

# Retail CIO Outlook

Merchandising Special

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## TOP 10 Retail Merchandising Solution Providers 2016

In today's fast-evolving digital landscape, convincing a customer to visit and purchase from a retail store requires more than just traditional ways of promotion. Every retail store should stay on top of merchandising concepts, trends and have its own style of merchandising to entice the customers.

Modern day retail merchandising is not just about advertisements, logos and displaying organization's name on complementary products, but to establish a powerful, personal, and long-lasting experience between brand and the consumer. A merchandiser needs to maximize the sale of products by offering eye-catching packages, distinctive pricing, and promotional schemes. For this, the companies are venturing into omnichannel retailing and trying in-store marketing solutions such as beacons to enrich the shopping experience. In addition, retailers are leveraging social

media and mobile platforms to engage users and influence their decisions. Also, the cloud-based point of sale systems in stores add to the performance, functionality, and looks.

In an effort to assist CIOs in finding the right technology solution provider, Retail CIO Outlook presents to you top 10 Merchandising Solution Providers for the retail sector, featuring the best solution and service providers offering tools and services in the Retail Merchandising landscape. The companies compiled in this issue have exhibited extensive business process knowledge, along with in-depth, integrated, and innovative strategies. The listing provides a look into how these solutions work in the real world so that organizations can gain a comprehensive understanding of what technologies are available and how they shape up against the competition.



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### Company:

Retail Process  
Engineering (RPE)

### Description:

RPE specializes in strategic, functional and technical consulting to deliver innovative retail merchandising and supply chain solutions

### Key Person:

Rob Henneke  
EVP

### Website:

rpesolutions.com

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## Retail Process Engineering (RPE)

# Streamlining Retail Services for Enhanced Merchandising

To keep pace with the changing retail marketplace, today CIOs face complex, evolving and challenging issues. PCI/security, e-commerce, mobile, clienteling, PLM, BI and Merchandising must work together to create a seamless shopping experience for both the consumer and employee. Particularly in the SMB space, CIOs are looking for a solution set that addresses today's business needs from a single vendor on a single platform.

Merchandising solutions that provide real time information delivered on a variety of devices are the need of the hour for CIOs. "There must be a single version of the truth with a modern look and feel," says Rob Henneke, EVP, RPE. For CIOs, interfacing disparate solutions for Merchandise, Planning, Allocation, Replenishment and e-commerce that run on various platforms is no longer manageable or acceptable.

"At RPE, we recognize the need for modern, robust solutions,

and are continually examining software offerings from many different vendors," informs Henneke. With more than 16 years of retail consulting experience, RPE has seen its share of solutions that address only a few specific issues, but have gaps in other areas. To provide a seamless shopping experience, retailers require more modern, single platform solutions.

"We believe our established partnerships with leading ISPs allow us to deliver a total solution including software, implementation and support services as well as secure Hosting and Managed Services," says Henneke. "The Merchandising solution from Jesta I.S. is a prime example of a robust solution from a trusted software vendor that is well established and customer focused."

The goal for forward thinking CIOs is real time data/information delivered at the desktop or while on the go. Providing easy, but secure, access to sales, inventory, customer information, vendor and PO status, and other key information is necessary in today's retail environment. "The days of batch processes that run overnight, access to data only when at your desktop and the need to access multiple systems in order to see a complete picture of the business are no longer acceptable," adds Henneke.

Most Merchandising systems allow for SKU creation, inventory tracking, price changes and other basic functionality. In reality, a true Merchandising system must also interact with many other systems

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**Our focus on having satisfied customers has proven to be a winning strategy for RPE**

such as POS, warehouse, e-commerce and CRM. At the same time, it must be configurable to meet future functionality demands. "It's important to select a Merchandise Management system that is easy to interface with, configurable and, most importantly, be from a partner that is committed to continually improving and evolving the application," says Henneke.

RPE has built a reputation on bringing the best possible solution set to retail customers while remaining flexible in services. The team at RPE not only understands the technical aspects of a system, but also pays attention to how that system will help the retailer achieve sales and profitability. Providing a complete array of solutions, services and hosting in a SSAE 16 audited data center sets RPE apart from the competition.

"We're continuously delivering quality, value and knowledge to our clients. Our focus on having satisfied customers has proven to be a winning strategy for RPE," notes Henneke. Helping retailers select, implement and support the right Merchandising, POS, Planning, Allocation, Replenishment, PLM and other necessary systems to meet unique business processes will continue to drive the retail consulting firm's direction. **RC**



Rob Henneke