



# Global Cosmetics Company Optimizes Product Availability with Large US Retailer

## ABOUT RSi

Retail Solutions, Inc (RSi) transforms data into value – in the store, on the shelf and with shoppers worldwide. To achieve operational excellence and measure performance daily, the world's leading companies turn to RSi to transform their data into actionable insights. As the leader in data management and innovation with the most retailer collaboration programs, our goal is to bring operational clarity to our customers so they can operate their business more successfully. From solving out-of-stocks to driving inventory down, from optimizing sales strategies to determining marketing ROI, RSi helps cut costs and improve sales. For thirteen years we have been a trusted, massive data and analytics partner to more than 175 retailers and over 500 CPG companies, including such household names as Colgate-Palmolive, Nestlé, the Procter & Gamble Company and Unilever.

## RSi US Headquarters

201 Ravendale Drive  
Mountain View, CA 94043  
Phone: 650.390.6100  
Fax: 650.967.2209  
support@retailsolutions.com  
info@retailsolutions.com

## Summary

This global cosmetics company's brands are distributed in multiple retail channels such as mass market, department stores, pharmacies and drugstores. This manufacturer works with one of their retail partners to help address business objectives and priorities.

## Participants

This manufacturer is part of one of the world's largest global cosmetics companies with international portfolio of several brands. These brands offer a wide range of hair coloring, hair care, makeup and skin care products.

The retailer is one of the largest drugstore chains in the U.S., with stores in all 50 states, the District of Columbia, Puerto Rico, and the U.S. Virgin Islands.

## Situation

This manufacturer wanted to increase their on-shelf-availability rate at this retailer's stores. The manufacturer was looking to optimize inventory levels as well as in-stock rates in order to maximize sales for over 2000 SKUs in a highly fluid and heavily promoted category environment at this retailer in over 8,000 stores across the United States.

Adding to the complexities in cosmetics category, this manufacturer runs a large number of promotional events annually and they launch/discontinue hundreds of items throughout the year. There are challenges associated not only with keeping new items in stock, but running down discounted items and ensuring the retailer and the manufacturer are not inundated with returns in the processing and thus taking time from store associates.



## Solution

The manufacturer partnered with Retail Solutions, Inc. (RSi), the designated POS & Inventory data provider for this retailer. Through utilization of RSi's analytics and collaboration with the retailer, this manufacturer collaborated with RSi and developed customized actionable use case analytics to address and improve business priority areas such as new product launch, promo forecasting, display recommendation process, etc.

The manufacturer collaborated with RSi and the retailer to develop the following customized actionable use case analytics:

 <b>On Shelf Availability/ Store In-Stock</b>	<p><b>DESCRIPTION</b> Detecting and Correcting Distribution Voids and Possible Phantom Inventory on Priority Items</p> <p><b>CORRECTIVE ACTION</b> Store Replenishment Parameters Optimization, as well as exception based Store Replenishment interventions when is necessary</p> <p><b>BENEFIT</b> Increased Sales and Brand Loyalty</p>
 <b>DC/Store Level Promotion Forecasting</b>	<p><b>DESCRIPTION</b> Improve DC/Store Level Promotion Forecasting, Optimize Promo</p> <p><b>CORRECTIVE ACTION</b> Forecasting, Improve Store Allocation, Increase Promoted Sales,</p> <p><b>BENEFIT</b> Reduce Excess Inventory</p>
 <b>New Item Launch Tracking</b>	<p><b>DESCRIPTION</b> DC &amp; Store Inventory Exceptions, Stores Scanning</p> <p><b>CORRECTIVE ACTION</b> Identify exception DC/item inventory exceptions and Improve DC inventory readiness</p> <p><b>BENEFIT</b> Improved execution, Faster Speed to Shelf, Improved Forecasting</p>

## Results

Working with Retail Solutions, Inc. (RSi), the manufacturer was able to achieve the following at this retailer:



## Feedback

"We have over 300 of our suppliers collaborating with us using our data, that we feed to RSi every day, and that has really generated a lot of success for us."

–Senior Manager, Supplier Collaboration, Large US Retailer

"By running these use cases, especially on these big ads, we've seen about a 10% increase in promoted sales, on average, across these events"

–Director Supply Chain, Global Cosmetic Manufacturer

"This manufacturer truly embraces RSi-Retailer data and its capabilities. They continuously charge forward leveraging RSi analytics while driving successful collaboration with this leading retailer."

–Shirley Dong-Terry, RSi, Director of Retailer Data Analytics