RFID’s greatest business value is the item-level Data every movement generates.

To drive sales, not just stock accuracy.



Lift CX & Conversion Across All Channels.

Take full control of Sellable Stock & Store Execution.



retail reload

RFID elevated to item-level traceability truth

Because RFID's greatest business value is the item-level Data every movement generates, to drive sales, not just stock accuracy.

Every item is turned unique.
All processes shift to item-level precision.
Every RFID & QR scan:



1- Updates availability and location in real time

Sellable commerce stock

Real-time visibility + stock deviations automatic corrections across operations

2- Reports : Who asked for it, who handle it, under which conditions?

Operational discipline, flawless execution

Back-office processes control

Receiving, counting, parcels management (returns to DC, inter-store transfers web orders)

Sales process control Associate's efficiency, inventory availability on the floor, fitting, demand trends signals....

Better Data = Better stock decisions + Controlled execution = Better (CX + conversion + sell through)

WHY IT MATTERS

CX and conversion across all channels runs on better stock decisions, flawlessly executed — or it fails

67% **Unavailability is cited as a shopper pain point**
"I want to get what I am looking for"

56% **Wasted time is cited as a shopper pain point**
"I do not want to waste time"

Source: Bain shopper research

Item-level traceability delivers both stock & operational control in one move

Commerce Stock control

> Trust in sellable availability & localization / **OMS**

> 99% accuracy continuously / **ERP**

> Store-stock relevance / **Planning**

Operational discipline control

> Rigor with back-office processes to support **supply & omnichannel agility**

> Associates' Omnichannel empowerment to **face stockout situations.**

> Associates' efficiency **in front of customers**.

For sharper stock, stronger retail, seamless omnicanal, supply agility.

Real-time Item-level traceability Platform benefits at a glance

- **The lowest-cost solution to deploy on the market**
  - **No RFID shielding works required to achieve stockroom / sales floor localization**
  - Less RFID hardware thanks to the combined use of QR codes containing the same unique item ID
  - A single RFID handheld is sufficient to cover all store processes
- **Easy and fast to deploy**
  - Full SaaS mode hosted at Google Cloud platform
  - No Cabling required
  - **High versatility / adaptability**
    Different platform configurations can be deployed per cluster of stores to fit every operating model
  - Full API (POS, ERP, OMS, WMS…)
  - Reuse existing RFID labels
- **Optimized utilization**
  - **API to integrate all king of RFID fix readers (EAS, Transition, always on, RFID box…)**
  - Each scan, even those made out of context, updates the inventory
  - **Turn each store into a mini-DC operating with the same rigor as the main DC supporting Supply & omnichannel agility**
  - **Our apps cover 100% of store processes with item-level precision**
  - Easy adoption with monitored training and an associate-friendly app to perform all stock management actions
- **Exclusivities**
  - **A sales application**
  - Automatic correction of inventory distortions caused by non-compliance with procedures
  - Automatic detection of stolen items

Our features turns all store processes at item-level precision
with settings to fit every store operating model

STORES ACT LIKE MINI-DC
(with the same rigor as main dc)

1 RECEIVING

3 settings

1) Auto (EAS)
2) Parcel ID scan
3) No scan required

All parcel types supported (Replenishment, E-com, Non-RFID)

Continuous receiving process for non RFID friendly items

Missing items & discrepancy visualization (DC or carrier)

2 WEB ORDER FULFILLMENT

Paired with hot & cold search

In Store document printing

3 INTERNAL PARCELS

Inter-store transfers & warehouse r[illegible]ns

Automatic correction of undeclared parcels

Authorized destination control

Store document printing

4 REPORTING CONSOLES

BO operations + Sales process

5 SALES FLOOR REPLENISHMENT ALERTS

2 settings

1- Auto-setup of sales floor target quantities
2- Visual merchandising compliance (HQ guidelines)

Smart replenishment alerts (Item sold, stock available in back room)

6 FITTING + FRAUD BLOCKING

2 settings

1) Multiple fitting rooms managed by one associate

2) Smart fitting room: automatic item detection & cross-selling recommendations

7 STORE MAP + HOT/COLD SEARCH

Quantities and localization

8 DISPLAY MANAGEMENT/MOVE

To manage status changes when an item moves to another surface, to a display, onto a mannequin

9 SALES APPLICATION

2 operating modes: with or without back-stock associates

Item visibility & search

Customer basket creation

Sales floor/back-stock flow management

Unified inventory access to handle stockouts

EXCLUSIVITY

10 FAST STOCK TAKING

27K items/h

Automatic product relocation

Multi operators with real time-shared progress

11 STOCK TAKING DISCREPANCY MANAGEMENT

2 combinable settings

1) Auto stock corrections (algorithm detection of lost stolen items)

2) Guided search for missing items not scanned during counting

- **ITEMS REGULARIZATION**

Damaged products and RFID removed labels Management

- **TAG ENCODING / PRINTING**

Without RFID printer

Encoding with RFID handheld, label printing on store printer

- **PUT AWAY ALERTS**

Fitting tray, check out tray, etc.

- **CHECK TAG**

The whole life of each unit item in just one scan



OTHER KEY BACK-END FEATURES

- **AUTO ITEM RELOCATION WITH EACH SCAN**

In the right area in the right store

- **INTELLIGENT TAG POSITIONING**

Dedicated algorithm to avoid physical RFID shielding (sales floor/backstock).

- **API FOR VARIOUS RFID FIXED READERS**

EAS, Self check-out, automatic transitions back-stock <>sales floor
“Always-on” RFID, magic fitting, putt away tray, etc.

- **ONE SCAN RETURN + FRAUD BLOCKING**

Secured in-store return of item purchased online or in-store (POS API)

Item-level traceability platform overview

Collect item-level data



SERIALIZATION AT GS1 STANDARD

> Unicity is guarantee
> Service Buro / manuf. / DC / Stores



STORE SALES APP (QR)

Captures the essential data POS misses to increase efficacy:

> Demand-trend signals
> Customer hold / conversion
> Waiting time / service level
> Associate actions / efficiency
> Maximize omnichannel availability



STORE STOCK APP + API FOR ALL KIND OF RFID FIX READERS

Turns all store processes into item-level precision

> Multiple settings and API for all kinds of fix RFID readers to fit every store's operating model



DC TUNNELS (RFID)

Receiving / shipments at item-level



DC WEB FULFILLMENT STATIONS (RFID OR QR)

Compute item-level data

Real-time synchronization availability, location & sales-floor events

Real-time auto-correction of process deviations & RFID misreads

TRACKER

DIGITAL TWIN

Unified sellable inventory updated real time

Google Cloud

API

EXPORTS

Feed IT stack

POS

- Transactions (sales and returns)
- Return fraud blocking

OMS

- Products availability in real time
- E-com orders preparation request + progress callbacks

WMS

- Outbound parcels declaration (replenishment and e-com)

ERP

- Parcels reception events
- Parcels shipment events
- Perpetual real time inventory (stock alignment)
- Products critical OOS

BI / AI

- Products performance
- Associates commercial activity (sales / stock)
- Stock taking details

CRM

- Customer products interest not limited to actual purchases

Capabilities item-level traceability brings you to meet your challenges

TRACE LOGISTIC & OMNICHANNEL PROCESSES → ← TRACE STORE BO PROCESSES → ← TRACE THE SALES PROCESS →

MANUFACTURER CONTROL

- Detect manufacturer's **discrepancies** at DC receiving
- Early detection within four days of items with **quality, sizing or fabric issues** to cut returns
- **Recall campaign** (limited to the prod. Batch concerned)

SECURITY & FRAUD PREVENTION

- Avoid **removed labels** and **stolen items** in fitting rooms
- Block **return fraud** in store
- Identify **grey market** responsible
- Automatic detection of **stolen items** + suspicions of **internal theft** via algorithm

SAVINGS

- No more manual counts in **Annual tax inventory** (recuring)
- Easy & cost-effective **deployment**
  - → No RFID shielding nor cabling in store
  - → Less RFID HW by using RFID & QR

SUPPLY PERFORMANCE / AGILITY

ONLINE CONVERSION EFFICACY

ADVANCED STOCK MANAGEMENT CAPABILITIES

- Continuous **99% Accuracy for ERP** to make better decisions everyday
- Earlier **detection of hot and cold SKUs**, enabling faster planning decisions and more effective stock rebalancing and allocation
- **Sellable inventory** is maximized and secured for **OMS** to rely on store stock without safety buffers

STORES TURNED INTO MINI-DCS + PARCEL MANAGEMENT CONTROL

- Reliability of **in-store fulfilment internal parcels** (stock-rebalancing & return-to-DC parcels + Parcels delivery control
- Fastest, easiest **in-store web order fulfilment** (Ship-from-Store +C&C) coupled with hot/cold search
- Parcel **tracking - auto-correction** of mis deliveries, mis/undeclared transfers & preparation errors
- **Store-level fulfilment reactivity** for fastest OMS redirection of unhandled preparation requests to another store
- Prioritize **Ship From Stores** in stores where requested products will be unsold

STORE CONVERSION RATE / CX

- Maximize **item availability / visibility** on the Sales floor
  - → Automated real-time replenishment and VM alerts
  - → Reporting of pending alerts
- Make **check-out** easiest
  - → Fast RFID check-out
  - → Self check-out
  - → Mobile POS check-out with QR
  - → Scan & GO with QR
- Improve **assisted selling** process efficiency / cut customer waiting time
  - → Associates have visibility of sellable and localized store stock
  - → Individual reporting to coach each Associate on engagement, conversion and responsiveness gaps
- Face **stockouts situation**
  - → Associates' visibility of unified sellable stock localized for perfect real time store- to-web
- **Store staffing** optimization

CRM ACTIVATION

- Trigger **post-visit** CRM activations based on SKUs requested but not purchased

The RFID platform purpose-built for assisted-selling retail

Real-Time, Surgical Item-Level Precision tailored to Your Specific Challenges

- Few but valuable items
- Lot of SKU’s having only 1-2 units in stock
- Flawless selling ceremony with or without dedicated backstock associates
- Demanding customers expecting five-stars services
- Strong omnichannel capabilities to face stockout situations

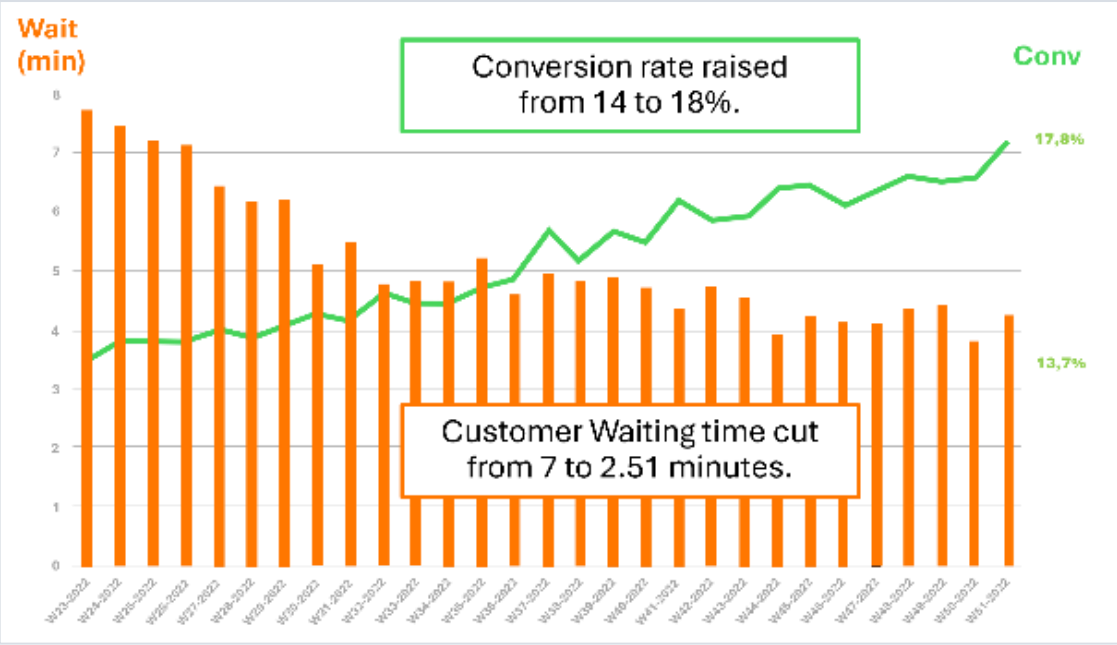


PROVEN RESULTS

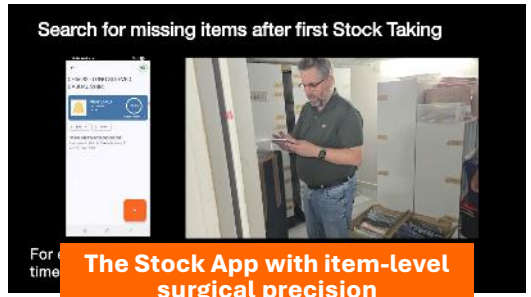
Better CX lifts store Conversion : +6% small stores, up to +32% at flagship

CX / wasted time is the business drivers for “assisted-selling operating model”

Key success factors: Sellable inventory localized updated real time + sales process mastery

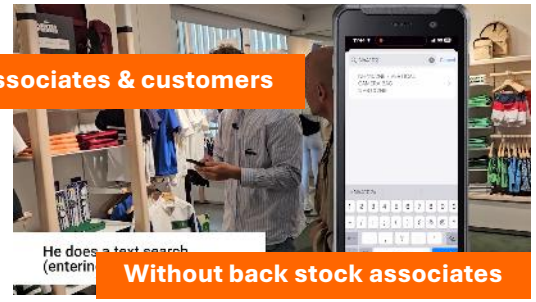


Watch on YouTube





The Sales App that delights associates & customers





Sébastien FAYET
CEO Lacoste France

“ With few products, quality and high value with low stock depth in store stocks we needed a new inventory model with surgical precision. When every product and every customer matter we cannot afford the imperfections of the mass-market retail model “

Platform configuration for mass market retailers operating with high flows and self-service mode

- High productivity needed
- Impact of sales floor replenishment alerts on the increase in turn over



ETAMGROUPE

Higher productivity - omnichannel inventory visibility – stores turned into mini DC

Business drivers “high flow operating model”;
productivity, operational discipline, on shelves availability, supply & omni agility.

STORES

99.75% Inventory accuracy versus 77.75% before RFID
+5.2% Incremental Total Store Revenues
+3% Better Inventory alignment
+2.2% Improved Sales floor replenishment

OMNICHANNEL

+50 to 300% Improved E-Commerce Availability (SKUs)
99% Store-Fulfilled Online Order Service Rate
950K Click & collect express
280K Ship from store parcels

KEY FIGURES

358 Suppliers
112 millions products & 15K SKUs /year
670M unit-item movement / year
1,9M+ parcels fulfilled in store
4 DC, 855 stores deployed/turned into mini-DC in 15 countries

KEY INTEGRATIONS

Serialization: **Avery Dennison**
POS: **Cylande**
ERP: **SAP S4**
BI: **SAP BW**
WMS: **Inconso**
OMS: **KBRW**

SAVINGS

€820K Fiscal annual tax counting
€700K Return fraud Blocking
€850K Early detection of manufacturers discrepancies Penalties 1st year
€459K Proactive item with issue detection Penalties

DECREASE IN UNSOLD REMNANTS ITEMS

-10% Inventory not sold despite markdown at end of season
Early detected and sold via ship-from-store & inter stores transfers (stock rebalancing) = 100% additional margin
660K inter store stock rebalancing parcels

“Besides the capacity to adapt to all our workflows, the set of APIs from Retail Reload allow each of our IS to be fed from a 100% reliable source of the RFID inventory updated in real-time. A key asset, especially for omnichannel effectiveness”



David HERRENSCHMIDT
ETAM Group CIO

“Given the cost of this technology, RFID should fuel revenue, not just inventory”



Laurent MILCHIOR
ETAM Group CEO

Watch on YouTube



Stock App configuration to maximize efficiency



API + end-to-end traceability to drive omnichannel efficacy

“Driving associate adoption is key to insure on shelves availability”

Delphine Lebas Head of retail Etam group

Sales floor replenishment alerts must be 100% relevant to unlock up to +2.5% turnover uplift.

Based on exact inventory location

> Efficient shielding is mandatory

> Track and record all front/back movements

Based on true product availability

> Consider all statuses impacting sellable stock

> Know where each unique item was picked



Triggered only if Actionable

> No availability backstock, no alert.

> But Trigger it the moment it’s possible

Tailored to store needs & aligned with HQ constraints

> Exclude what’s irrelevant

> Adapt to local space, merchandising while controlling local target relevance

WE ONLY DELIVER SW + ASSISTANCE TO IT INTEGRATION; YOU SELL EVERYTHING ELSE
(For the areas you don't handle, we can bring in qualified partners.)

- **Hardware**
  - → DC hardware: RFID tunnels, RFID boxes, portals (we provide the required APIs)
  - → Basic store hardware: PDAs, RFID handhelds, screens, RFID slates
  - → Advanced store hardware: EAS, always-on fixed readers, RFID boxes; APIs provided for automatic backstock ↔ sales floor transitions
- **Printing Solutions (we expose the serialization API at GS1 standard)***
  - → One-by-one scan & encode
  - → Delivery-scan → print & encode
  - → Full-store stock file print-encode
- **RFID Tags (We can connect you with tag vendors if required.)**
  - → Direct supply for on-site needs, via service bureau for source tagging or IPPS
- **Integrations & Services (we expose the REST API)***
  - → Integration of RFID tunnels with our software
  - → Full store setup
  - → Power BI dashboards (to exploit sales-app data after the pilot)
  - → Training (we'll train your trainers & provide user guides)
  - → Integration with all IT components where you have abilities, whether retailer team or retailer IT integrator (we can introduce a very good and affordable one if needed)

***Our platform is standardized and unique, allowing you to reuse all integrations built for the first customer and replicate them for all future ones — from printing and serialization to RFID tunnels and portals**

OUR DELIVERABLES

What we provide

- → SaaS RFID + QR platform covering all store processes
  - Assisted-selling app + associates' efficiency reporting (exclusivity)
  - Stock app covering ALL store back-office processes with configurable modules (receiving, inventory, replenishment)
- → APIs for ERP, POS, OMS, WMS, AI/BI, Printing
- → API for advanced RFID fixed readers, EAS, RFID box…
- → Assistance to integration, support, deployment methodology, train the trainer…

How we act and support you

- → **Pre-sales:**
  provide calls & demos, answer customer technical questions, attend trade shows with you, etc.
- → **Pilot support**
- → **Deployment:**
  Professional services (methodology, project management)
  IT integration, platform rollout,
  assistance to ERP and OMS integration
- → **Post-deployment:**
  SW upgrades, new features, special client requests

Thank you for taking the time to review this introductory short-deck

At your disposal to explore how item-level truth can fit your operating model and meet your main challenges



Yves Book a 30 minutes call at your best slot

CEO founder

y.curtat@retailreload.com

retail reload

RFID elevated to item-level truth