

RITE *Insight*SM

Point of Sale Information Analysis

www.RiteInsight.com



InfoAccess.netSM
POS³ Technology

 **RITE AID**

RITE *Insight*SM

About Rite*Insight*SM

Rite*Insight*SM is a collaborative business venture between Rite Aid and **InfoAccess.netSM**, built to deliver the "Rite" information to suppliers about their Point of Sale activities.

Traditionally, suppliers have been given limited access to the POS information they need to manage their business as effectively as possible. Often, POS data is untimely, fragmented, limited, unusable, and aggregated beyond the level needed for proper analysis. **Rite*Insight*SM** is the first offering of its kind geared toward solving these problems by providing detailed, timely data in a usable format.

Rite*Insight*SM provides suppliers with weekly POS data from stores and/or regions, in a customizable reporting framework. Additionally, information such as lift, planogram, store coverage, variance reporting, and competitive comparisons are provided as a part of this offering.

Rite*Insight*SM is continually updated to serve the supplier community better, with offerings being planned for the future based on supplier feedback and Rite Aid's business needs.



Impact On Your Business

Use of the tools contained in **Rite*Insight*SM** can have a significant impact on your business:

IMPROVE PROMOTIONAL EFFECTIVENESS

See your actual product flow to consumers and monitor consumer response to trade promotions. See geographic variations in responsiveness to promotions.

REDUCE UNSALEABLES

Understand actual consumer demand and improve your ability to forecast and deploy inventory accordingly.

DECREASE OUT OF STOCKS

Improve forecasting and see fast moving inventory to deploy product more quickly and help prevent out of stock situations.

DEPLOY NEW PRODUCTS MORE EFFECTIVELY

See consumer responsiveness to new products and react faster to their demands. Reduce investments in undesirable products by seeing demand more quickly.

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RiteInsightSM Tools

RiteInsightSM includes a number of tools that not only give you the data you need, but also help you interpret the data. Some of these tools are:

CUSTOMIZED TRANSMISSION OF DATA

Get POS data sent to you in whatever format you want, or simply use Internet Explorer to go to a secure website and view your reports. Internet data is easily downloadable to Excel for further analysis and manipulation.

VARIANCE REPORTS

Track exceptions to highlight unusual circumstances within your product line.

CUSTOM REPORTING VIEWS

View and aggregate POS data based on your sales, distribution, and/or product hierarchies.

Access Web Based customized reports to measure your sales performance at Rite Aid Stores

RiteInsightSM



Improve Promotional Effectiveness



Increase Effectiveness of New Product Deployment



Reduce Unsaleables



Decrease Out of Stocks

Product Family	Product Equipment	Product Category	Product Subcategory	Brand Name	Product Name	Store Sales	Store Sales
Beer	Alcoholic Beverages	Beer and Wine	Beer	Coors	Coors	294.84	298.34
					Coors Peak	276.53	273.32
					Coors Portmouth	491.48	595.71
					Coors Top Malters	143.2	189.84
					Coors Wabco	492.48	447.73
					Total	1698.61	1711.94
				Wine	Wine Coors	1181.57	1040.38
					Wine Peak	637.35	754.21
					Wine Portmouth	1186.35	1457.28
					Wine Top Malters	968.08	830.95
					Wine Wabco	1197.22	1187.07
					Total	6368.63	6276
Total						7047.14	6981.94
Beverages						10032.47	10018.98
Dairy						3877.76	3660.84
Total						24457.37	24379.94

Find out more about RiteInsightSM

RiteInsightSM To find out more, contact us at RiteInsight@InfoAccess.net, or call **InfoAccess.netSM** Sales at 216-525-0234. Please visit us at www.RiteInsight.com for continued product updates and to learn more about the offering.



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