

In-Store Implementation Network™

INTER-ORGANIZATIONAL SOLUTIONS FOR Merchandising Performance Management - 2010

MARKET ANALYSIS & BUYERS' GUIDE

UPDATED FOR 2010: ISI Network Delivers an *industry first* market analysis and buyers' guide to the emerging class of inter-organizational solutions for Merchandising Performance Management.

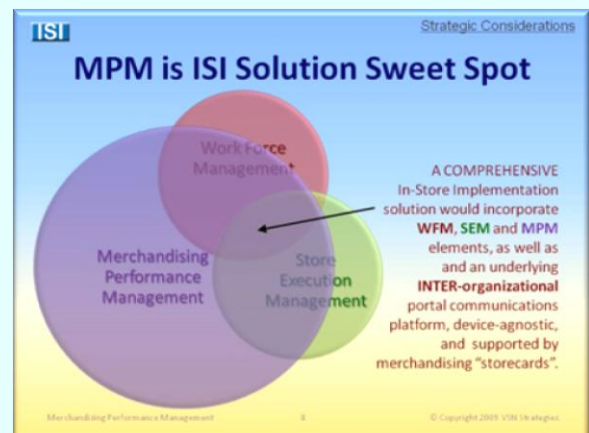
Beyond Work Force Management: Successful merchandising operations are about much more than human resource management.

Beyond Store Execution Management: Keeping tasks on track is only the next step. A comprehensive solution must include a communications platform that links collaborators into a single ecosystem.

Now, Merchandising Performance: MPM goes way beyond pushing tasks out to the field. It demands a permanent, embedded feedback mechanism that supports continuous performance measurement, from shelf to HQ.

This is the next frontier for retail financial performance – the stores themselves. The next wave of *inter-organizational* solutions promises to change retailing forever by restoring control and combating overwhelming intricacy.

You Can Plan, But Can You Implement? The current advances in Shopper Marketing, segmentation and targeting generate massive complexity at store level, where plans fail 40% to 60% of the time. In-Store Implementation requires an integrated “plan-do-measure” discipline, supported by tools for communications, monitoring and feedback.



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Solutions Ready Now: The ISI NETWORK Merchandising Performance Management report is *your fastest path* to understanding your MPM solutions options. Carefully researched, it includes a comprehensive buyer's guide to this emerging sector.

“The retailer that formulates a compliance plan, enables it with appropriate solutions, and measures its outcome relentlessly will always achieve better performance on in-store programs”

— James Tenser
Principal
VSN Strategies

An Indispensable Guide: For retailers, brand marketers, merchandisers, and marketers, this report is an essential resource for understanding and choosing a Merchandising Performance Management solution. It’s the fastest way to get fully informed and attain your competitive edge – in the stores – where it all happens.

MPM REPORT CONTENTS:

- Introduction & Summary
- Market Overview
- Solution Sector
- Solution Providers
- Strategic Considerations
- Recommendations
- Appendices

78 CHARTS: Includes tables of WFM, SEM and MPM solutions, segment overview description and profiles and SWOT analyses of eight competing MPM solutions.

PRICE: \$450 (U.S.) /\$350 for ISI Members*

(Delivered by secure Internet download in PDF format. CD ROM available upon request.)

ORDER NOW: To order *Inter-Organizational Solutions for Merchandising Performance Management*, contact ISI Network by telephone, fax, or email. You’ll be promptly invoiced by return email or fax.

ISI Network will activate your secure login for the download.

CUSTOM MPM EXECUTIVE WORKSHOPS AND CONSULTING ARE ALSO AVAILABLE UPON REQUEST.



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* **ISI** In-Store Implementation Network member firms and prospective members –
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