

Instill Inventory ManagementSM

Promotions and Limited Time Offers

Promotions and limited time offers are key components of many restaurant chains' strategies to grow sales and capture consumer mindshare. As most restaurant operators know, however, successfully managing promotions and limited time offers can be extremely challenging and involve a significant degree of risk.

So why are these programs so difficult to manage? At the heart of the problem is a lack of visibility into product movement and inventory levels in the supply chain. This often leads to costly stock-outs, overstocks and last minute product repositioning that negatively impact all parties involved—the operator, franchisees, manufacturers, distributors, and most importantly, the customer. Gaining enterprise-level visibility into key planning, commitment, and inventory metrics is critical to ensuring the success of promotions and limited time offers while controlling costs.



Capabilities

- Automate the collection of restaurant commitments and translation to case orders
- Control participation in programs
- Automate the collection and monitoring of daily distributor inventory levels
- Share distributor inventory level data with suppliers
- Analyze and understand promotion performance to improve future programs



Benefits

- Improve the profitability of programs
- Prevent costly stock-outs, overstocks and product repositioning
- Improve accuracy of forecasts provided to distributors and manufacturers
- Increase value delivered to franchisees
- Analyze and evaluate promotion performance
- Improve communication and collaboration across the organization and with trading partners

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Within six months of working with Instill we were able to eliminate stock-outs of promotional products, dramatically reduce our administrative costs and realize substantial savings by reducing product obsolescence.

— John Gainor, Chief Supply Chain Officer,
International Dairy Queen

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Maximize the Profitability of Your Programs

Instill Inventory ManagementSM is a web-based, hosted solution that enables foodservice operators to plan, execute, and analyze promotions and limited time offers.

Instill Instill Inventory Management allows foodservice operators to solicit and compile restaurant commitments and develop order quantities that map to case forecasts. During the promotion, operators can monitor daily inventory levels of proprietary products across their distribution network. By establishing inventory level thresholds and receiving alerts when product levels exceed or fall below predetermined values, operators can work with distributors and manufacturers to update delivery volumes, reroute product supply, or take other actions necessary to head off costly problems.



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Instill’s proven track record helping foodservice companies maximize the benefit of these promotions made them the only viable option to help us with this critical component of our business.

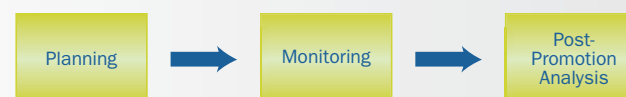
— Evelyn Sutherland, Chief Financial Officer,
Yum! Brands’ Unified Purchasing Group Canada

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Instill Inventory Management Solution

- Publish sales forecasts to restaurants/franchisees
- Solicit order commitments from franchisees for promotional menu items
- Exceptions-based adjustment of franchisee order commitments
- Conversion of sales forecasts to case forecasts
- Publish committed case forecasts to manufacturers and distributors
- Publish “non-participation” list to distribution centers
- Collect and report on daily inventory information across distribution networks in a standardized format
- Create inventory level thresholds and receive alerts
- Share inventory levels with selected manufacturers
- Report on variances between restaurant commitments and actual orders
- Solicit surplus inventory instructions from franchisees that have not fulfilled their promotion commitment
- Communicate surplus product instructions to distribution partners
- Available stand-alone or integrated to legacy or other enterprise applications

Instill Inventory Management Process



Instill Inventory Management enables Operators to collect and compile franchisee promotional commitments, monitor supply and demand through the promotion and ensure accountability through post promotion analysis.

For More Information

For more information call 1-888-INSTILL
or email sales@instill.com

About Instill

For more than a decade, Instill has been helping customers build enterprise value by applying innovative technology and industry expertise to address the unique challenges facing foodservice companies. Instill is the only technology company focused exclusively on the foodservice industry, providing a proven, comprehensive set of solutions for leading companies such as Hardee’s, International Dairy Queen, IPC/SUBWAY®, Nathan’s Famous, YUM! Brands’ UFPC and UPGC, Centerplate, General Mills and Procter & Gamble. Instill is headquartered in Redwood City, California, and can be reached at 1-888-Instill or at www.instill.com.



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