



RetailTactics Releases RightAction™ for Homestore Retail Management Proven, Effective Tool Manages 'Fair-share' Implementation Programs

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Acworth, Georgia ([PRWeb](#)) August 5, 2008 -- RetailTactics, the industry leader in solutions for effective merchandising implementation, has released the commercial version of RightAction™ for Homestore management, its software solution developed in conjunction with leading supermarket retailers and CPG manufacturers.

RightAction™ for Homestore is built on the RightAction™ technology framework for effective merchandising. The solution is specifically configured to help retailers manage their homestore implementation tasks, category plans and other merchandising activities at store level. It creates a real-time collaboration tool for retailers, manufacturers, merchandising service organizations (MSOs), sales and marketing agencies and other partners with a vested interest in effective implementation.

Field-Proven Collaboration Solution

RightAction™ for Homestore is a field-proven In-Store Implementation (ISI) solution built around a central repository for project information that allows retailers, suppliers and third parties to collaborate and co-ordinate in-store activities in real time. All implementation team members (internal and external) receive project information guidance simultaneously from a common data repository. Teams perform the required actions at the store and can report actions and issues immediately from the store. In addition, project information can be interfaced to existing third party systems.

Benefits include detailed execution and labor statistics, superior visibility of project status and issues, and normalized labor activity across reset teams and divisions. RightAction™ for Homestore is currently in successful use at production levels at a major supermarket chain where more than 30 reset providers and hundreds of in-store implementation teams use it daily.

Store-Level Compliance

RightAction™ for Homestore launch marks the second in a planned series of commercial ISI software releases for RetailTactics, which has been honing its offerings for years, said Joe Nassour, CEO.

"RightAction™ has been proven over the past three years at one of the top five retail chains in the U.S. with more than 2,000 stores and multiple suppliers," said Nassour. "It performs reliably at production scale and delivers a dramatic positive impact on store-level compliance."

The commercial release is now ready for widespread distribution. RightAction™ is an object-based technology framework configured and optimized for effective store level merchandising and implementation. RightAction™ is implemented as a software as a service (SaaS) for fast implementation and scalability and an affordable cost. It is easily expandable and customizable.

Understanding Homestore Programs



Homestore merchandising programs (also known as in-store execution or ISE) refers to a "fair-share" labor allocation program whereby retail companies assign category merchandising hours to their manufacturer partners based on their proportion of sales or space. This is most common in chain supermarkets. Many manufacturers pay third party MSOs to perform this retail implementation in the store, others send their own employees or use a combination. Under this arrangement, designated merchandisers may be assigned tasks for multiple brands or categories within their assigned (or home) store.

RightAction™ software supports effective implementation of homestore activities and effective reporting of results in real time.

About RetailTactics

RetailTactics provides industry-leading software solutions and consulting for effective merchandising implementation of category and promotion plans to the retail consumer products industry - retailers, manufacturers, distributors and third parties. Retail Tactics defined merchandising implementation solutions and is already the industry's leading provider. Its applications are in use by leading retailers, manufacturers and merchandising providers in thousands of stores.

RetailTactics software incorporates the "Plan-Do-Measure" approach to effective merchandising implementation identified by the ISI Sharegroup in its spring 2008 working paper, "In-Store Implementation: Current Status and Future Solutions". RetailTactics has been a staunch supporter of the ISI Sharegroup from its inception.

Contact RetailTactics:

Media Inquiries:

James Tenser

Marketing Officer

520-797-4314 (direct - Tucson, AZ)

[jtenser @ retailtactics.com](mailto:jtenser@retailtactics.com)

Software/Services:

Warren Dawson

Industry Development Officer

323-983-1221 (direct - Los Angeles)

[warrendawson @ retailtactics.com](mailto:warrendawson@retailtactics.com)

www.retailtactics.com

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Contact Information

Joe Nassour

RetailTactics

<http://www.retailtactics.com>

520-797-4314

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