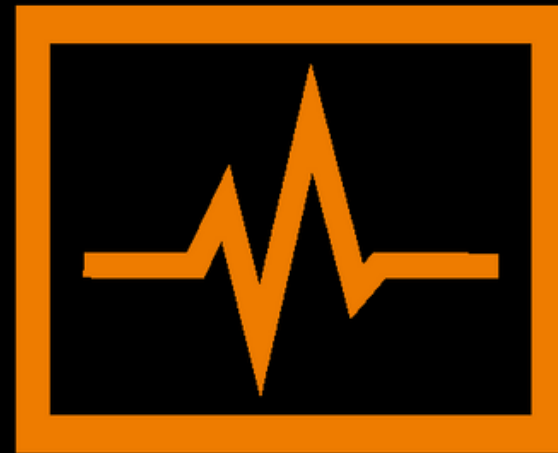


# PULSE



Future Proofing Retail





Even the smallest of retailers contend with a massive flow of information on a daily basis; thousands of products, customers and transactions, all with interesting things to say and with problems and opportunities to identify but there is simply not enough time to absorb it all so it's easy to get lost in the flood.



The aim of Pulse is to process, analyse and distil this flood of information into real insights for your business. Insights that you can act on, reducing costs, adding value and improving efficiencies in your business. Pulse saves you time by doing the legwork for you and identifying problems in areas such as waste, stock holding, dropped sales, refunds, voids and falling margins.

# HOW DOES IT WORK?



1. PULSE connects with your in-store POS
2. The sophisticated software tracks sales trends and activity via the POS system.
3. Based on this data PULSE identifies gaps and opportunities for profit in your processes in areas such as pricing, waste and stock.
4. PULSE collates a list of 'recommendations' designed to improve processes and displays them in your dashboard. Recommendations can be made at the click of a button.
5. Changes made are tracked in your dashboard so you have visibility of what's working and what's not.
6. The ability to reverse changes made leaves you in complete control.

Identifies Problems in areas of:

- Waste
- Stock Holding
- Dropped Sales
- Refunds
- Voids
- Falling Margins

Measures Data with focus on:

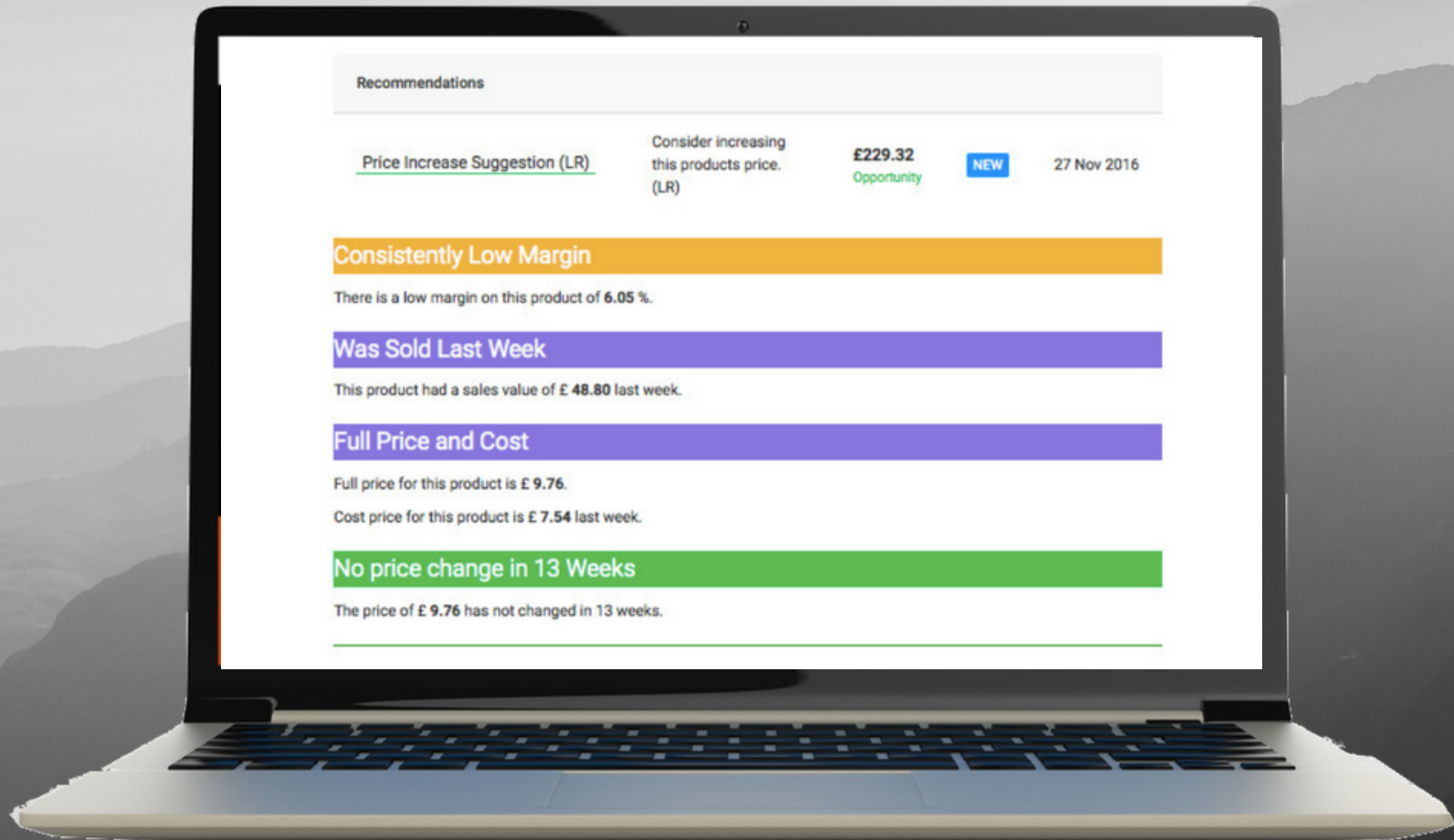
- Promotional Performance
- Price & Sales Performance
- Store versus Store
- Product Affinities
- Customer Interactions
- Stock Utilisation.

Recommends Changes in areas of:

- Pricing
- Waste Management
- Excess Stock Holding
- Forecast Demand (general & events)

Tracks Progress in an easy to understand dashboard so you know what's working and what's not. On top of this you can reverse any changes made in one click.

# YOUR RECOMMENDATIONS



# KEY FEATURES

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Syncs seamlessly with in-store POS system



Tracks real time sales data making recommendations based on this



PULSE dashboard clearly displays your sales activity, recommendations & progress.



Changes can be made in one click from the central dashboard



Connects with our electronic price tagging system



Facilitates the roll out of regional offers (produce, currencies)



# WHAT DOES THIS MEAN FOR YOUR BUSINESS?

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PULSE works with your in-store systems to identify the gaps that are losing you money. It then recommends changes to fill these gaps, all aimed at driving more profit to your business.

- Improved in-store efficiencies
- Significant reduction in waste
- Increased profit margins
- Improved inventory management
- Ability to make (and reverse) changes quickly
- More efficient resourcing

PULSE recommends changes in pricing aimed at increasing product margins, and ultimately profit. Recommendations are based on seasonality, demand, stock volume and competition. Recommendations can be implemented in one click from a central location.

# 30%

Increase in gross profit

# 5 %

Reduction in waste.

PULSE identifies products nearing the end of shelf life and recommends adjustments in stock and promotions to reduce future waste. Waste is 100% profit so any reduction has an impact on your bottom line.



# TESTIMONIAL

"I started using Pulse in my forecourt shop in July 2016. Within weeks I was so impressed with the results that I had it ordered it for my other two stores. It's an essential management tool, one we use everyday. PULSE has produced tangible benefits in terms of waste control and stock management. One of our stores saw a **70% reduction in waste** following installation.

Each week we are seeing measurable savings as a result of the recommendations we implemented from PULSE. My only regret is not having installed PULSE before now. I would recommend it without hesitation to any retailers looking to maximise returns on sales. I certainly wouldn't consider opening another store without it."

Louis Byrne, Byrnes Spar Tralee Group



# TESTIMONIAL



"Market Hub is a huge part of what makes us different. It has helped reduced wastage at our Hackney SPAR store to below 2% and at the same time it has helped us increase our store margin to in excess of 30% GP.

Market Hub identifies any products that are taking over 12 weeks to sell, then we can we reduce these and put a new product in its place".

James Brundle, Director, SPAR Eat 17



**MARKET HUB**

Power to Collect, Analyse and Act

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