

# *Merchandise Visibility **Solution***

*Providing retailers with  
operational insight from source to store*

## A COMPREHENSIVE UNDERSTANDING OF YOUR MERCHANDISE

Know exactly what's on the shelf

Checkpoint's Merchandise Visibility Solution provides retailers with key insights into the location and quantity of all of their merchandise from source to store – integrating RFID at point of manufacture, through logistics and distribution operations, and throughout the stores.

Studies show that retailers' inventory numbers are accurate only 35% of the time. This means that retailers manage their inventory based on data that is wrong more often than it is right. As a result, retailers face a myriad of costs that significantly reduce their margins:

- Lost sales due to out-of-stocks when not enough merchandise is on-hand
- Lost sales of ancillary items when primary item is out-of-stock
- Lost sales due to merchandise that is missing or mis-shelved
- Loss of items due to shrink
- End-of-season markdowns caused by overstocks
- Increased operational costs associated with manual counting and stocking processes

Checkpoint's Merchandise Visibility Solution leverages the combined strengths of the company's capabilities in shrink management solutions – hardware and tags, Check-Net® global ticketing service, installation and maintenance services – and its newest division, RFID software provider OATSystems.



**Labels and delivery:** Checkpoint RFID tags can be delivered to the customer factory location using the Check-Net® service bureau leveraging print shops worldwide. The tags can be applied directly to merchandise so they can be read through the supply chain.

**Hardware and software:** As tagged merchandise passes through a portal or is scanned by a hand-held reader, information about the garment's location is captured by the OAT RFID software, verified against expected quantities and descriptions, and fed into a retailer's inventory management system for real-time insight and action.

Manufacturer	SKU	Description	Size	Color	Qty on Hand
OXFORD STREET	06-8PNC006	PP OXFORD CTN REG LS	18-20	24-BLUE	12
OXFORD STREET	06-8PNC006	PP OXFORD CTN REG LS	18-20	23-FRENCH BLUE	7
SUMMERSBY	06-8PNC008	PP OXFORD CTN REG LS	17-19	24-BLUE	8
OXFORD STREET	06-8PNC007	PP OXFORD CTN REG LS	18-20	24-BLUE	9
SALFORD STREET	TC-8PNC006	PP OXFORD CTN REG LS	18-20	24-WHITE	4
SUITED UP	ST-8PNC007	PP OXFORD CTN REG LS	15-21	25-BLUE	4
SUMMERSBY	06-8PNC008	PP OXFORD CTN REG LS	18-20	23-FRENCH BLUE	8
SMITHWOOD	06-8PNC002	PP OXFORD CTN REG LS	18-20	24-WHITE	1
SUMMERSBY	06-8PNC005	PP OXFORD CTN REG LS	15-20	23-FRENCH BLUE	1
OXFORD STREET	06-8PNC008	PP OXFORD CTN REG LS	15-20	24-BLUE	8
SALFORD STREET	TC-8PNC008	PP OXFORD CTN REG LS	18-20	24-WHITE	8

Key  
■ Normal: 4  
■ Low: 3  
■ Out-of-Stock: 0

Warning: Restocking Advised

Retailers can also now cycle count inventory in their stores accurately and more frequently. All of this information is then used to error-proof the supply chain, optimize inventory levels, alert store personnel when merchandise must be re-stocked, and automatically reorder when in-store quantities are too low. As a result, retailers can better manage inventory to meet customer demand, ensuring adequate stock levels without excessive inventory.

# A COMPLETE, INTEGRATED SOLUTION

Improve sales – reduce operational costs

The Merchandise Visibility Solution provides unprecedented visibility to retailers through their entire supply chain, from manufacturing to distribution and throughout stores. The visibility enabled by this solution provides the following benefits:

## IMPROVES MARGIN AND SALES

- Reduces out-of-stocks and markdowns, resulting in increased sales
- Provides new ways to cost-effectively replenish merchandise and drive sales

## REDUCES STORE OPERATIONS COST

- Improves operational and labor efficiencies
- Decreases non-working inventory
- Improves on-hand data, reducing safety stock and working capital

## ENHANCES CUSTOMERS' SHOPPING EXPERIENCE

- Ensures that the right merchandise is available for purchase at right place, at the right time
- Enables associates to better assist customers because they spend much less time with inventory issues

## IMPROVES ACCOUNTABILITY FOR OUTSOURCED OPERATIONS

- Provides insight into business operations outside of the retailer's four walls

## COMPLEMENTS EXISTING STORE SYSTEMS

- Leverages POS, inventory management, merchandising, and other systems to real-time enable operations throughout the supply chain

## STREAMLINES OPERATIONS

- Reduces the number of garments per delivery
- Speeds re-order of fast moving items
- Automates many shipping and receiving operations at factories, DCs and stores



Checkpoint Systems is the leading supplier of shrink management solutions. Checkpoint's global team partners with retailers to reduce theft, achieve operational excellence, increase inventory visibility and provide customers with greater merchandise availability through a combination of advanced RF technology, a broad merchandise protection program, added-value software and real-time labeling solutions.



Electronic Article Surveillance



Source Tagging



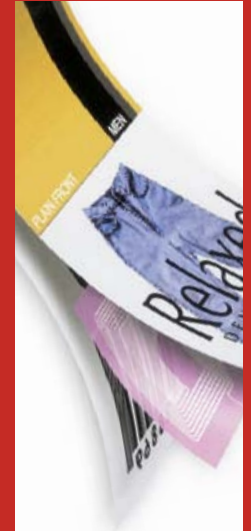
High-Theft Solutions



Shrink Management Software



RFID



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