



Simply Powerful Compliance

Executive Summary

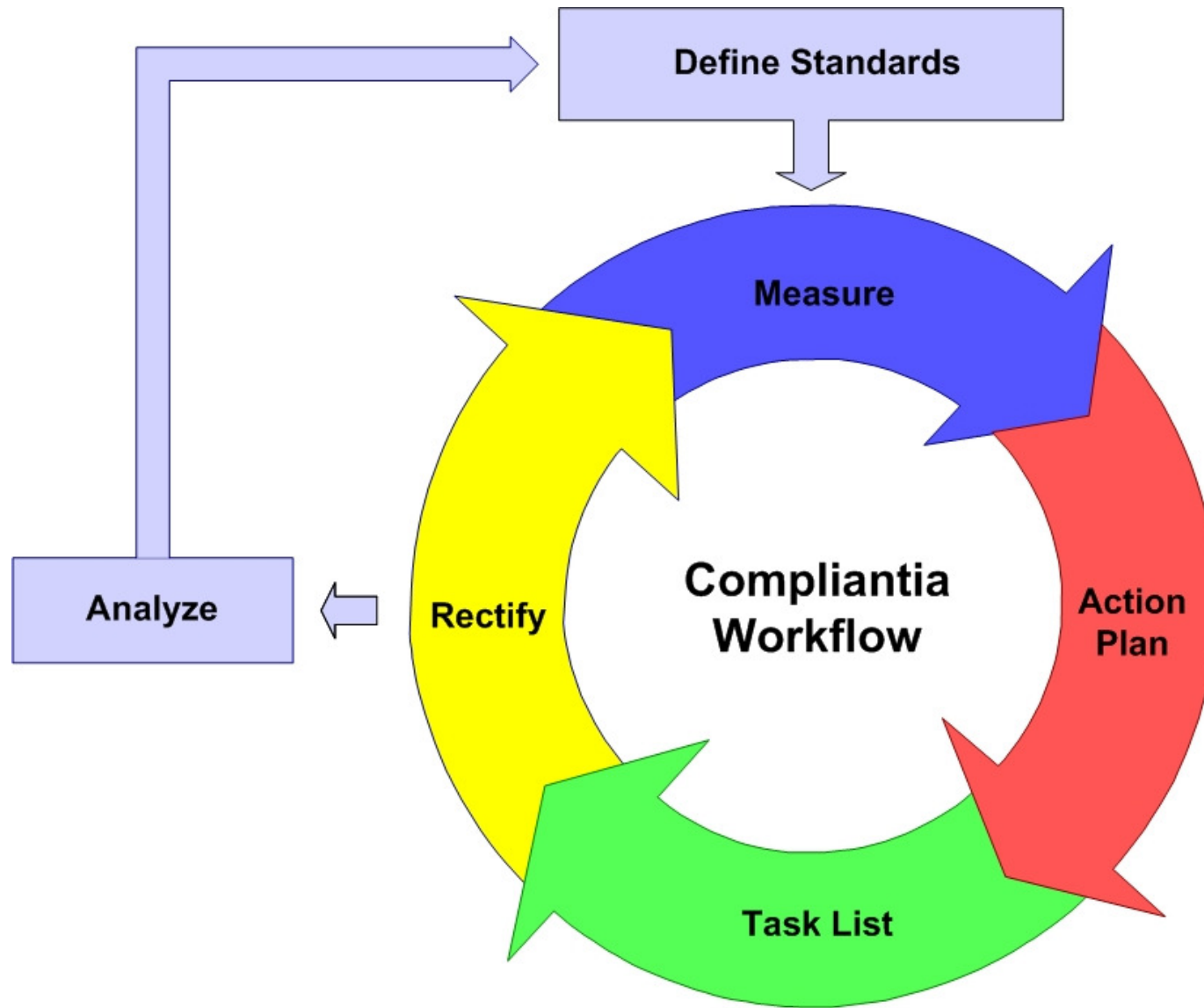
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What is Compliantia?



- ➔ A platform to define, measure and address store-level compliance with **operational standards and in-store merchandising**
- ➔ An end-to-end compliance workflow with **built-in action plans** and automated task-lists
- ➔ A service that **integrates with your store list and organizational hierarchy**
- ➔ A fully hosted and managed Software-as-a-Service with large ROI
- ➔ Customizable and real-time
- ➔ Available on the Web. On the BlackBerry™. Anywhere.

The Compliantia Workflow



The Need

- ➔ Verify compliance with operational standards and in-store merchandising
- ➔ Protect the brand
- ➔ Measure what you communicate
- ➔ Increase District Manager productivity
- ➔ Engage franchisees
- ➔ Identify and rectify problem areas
- ➔ Measure, report, rank, score...get the operational answers you need

The Value

- ➔ Verify planograms, promotions, signage and other in-store merchandising compliance
Increase sales by 1% to 4%
- ➔ Determine training ROI based on real-world compliance data
Shape and increase effectiveness of training dollars
- ➔ Increase district manager productivity
Lower labour costs
- ➔ Communicate new standards to the field
Faster time to market
- ➔ Measure what you communicate
Measurement breeds compliance
- ➔ Ubiquitous real-time access
Engage and energize your operations staff
- ➔ Monthly service, no software license, no capital investment
Low risk

The Cost

- ➔ Software as a Service = turn key service
 - Service and infrastructure is entirely managed by vendor
 - No IT capital required
 - No software license investment
 - No recurring IT maintenance costs

- ➔ Service is billed monthly

- ➔ Pricing based on the following factors:
 - Number of users
 - Number of stores
 - Number of forms