



MOVISTA

## CASE STUDY

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HOW MOVISTA PROTECTS  
**\$2.5MM PER MONTH** IN VENDOR FUNDING  
FOR ONE NATIONAL SUPERCENTER CHAIN



## VISIBILITY, ACCOUNTABILITY AND COMPLIANCE

### Leveraging Technology to Increase In-Store Performance

**A large supercenter chain with 60,000+ employees** struggled with consistent execution across their 242 locations. Management lacked visibility into store-level issues in a timely manner. It would often take weeks to notice an issue, and by that time, the scale of the issue could be difficult to correct nationwide across all their stores. As the supercenter grew, it created opportunities to rethink their store execution strategy.

**A vendor audit revealed a low trade promotion compliance rate**, costing the retailer millions of dollars in reimbursements to brand manufacturers. These lost dollars needed swift attention. Additionally, the supercenter found that inconsistent execution caused their private label sales to lag.

To remedy the widespread problems, **they adopted the Movista platform.**

This case study follows the retailer's before and after states and addresses how they leveraged technology to increase compliance, save millions of dollars and rethink overall store operations.

“ Since implementing Movista we have gone from 66% to 98.5% on-time execution, grown our project count by 500%, and decreased management expense. ”

Trade promotion agreements between retailers and manufacturers are fundamental to how product is sold in stores. In this case, one manufacturer partner suspected a low compliance rate on their trade promotions and hired a third party to audit performance. **The third-party audit showed a compliance rate of 66%.**

**This low compliance rate resulted in millions of dollars paid by the retailer in reimbursements to the manufacturer.** The collective impact of all manufacturers that work with any given retailer is huge. Therefore, retailers should ensure a high compliance rate and be able to prove trade promotions are executed properly across all locations.

## BEFORE

Before adopting a new technology solution, the retailer relied primarily on email and paper-based reports to do work in stores. Employees often had to search for the information they needed (such as planograms, training materials and instructions) to get work done. Managers had a difficult time seeing if, and when, projects were complete, and lacked the insights needed to course correct in a timely fashion. Due to inefficient processes, employees spent an excessive amount of time on administrative activities that delayed more important tasks.

## AFTER

The retailer implemented the Movista platform, giving them the ability to deploy any project or promotion from a central location to all the applicable stores at once. Workers began receiving these projects on their readily available mobile devices. Projects now had location-specific and version-controlled tools such as planograms, instructions and training videos attached to them. Validation of work completed came in the form of photo proof-of-performance and signature capture. The Movista solution rolled all data up and sent it in real-time to a manager's dashboard which showed compliance rates with associated proof of performance.

By the end of the first year of implementation, compliance rates rose to **98.5%**. The retailer had proof of this compliance and could easily supply reports back to their manufacturer partners showing real-time data, increasing sales and trusted partner relationships.

As a result of digital tasking, prioritization and readily accessible tools, **project count increased fivefold**. Time spent previously on administrative tasks could now be spent on projects. The Movista platform gave each team member more time on the floor, allowing them to complete more projects and contribute to tasks with a higher value.

**Private label sales are critical to retailer success.** In this case, the retailer's private label products were under-indexing. They lacked a dedicated merchandise support team, which resulted in inconsistent shelf appearance of private label products. Lacking the resources to hire a dedicated team, they needed to leverage technology to get more out of their existing teams.

The Movista platform enabled the existing team to complete more projects and therefore devote more time to properly merchandise private label products. They leveraged mobile file sharing (PowerPoints, documents, videos and spreadsheets) to put all necessary tools in team members' hands. Additionally, the platform's accountability features enabled twice weekly modular integrity checks. Store employees validated all modulars with photo confirmation and managers could access all locations' pictures through a centralized desktop dashboard. This visibility enabled timely drill-down into the stores that needed a course correction.

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**Six months after implementation, private label share grew by 13 percent.**

**Summary, the Movista platform helped deliver the following results:**

**98.5%**

Project compliance rate  
prior to the due date

**\$2.5MM**

Protected vendor funding

**13%**

Increase in private  
label share

The relationship between Movista and this supercenter customer is a long and healthy one. Together we are strategizing about how to continue to leverage depth in the technology to enable the customer to realize streamlined operations, higher sales of product, and a more productive workforce.