

The background of the slide is a circular graphic composed of many overlapping, semi-transparent segments in various colors including shades of blue, green, red, and purple. The segments are arranged in a way that creates a sense of depth and movement, resembling a stylized globe or a complex data visualization. In the center of this graphic, the text 'OSA 360' is prominently displayed. 'OSA' is in a bold, teal-colored font, and '360' is in a bold, dark blue font. A thin, dark blue swoosh line curves around the letters, adding a dynamic touch to the logo.

# OSA 360

**POWERED BY  
RSI AND CROSSMARK**

**First End-to-End Solution Designed  
to Help CPGs and Retailers Maximize  
Their On-Shelf Availability (OSA)**

Retail industry benchmarks consistently cite out-of-stocks (OOS) rates of 8-10% for non-promoted products and 10-15% for promoted items. As e-commerce order fulfillment with in-store inventory increases, OOS challenges will continue to grow. As a result, OOS problems cause an estimated \$130 billion in annual lost sales in the US retail industry alone.

Many retailers and suppliers have attempted to address the issue through data/inventory accuracy, increased shelf capacity and faster replenishment times. More recently, out of stock/display compliance alerts have been deployed, but still, the massive OOS problem persists, leading to millions in lost sales as well as unsatisfied shoppers.

The more recent alert systems have shown some very positive ROI for suppliers and retailers, with industry averages indicating a 3% increase in OSA can equate to a 1% increase in sales. But, due to a lack of end-to-end integration, they still face a couple of key issues:

- **Alerts Unattended:** A significant number of alerts generated are either not addressed in a timely fashion (or never addressed at all), given merchandiser frequency in stores.
- **Incremental Costs:** OSA solutions rely on two independent companies (a data company for the alerts and a merchandising company for the in-store execution) to address the OOS problem, resulting in a disjointed approach that drives incremental costs.

## OSA360: A Proven OOS Solution That Closes the 'Technology/Execution' Loop

Introducing *OSA360* from RSi and CROSSMARK, the industry's first end-to-end offering enabling CPG manufacturers and retailers to solve the critical OOS problem.

By combining RSi's proven on-shelf alerting technology with CROSSMARK's unparalleled in-store services and execution support, *OSA360* finally closes the "technology/execution" loop to give CPGs and retailers significantly faster and more effective action on OOS alerts. This creates happy, loyal shoppers, leading to substantial increases in recaptured sales and higher profits.



With *OSA360*, RSi and CROSSMARK are combining their significant retail industry experience and footprint, and deep technology expertise, to create a one-of-a-kind "closed loop" OSA offering. The new product is designed to help CPGs and retailers maximize their on-shelf availability (OSA) and recapture the millions that are lost each year to OOS and inefficient in-store execution.



