



**TransAccess** *OPTIMIZE PRODUCT MIX AND MERCHANDISING THROUGH ENHANCED  
SUPPLIER COLLABORATION TO IMPROVE PROFITS BY UP TO 5 PERCENT*

As general merchandise retailers seek to become more customer-centric, they need to offer the right products to the right customer at the right price. Thus, buyers need to understand the preferences of the demographic groups that patronize each store. They must stay on top of sales trends in order to determine the best pricing. And they need to track sales of new items to determine which orders to accelerate or decelerate. All of this can be a daunting task for buyers and merchandisers who may be responsible for hundreds of stores each with thousands of items in multiple sizes and colors.

To succeed, retailers must incorporate new business models that emphasize greater cooperation with vendors. These models permit retailers to leverage vendors' expertise selling in many different venues to optimize product assortments and pricing, improve merchandising and promotional activities—and boost customer satisfaction and sales. According to Kurt Salmon Associates (KSA), a global retail consultancy firm, these measures improve the bottom line by as much as 5 percent. Enhancing retailer-supplier collaboration requires the adoption of new technologies that allow retailers to share appropriate post-sales transaction information with vendors so they can suggest improvements.

### THE TRANSACCESS SOLUTION

afterBOT TransAccess Supplier Connection is the only solution that enables retailers to share comprehensive post-sales transaction information with suppliers. In the past, retailers wishing to answer their pressing business questions had to search in several “siloes” applications, each containing incomplete, summary data; vendors received this information long after the fact—if at all. Through TransAccess Supplier Connection, retailers and suppliers can use a single sales reporting tool to access a single data repository that contains current, complete, detailed information about product sales by store and by SKU. The sales reporting application and repository are optimized to provide fast answers to critical retail business questions, such as:



Is the product I'm promoting selling at the rate expected?

What sizes are selling best, and which must be marked down most often, in my Walnut Creek location?

How well is a particular item selling during the first week after its introduction?

A Web-based presentation layer makes the application and information available to retailers and suppliers who need it anytime, anywhere, securely and on a need to know basis.



## TRANSACCESS SUPPLIER CONNECTION FOR GENERAL MERCHANDISE RETAILERS



### BENEFITS

#### **OPTIMIZE PRODUCT ASSORTMENTS FOR EACH STORE TO INCREASE SALES**

By providing vendors with access to complete transaction information about their products, retailers have the opportunity to leverage vendors' expertise to better plan store assortments to match the requirements of each store's demographics. For example, one cosmetics vendor increased incremental sales by 5.5 percent by using TransAccess Supplier Connection to optimize product assortments.

#### **IMPROVE MERCHANDISING, PROMOTIONS, AND PRICING TO MAXIMIZE PROFITS**

Retailers and vendors using TransAccess Supplier Connection can work together to improve merchandising and promotional activities for new and existing products. When introducing new products, retailers and vendors can track how merchandise is selling its first week on the floor to determine whether to accelerate or decelerate remaining orders for the season. By examining sales trends, stores can optimize their pricing to improve sales and maximize profitability. A hosiery vendor was able to reduce time to perform these tasks by 25 percent using TransAccess Supplier Connection.

#### **ENHANCE CUSTOMER CENTRICITY TO BOOST CUSTOMER LOYALTY**

Because retailers and vendors now work together to proactively ensure that they stock the right assortment of items for each store, customers are more likely to find what they want. This improves customer satisfaction—and keeps them coming back for more.

#### **INCREASE PROFITABILITY THROUGH BETTER COLLABORATION WITH SUPPLIERS— CONTACT AFTERBOT TODAY!**

With afterBOT TransAccess Supplier Connection, retailers can make post-sales transaction data available internally to suppliers to enhance collaboration. Retailers can leverage vendors' expertise to improve product mix, pricing, merchandising and promotion strategies. As a result, they can increase customer satisfaction and sales.

Find out how TransAccess Supplier Connection can boost your sales and profits, contact afterBOT today.

**For more information please email us at [info@afterbot.com](mailto:info@afterbot.com)  
or call us at (770) 564-5558  
Visit our website at [www.afterbot.com](http://www.afterbot.com)**

