#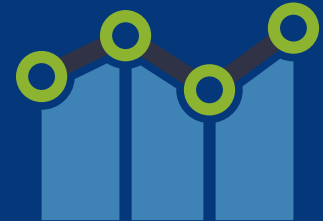 DATA-DRIVEN DECISION SCIENCE FROM RI ENABLES CROSSMARK TO DELIVER TARGETED MERCHANDISING THAT EATS INTO A GLOBAL $634 BILLION PROBLEM

When CROSSMARK selected RI as its new decision science and data analytics partner, it embarked on a journey to unlock significant retail benefits for its current and future retail and CPG partners.

A new partnership

CROSSMARK is a leading sales and marketing services company in the consumer goods and services industry that delivers smarter solutions to clients for faster growth in a highly competitive, ever-changing world. It has relationships with some of the world's best known and most widely respected retailers and brands.

As CROSSMARK and the industry have evolved, so have the needs for advanced analytics capabilities. CROSSMARK initiated a search to identify a provider with the latest technological capabilities to ensure continued exceptional service to its clients.

After a comprehensive assessment of different suppliers and their capabilities, CROSSMARK chose RI as its advanced analytics provider, thanks in no small part to its international experience and deep proven relationships with major retailers; this was a level of value and market perspective no one else had, including one of the largest global retailers.

RI works with many retailers and has a long-standing relationship with one of the UK's largest, which is a pioneer in ecommerce and home delivery. It was this customer relationship, hands-on retailer knowledge and experience that appealed to CROSSMARK.

The cost of unavailable stock

The issue of availability is of growing importance across retail. After all, customers can only buy items that are on the shelf, and while routing stock from multiple distribution centers may help keep your online sales moving, in-store product availability requires a more hands-on approach.

The cost to US retail of lost sales caused by items being out-of-stock and unavailable for consumer purchase is estimated as high as $634 billion [1], according to research from IHL Group.

$634 BILLION

The RI Effect

CROSSMARK has formed a strong relationship with RI as its data analytics partner because of its strong US presence, global reach, and exceptional credibility borne out of its great customer relationships. RI have become an extension of the CROSSMARK team and the two will now be working closely and collaboratively on new solutions for the retail sector, suitable for retailers and CPG brands alike.

"By leveraging our RI partnership, we are able to optimize our clients' retail spend by targeting in-store merchandising activities that deliver the highest return on investment," said Bill Whitehead, CROSSMARK Senior Vice President, Walmart Team "This optimizes CROSSMARK's retail efficiency, enabling our merchandisers to perform more value-added services that drive incremental sales and capitalize on promotional opportunities."

"It's a significant investment in time and resources from CROSSMARK because developing a new, innovative solution that will be an attractive proposition to other suppliers and retailers will be mutually beneficial," Miles concludes.

[1] Retailers and the Ghost Economy: $1.75 Trillion Reasons to be Afraid http://www.businesswire.com/news/home/20150506005233/en/Research -Report-Retailers-Lose-1.75-Trillion-Revenue

"The better your data, the more you'll understand what precise action is required, and the more impactful interventions you can make in store," explains Jason Miles, VP Commercial for Merchandising Analytics at RI. "It's the difference between being able to direct your attention to those specific stores that might be struggling with product availability, enabling your reps on the front lines rather than expecting them to identify the most value-added opportunities at every store. It means you can make a real difference with your exception-based retail strategy."

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