

Axper Performance Plus

Your retail enterprise deserves only the best! Provide the power of our Axper **Performance Plus** software to all levels of management: store, regional and corporate office.

Axper developed **Performance Plus** for retailers by experienced retailers. Our software focuses on improving sales performance at store level. This tool simply goes beyond the basic reporting tool which only reports traffic and conversion rate information. **Performance Plus is an intelligent tool** that will make recommendations based on measurable facts to maximize store sales potential, which allows you to optimize increases on store performance on traffic (POT) and staff productivity. **Performance Plus** facilitates the evaluation of the sales results by grouping KPI's in three segments: sales performance, staff productivity and customer service level. This proven tool also provides regional and store managers with the ability to set their customer service level and control wage costs.

Performance Plus is a flexible software that includes a custom **dashboard, potential analysis, a summary of priorities and key executive reports.**

Performance Plus offers to all levels of management valuable information for you to make **the right decisions, impact your business and drive sustainable growth.**

All of these in a friendly and modern environment.

BENEFITS:

- Performance Plus is easy to integrate and is user-friendly.
- It is customizable by user.
- It will take your traffic data to the next level.
- It has been designed in partnership with our clients.
- It has been developed specifically for retailers by experienced retailers – not only IT experts.
- It offers flexible reports by attributes: by banner, by region/territory/country, by sales volume, by real estate – street locations, mall locations, outlets – etc.
- It allows the planning of clear and measurable strategies.
- It highlights the potential and identifies the opportunities to capitalize on.
- It facilitates the planning of in-store operational activities.
- It is accessible from most mobile platforms: iPhone, iPad, Android, BlackBerry, etc.

DASHBOARD:

- Visualize quickly the KPI's in real time
- Customizable by user
- Easy control of fixed objectives
- Quick view of good performances and those needing to be addressed
- Cartographic vision performance by attributes
- Compare KPI's and locations



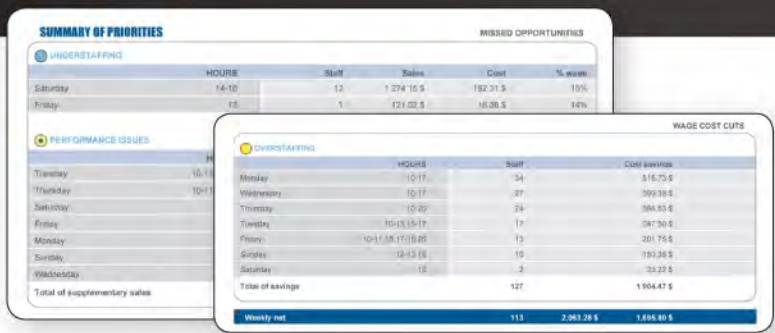
POTENTIAL ANALYSIS:

- Identify daily periods with additional sales potential
- Suggests actions by drilling into the identified periods with potential sales increase
- Fast and specific evaluation of store sales results with the same attributes



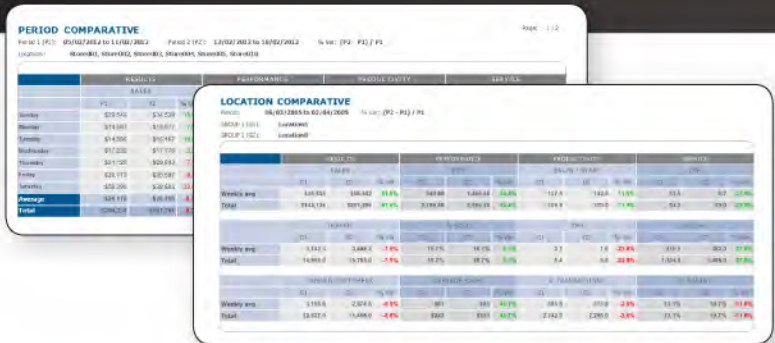
SUMMARY OF PRIORITIES:

- Optimize wage costs while maximizing sales
- Plan staff hours for additional sales
- Optimize your customer service level to maximize the sales opportunities
- Improve staff productivity
- Assist in planning your in-store operational activities



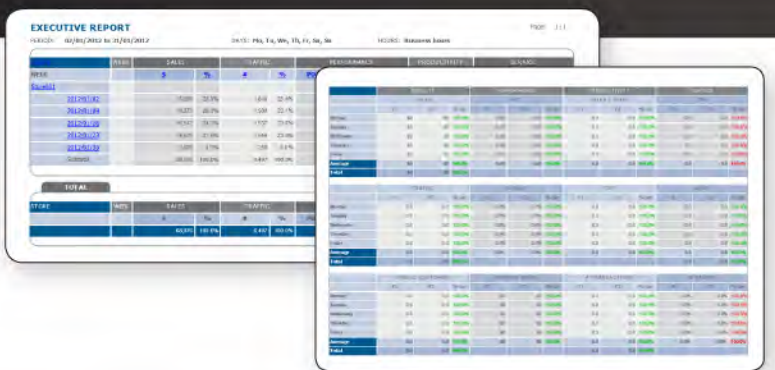
COMPARATIVE REPORTS:

- Quickly identify the impact of each KPI on the sales results between stores, periods, regions, banners, etc.
- Highlights the KPI's that need to be maintained and those to be addressed
- Plan sales objectives on measurable facts



EXECUTIVE REPORTS:

- Flexible reports and analysis to evaluate specific events such as: promotion, advertising, mailing, product positioning, window displays, etc.
- Evaluation of shopping and buying patterns for different periods
- Identifies contribution by location based on potential
- And much more...



For more information, please call (852) 3426 9132.