

RivalWatch for Retail

AssortmentWatch

Merchandising Intelligence.

Planning and executing an effective multi-channel merchandising strategy in today's competitive retail environment is complex. Changes in the way consumers make purchase decisions, influenced by the growth in online shopping, declining brand loyalty, the diminishing importance of retail store location, and the escalating role of price, are new challenges that merchandisers must successfully overcome. To address these concerns, retailers need advanced analytical tools capable of providing accurate and timely insights into competitive product assortments, and answers to critical questions such as these:

"RivalWatch gives us accurate and timely competitive information."

Top 3 Office Supply Retailer

- To build a successful and profitable multi-channel retail program, which products do I offer in retail stores, catalog, and online stores?
- Which of my key value items do competitors carry? Are my prices for these items higher or lower? And by what percentage?
- How do my category assortments compare to those of my most important competitors, by geographic region?
- What products are my competitors adding and removing from their online category assortments?
- What are the merchandising strategies of my competitors?
- How do I improve the outcome of product line reviews?

Better Merchandising. Higher Margins.

In today's hypercompetitive retail world, better merchandising decisions can boost online and comparable store sales, improve margins, and increase customer satisfaction.

AssortmentWatch is a powerful competitive intelligence subscription service that enables you to monitor and track rivals' online assortments across local, regional, or national shopping zones. Concise and well-designed reports provide an accurate view of competitive online assortments by category, giving you the information you need to make more informed merchandising decisions. With AssortmentWatch, you can adjust your assortment and pricing structures so customers can't easily make side-by-side comparisons. You can also decide when to offer broader or deeper category selections, when to begin to carry or discontinue seasonal products, or identify opportunities to create product bundles or offer private label products.

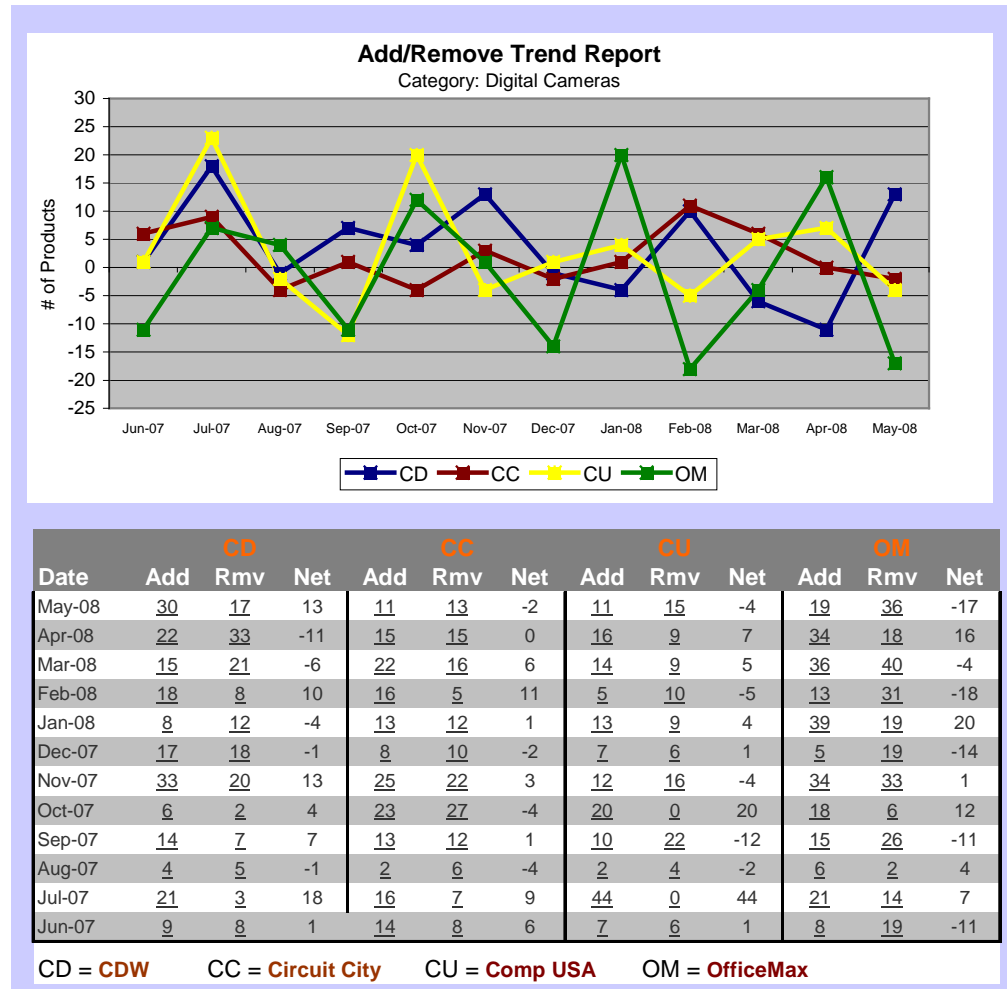
Top-performing retailers use AssortmentWatch as an integral part of their merchandising initiatives to drive gains in revenues, profits, or market share. Whether your strategy is to offer the broadest and deepest assortments in all or just a few categories, create unique products through bundling, carry fewer but faster moving products, or create unique or private label offerings, AssortmentWatch provides the near real-time competitive assortment information you need to make better, more informed merchandising decisions.

Assortment Analysis Reports

Assortment Analysis Reports enable you to compare your category assortments with those of the competition. You can see how and when targeted competitors' assortments are changing, and the number of products added and removed. You'll also be able to see historical assortment trend data, giving you insights into competitive merchandising strategies.

Add/Remove Trend Report

The number of products you and your rivals have added to and removed from a specified category over time. By clicking on the hyperlinked numbers, you see a detailed report showing the products added and removed.



Features

AssortmentWatch reports enable you to:

- Compare your assortment by brand, category, and price with that of key competitors.
- Identify which rivals carry the same products.
- Find out which products have been added or removed from a competitive assortment since the last update.
- Evaluate and analyze prices and product assortment choices offered by competitors, by price range.
- View cached web pages with original product and price information.

SaaS Applications

RivalWatch solutions are delivered as Software-as-a-Service (SaaS) applications to minimize total cost of ownership and maximize return on investment.

RivalWatch Platform

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The RivalWatch Platform includes a high performance Web crawler that acquires competitive product and pricing information from Internet storefronts and other online sources. The crawler collects competitive data on tens or hundreds of thousands of SKUs from a virtually unlimited number of competitive retail storefronts, at blazingly fast speeds. Once collected and aggregated, the data is transformed and loaded into RivalWatch's central data warehouse. RivalWatch reporting applications then query the data warehouse to produce reports, which are delivered over the Internet through a standard browser. Some customers take advantage of the platform's data download services to view the data in Microsoft Excel, or import the data into internal inventory or POS applications. The RivalWatch Platform runs on Oracle's latest database software and is designed from the ground up using a multi-tenant data architecture, delivering the benefits of a true Software-as-a-Service solution.

Improved Merchandising Strategy

Develop merchandising strategies to better serve customers, increase store and web site traffic, and boost margins.

Benefits Summary

AssortmentWatch delivers a proven ability to:

- Use accurate and timely competitive assortment information to make more informed merchandising actions.
- View historical trend information to identify and better respond to competitive merchandising strategies.
- Manage national or regional merchandising programs and decisions.
- Improve your vendor negotiating position in product line reviews.
- Identify opportunities to mine profits in low unit volume products.
- Compare your assortments with those of rivals by price range.
- Compare the number of branded products, by category, carried by you and rivals.

About RivalWatch

RivalWatch is the leading provider of online competitive pricing and assortment information, used by top-performing retailers and consumer product manufacturers to improve business performance.

Founded in 1999, RivalWatch provides accurate and timely online competitive pricing and assortment information to more than 60 leading Internet retailers and consumer product manufacturers, including 12 of the top 15 Internet retailers in the United States.

To learn more about how RivalWatch can improve your business and financial performance, please contact us today by email or phone.

Let us show you how top-performing retailers use RivalWatch for Retail to increase profit margins and achieve a game-changing source of competitive advantage.

Contact us today • 866.869.2292 • sales@rivalwatch.com • www.rivalwatch.com