Mi9 RETAIL UNIFIED COMMERCE SUITE

Hardlines Retailers

THE RETAIL INDUSTRY IS SHIFTING. ARE YOU?

In 2018, stores in the U.S. reached a 10-year high in square footage closing down. That's even higher than it was during the peak of the Great Recession. The media dubbed this "the Retail Apocalypse" and claimed that the end was near for brick and mortar stores. Hardlines retailers have not been immune to the effects of increased competition from big box stores and behemoth online marketplaces. Therefore, hardlines retailers often need to work extra hard to retain customers since the intervals between purchases can often be especially long compared to other types of products.

Despite the dramatic headlines, **consumer spending is rising, retail sales are up, and more net stores continue to open than close**. However, consumer tastes and expectations are changing. A recent IHL study concluded that **one of the top four commonalities between retailers who closed their doors was a failure to modernize systems or to improve customer experience**. The facts are clear: hardlines retailers need to adapt to survive and thrive.

"This **dramatic wake up call** demonstrates the retail landscape is splitting into just a few leaders and many laggards.

It also signals **the time to act is now**, i.e. time to fix broken processes, legacy technologies, and choke points that stifle opportunities. It is time to invest in advanced capabilities, test new concepts, and explore emerging innovations."

- Joe Skorupa, Editorial Director, RIS News

SELL THE WAY YOUR CUSTOMERS BUY WITH PLAN-TO-SELL AUTOMATION FROM Mi9 RETAIL

The Mi9 Retail suite delivers a comprehensive and scalable end-to-end unified commerce platform for retailers, wholesalers, and brands.

Our corporate retail systems facilitate smarter planning, master data management, allocation, and replenishment, and our customer engagement and point-of-purchase systems enable retailers to boost revenue across digital and brick-and-mortar channels.

Our solutions are connected via a common analytics framework that serves as the foundation of the system and speeds time to insight with role-based dashboards, KPIs, and governed self-service data discovery.

> 50 percent of companies who master the art of customer analytics
> are likely to have sales significantly above their competitors.
> *- McKinsey*

Our innovative and easy-to-use solutions share a common architecture making it easy to start by addressing your biggest opportunities first and then bringing on additional solutions when you're ready.

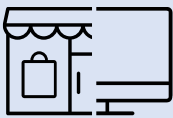The Mi9 Retail solution suite for hardlines retailers includes:

# WHY SELL THE WAY YOUR CUSTOMERS BUY WITH Mi9 RETAIL?

PREDICT AND SATISFY CUSTOMER DEMAND

Ensure each store has precisely the right merchandise at the right time and the right price by accurately forecasting supply and demand for merchandise based on the buying patterns of your customers.

PROVIDE UNIFIED EXPERIENCES

Provide the personalized service your customers expect with a true 360° view across all channels. Use tablets in the store for POS, digital product browsing, omni-channel inventory lookup in real-time, clienteling, analytics, and more to influence the customer's path to purchase in an intelligent, data-driven way.
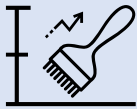
SELL MORE AND BOOST MARGINS

Improve stock movement and achieve higher margins with intelligent cross-selling and up-selling. Execute flawlessly on plans at every step of the demand chain. Replenish high margin, fast-selling items more efficiently and avoid unnecessarily re-ordering slow-moving items.
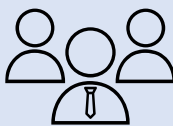
BUILD CUSTOMER LOYALTY

Build long-term relationships with your most profitable customers. Turn every shopper into a lifelong customer by remembering birthdays and anniversaries, and suggesting the perfect gifts powered by the machine learning-driven Mi9 Retail recommendations engine.

FIND YOUR FREEDOM IN THE CLOUD

Reduce your TCO by eliminating the responsibility for software management and infrastructure. Server hardware, IT personnel, implementation, and maintenance often balloon project costs with on-premises deployments. All Mi9 Retail solutions are available to deploy in the Cloud, giving you streamlined scalability, superb security, reduced capital expenditures, and much more.

PLAN

As the old adage goes, "by failing to plan, you are planning to fail." Plan for success with automated, integrated, AI-enabled solutions from Mi9 Retail. By reducing your on hand inventory even by 1% to meet demand more precisely, you can effectively boost margins by eliminating waste and costly discounts, and free up valuable capital and shelf space for the products that do move, bringing in additional revenues. **Mi9 Retail has helped leading retailers reduce inventory investment by as much as one-third in their first year of use**. The impact is incremental and can be a make-it-or-break-it factor for retailers who are fighting to grow in today's competitive market.

At Mi9 Retail, we believe that great retail experiences take place when optimized product planning and inventory management intersect perfectly with skillful customer engagement and point-of-purchase execution. The results are **better revenue and margin performance**, greater customer engagement and value, and a more satisfied, loyal workforce.

Out-of-stocks, overstocks and returns are costing retailers **$1.75 trillion** a year. (*IHL*) Mi9 Retail has helped retailers **reduce out-of-stocks by as much as half** and **decrease excess stock by 10 percent or more**.

MERCHANDISE FINANCIAL PLANNING

Optimize financial plans and open-to-buy budgets with a flexible, accurate, and automated merchandise financial planning solution. The solution facilitates a flexible, accurate, and prescriptive approach to financial planning. It is easy to use and implement and comes pre-configured with all of the key metrics needed to build a successful end-to-end retail planning process.

MERCHANDISE MANAGEMENT

Maintain huge volumes of information with merchandise, enterprise, and vendor dimensions complete with multiple hierarchies for better overall accuracy and control with the only merchandising system developed from the ground up to include a fully-integrated business intelligence system.

ASSORTMENT PLANNING

Often times, assortment planning is a tug-of-war between art and science. There's the art, knowing your customers and being able to create a display that demands attention, and the science, looking at the assortment as a mix of numbers, algorithms, and statistics that guide decisions. Automate the process with our assortment planning solution that combines art and science to give you the flexibility to get more in-depth assortments. Enable pre-and in-season planning, localized assortments, optimized assortment width and depth, reconcile with financial plan targets, and integrate to allocation and replenishment.

EXECUTE

Even the best laid plans are worth nothing without effective execution. That's why Mi9 Retail has integrated our full suite of Plan-to-Sell Automation solutions to help retailers to move flawlessly from plan to execution. Spreadsheets aren't cutting it anymore to get the job done for today's hardlines retailers.

Getting inventory just right in today's complex, omni-channel world requires sophisticated, intelligent, and automated solutions that enable retailers to masterfully blend art and science to reduce waste and forecast demand accurately. Overall, retailers are holding onto more stock than they were five years ago. This presents a challenge—and a significant opportunity—for those retailers willing to invest in newer, smarter, leaner ways to execute on their plans.

The proof is clear: in addition to delivering better outcomes from having the right products at the right places, Mi9 Retail has also helped leading brands reduce the time needed to manage the replenishment process from 2 weeks to as little as one day, leading to significant savings in labor costs and freeing up valuable resources for other business-critical tasks.

The amount of **inventory on hand** based on average sales per day has **risen 8.3%** over the past five years. *(REL)* Mi9 Retail has helped leading retailers reduce store-level inventory by as much as 16 percent.
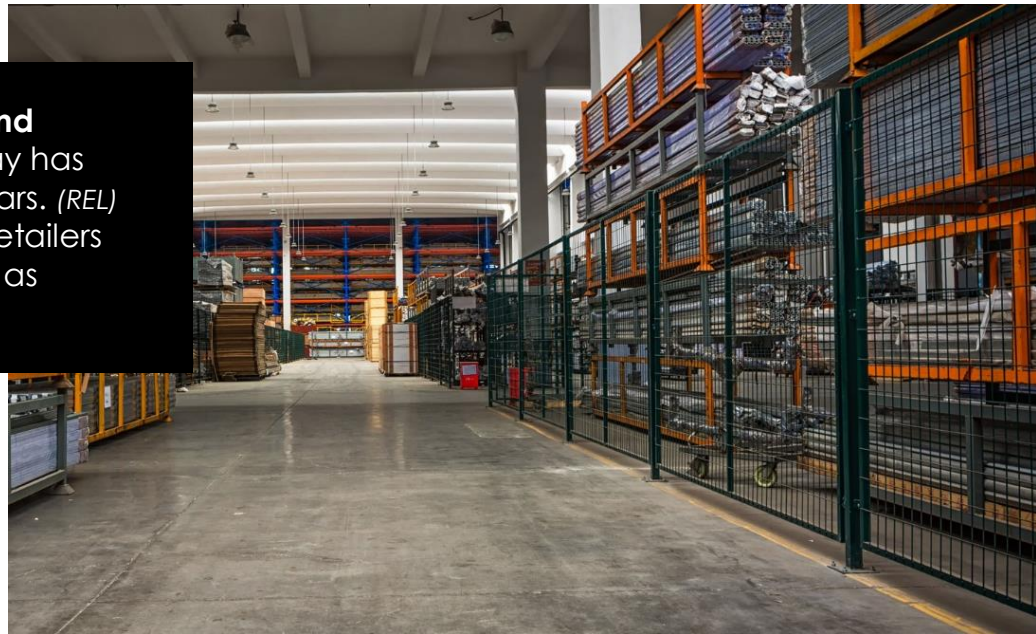
ALLOCATION

Calculate demand-based allocations, improve distribution accuracy and automatically adjust to demand shifts throughout the life of products at the channel and location level.

DEMAND & REPLENISHMENT

Use demand forecasting, profiling and strategic inventory policies to optimize stock throughout the supply chain, automatically adjusting for demand and policy shifts.

VENDOR MANAGEMENT

Group vendors into types, categories, and classes to compare the performance of different vendors and similar products.

INFLUENCE

It's the age of the connected consumer. Shoppers are engaging with retailers through more channels than ever before, and that presents both a challenge and an opportunity. For example, we know that omni-channel shoppers spend an average 4% more every time they are in a brick-and-mortar store, and 10% more when shopping online. (HBR)

While it may seem as though consumers are more in control than ever before for how, when, and where they choose to shop, modern omni-channel retailing also provides retailers with new tools and data that can be used to influence the path to purchase. The retailers who make effective use of customer data and outreach tools are the ones who will thrive in the new age of retail.
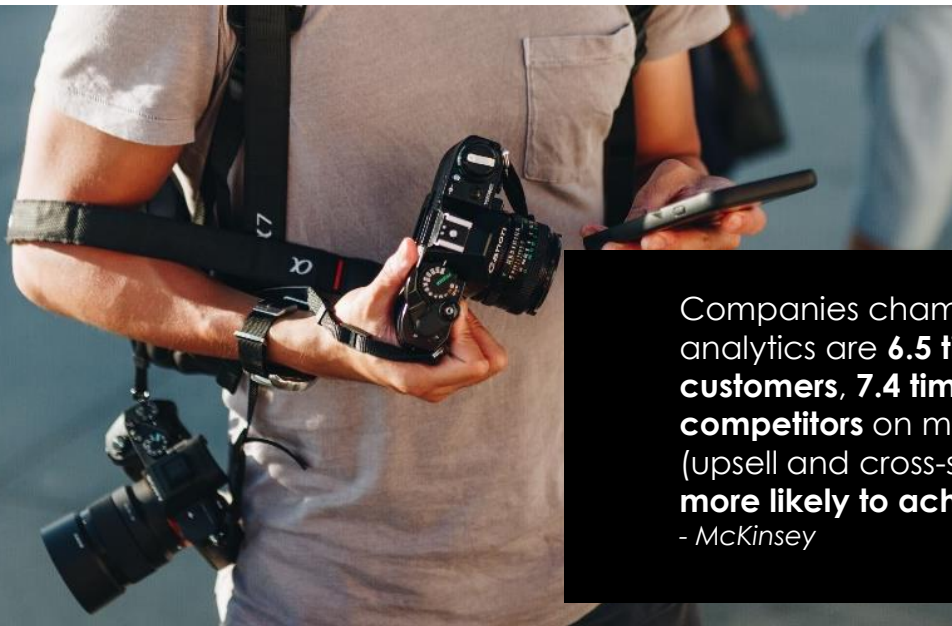
> Companies championing the use of customer analytics are **6.5 times more likely to retain customers**, **7.4 times more likely to outperform their competitors** on making sales to existing customers (upsell and cross-sell strategies), and nearly **19 times more likely to achieve above-average profitability**.
> *- McKinsey*

CRM, LOYALTY & CLIENTELING

Create great customer experiences with tools for better understanding and engaging with customers throughout the path to purchase.

PROMOTION MANAGEMENT

Plan and execute successful campaigns, events, and promotions and incorporate their impact into the overall retail planning process.

PRICE & MARKDOWN PLANNING

Manage complete lifecycle pricing from new price planning and in-season price management to promotional and markdown prices, including enforcing pricing rules.

SELL

Whether you sell online, in-store, or a combination of both, you know the importance of creating frictionless, convenient, and personalized checkout experiences. Modern customers are tech-savvy, and don't have any appetite for long lineups, clunky online shopping carts, and the absence of desirable omni-channel features like Buy Online, Pickup in Store. Selling to trades, contractors, and designers requires special care and attention, and Mi9 Retail has the built in engagement tools to help you delight your most discerning customers. Mi9 Retail helps retailers craft the perfect selling experience with modern tools for modern retailers, from Point of Sale to e-Commerce, and OMS.

Retail "leaders" (those growing faster than 5%) are 96% more likely to have up-to-date POS software, and 150% more likely to be using mobile POS
- IHL

E-COMMERCE

Take your digital commerce initiatives to the next level with a complete solution for D2C and B2B e-commerce including CMS, CRM, SEO/SEM and more.

POINT OF SALE

The 2018 IDC MarketScape has named Mi9 Retail a Leader in POS. Sell the way your customers buy with a complete, modern solution for mobile retail store operations and customer engagement.

OMS

Efficiently and intelligently manage orders across all channels with an intelligent fulfillment engine and built-in order orchestration capabilities.

OPTIMIZE

Mi9 Intelligence is a comprehensive analytics solution built for the specific needs of retailers. Pre-configured dashboards get you up and running quickly. Your information is stored in a retail data warehouse and the Mi9 Retail unified data model ensures your users can access real-time, consistent views of important measures, KPIs, and report details.

ROLE-SPECIFIC DASHBOARDS

Answers the common business questions for Executives, Merchandising, Store Operations, Loss Prevention, and Marketing.

ROBUST REPORTING

Delivers custom reporting and a pre-populated library that includes a list of core reports specific to the user's role and allows configuration of frequently used reports to be accessed quickly through the "My Go-To Reports" list.

MEDIA ASSET MANAGEMENT

Encapsulates a media asset management system, enabling images to be dragged and dropped from a virtual film roll to enrich product information in the merchandise database.

EXTENSIVE DRILLING CAPABILITIES

Provides authorized users complete analytical flexibility, allowing access to every area of the multidimensional data warehouse, down to individual transactions.

ROLE-SPECIFIC WORKBENCH

Outlines each role's core KPIs and isolates opportunities and risks to help execute business-critical actions based upon clear alerts and recommendations - such as creating markdowns, swapping product, sourcing and re-ordering candidate products, issuing transfers and consolidating product from/to candidate stores.

VISUAL INSIGHTS

Dynamic dashboards for implementing advanced scorecards and graphs make it easy to playback key performance data between selected dates or times. Users can easily perform drill-down analysis for further data interrogation.

GEOSPATIAL ANALYTICS

Shows relevant data such as POS sales that can be banded, color-coded and displayed by zip code, census area, marketing block or sales regions via GIS data and Google Maps. Visually spot demographic influences on customer purchasing behavior, including the ability to drill down directly to transaction line-level details.

IN-MEMORY SCHEMA DESIGN

Provides high performance drill-through capabilities on dashboards and ad hoc queries.

ACTIONABLE ANALYTICS

Use analytical insight to drive operational process execution directly from a report, such as: create a PO for trending product, markdown candidate products, create a customer list for CRM, and more.

A SAMPLING OF Mi9 RETAIL HARDLINES CUSTOMERS

AUBUCHON HARDWARE

BOY SCOUTS OF AMERICA

bomgaars

CNRG

Westlake ACE Hardware — The helpful place.

MARVIN'S

CO-OP

ROCKLER WOODWORKING AND HARDWARE

*"The Mi9 Retail team assessed our current infrastructure and demonstrated the **positive ROI** we will experience after converting to the cloud, making the decision an easy one. We trust Mi9 Retail as our partner, and we are a big believer in cloud computing and the SaaS model."*
– VP of IT, Aubuchon Hardware

CONTACT US

info@mi9retail.com
1.888.326.8579