracy, and allocation
- Better communication with store ops

**Opportunity:** High-selling products are out of stock, therefore missing sales

**Action:** Allocators fix allocation parameters

**Results:** 2.5% sales lift

## Marketing

**Benefits:**
- Increase traffic, loyalty, and basket size
- Increase ROI with better-targeted campaigns

**Opportunity:** Loyal customers stop shopping retailer

**Action:** Marketing team sends them targeted offers

**Results:** 1.7% annual sales lift

## IT

**Benefits:**
- Quick implementation, single tenant deployment, secure environment
- Minimal IT requirements, validation of systems

**Opportunity:** POS accepting expired coupon codes

**Action:** IT checks POS for errors

**Results:** Coupon codes invalidated, $150,000 per month saved

## Merchandising

**Benefits:**
- Increase vendor and quality compliance
- Better productivity and negotiating power

**Opportunity:** Increased damage rates for a product

**Action:** Merchandisers contact vendor for explanation and credit

**Results:** Vendor using subpar packaging, credits $250,000

## Asset Protection

**Benefits:**
- Minimize total retail loss by reducing internal, external, and ORC fraud
- Faster case identification and resolution

**Opportunity:** Cashier refunding coupons without receipt

**Action:** AP checks CCTV and interviews cashier

**Results:** Cashier confesses to theft, restitution paid

## Supply Chain

**Benefits:**
- Reduce labor costs, increase DC efficiency, improve on-time shipment complete
- Improve productivity and inventory turns

**Opportunity:** Increase in cartons marked "missing"

**Action:** Receiving managers verify/check scanning compliance at store level

**Results:** Training gap resolved, scanning accuracy increased to 95%

## Store Operations & Finance

**Benefits:**
- Increase sales, margins, on-shelf availability, and conversion rates
- Ensure associate and vendor compliance

**Opportunity:** Low product movement to benchmark

**Action:** Manager checks planogram, shelf

**Results:** Product on wrong shelf, sales restored

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