

INSiGHT 2019

Annapolis

Ni Exchange: How Will the Work Marketplace Make an Impact on Your Business

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The Panel

Ni Exchange: Retail Connections Amplified



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Marketplace –

An open outdoor place in a town where people buy and sell things.

Definition of an e-marketplace

A pair (P_b, P_s) is an e-marketplace equilibrium if it satisfies:

$$G_b(P_b) \min \left\{ \frac{V_s}{V_b}, 1 \right\} = \frac{C_b}{D_b}, \quad G_s(P_s) \min \left\{ \frac{V_b}{V_s}, 1 \right\} = \frac{C_s}{D_s}$$
$$V_b = T_b \frac{\int_{G_b(P_b)}^{\infty} t^* f_b(t) dt}{\int_0^{\infty} t^* f_b(t) dt}, \quad V_s = T_s \frac{\int_{G_s(P_s)}^{\infty} t^* f_s(t) dt}{\int_0^{\infty} t^* f_s(t) dt}$$

Retail connections amplified

Retailers >

Consumer Brands >

Retail Staffing >



8M assignments managed in 2018

Executing in-store activities to increase sales and improve customer satisfaction.

120,000⁺

Retail Locations Impacted

Broad industry coverage which is not being leveraged to maximize results.

The cost of having too
many workers

Lower margins

High turnover

Revenue loss



The cost of having too *few workers*

Companies can't always meet requirements listed in **RFP** with their workforce alone

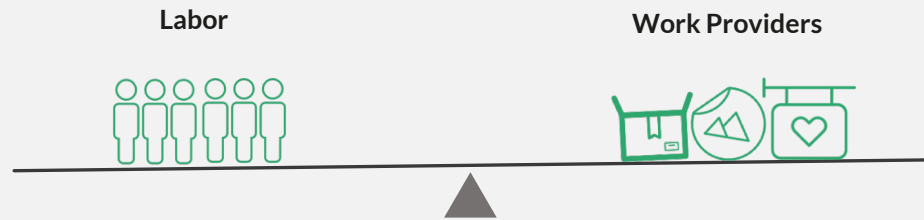
Low **coverage**

Revenue **loss**





Enter NI Exchange



Erase workforce boundaries

- Transparent, [standardized](#) marketplace
- Balance retail work inefficiencies
 - Leverage underutilized workers, increase coverage and revenue
 - Grant unified picture of execution work

A fully leveraged workforce

- Retailers needing extra resources to execute an in-store assignment
- Brands unifying internal and external resources to improve coverage
- Retail staffing firms leveraging existing resources to complete more assignments
- Retail staffing firms partnering to increase assignment execution results



No More Missed Opportunities

- Improved in-store execution driving higher sales
- Improved in-store experiences
- Increased customer satisfaction



Unmatched control, Impeccable Execution

- Unified view of execution
- Simplified administration across organizations
- Enhanced field staff experience



Let's see it!

Backgrounds - Companies



The Bluth Company

- US-based merchandising company
- Increased staff needed across Canada
- Not able to meet demand with existing staff
- Costly and time consuming to onboard new staff on short notice



Ex-Sell Sales & Merchandising

- Canada-based
- Specialized in merchandising and retail operations
- Finished a large seasonal project
- Looking for next project to keep large workforce engaged

Backgrounds - People



The Bluth Company



Veronica Veep
VP, Client Services

- Measured on client satisfaction, retention, account growth



Mary Manager
Project Manager

- Responsible for project execution
- Measured on client satisfaction and retention



Ex-Sell Sales & Merchandising



Steven Staffer
Account Executive

- Measured against new deals and legacy account growth



Samantha Supervisor
Regional Manager

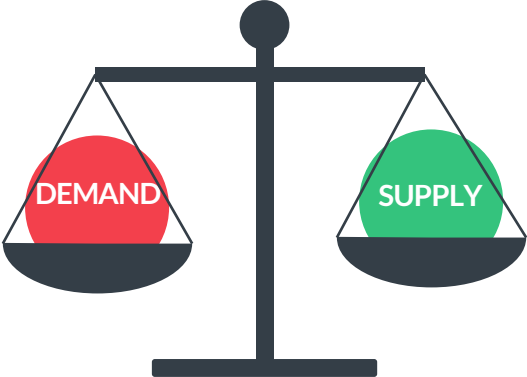
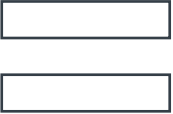
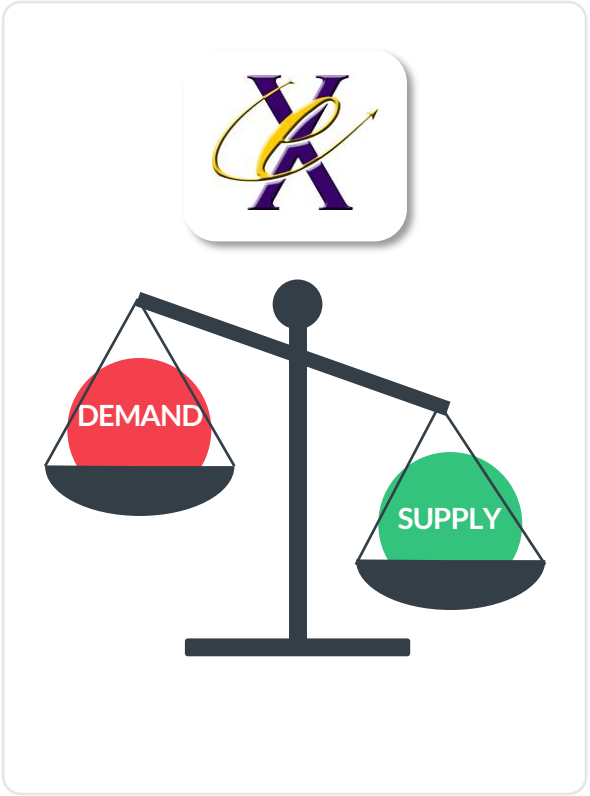
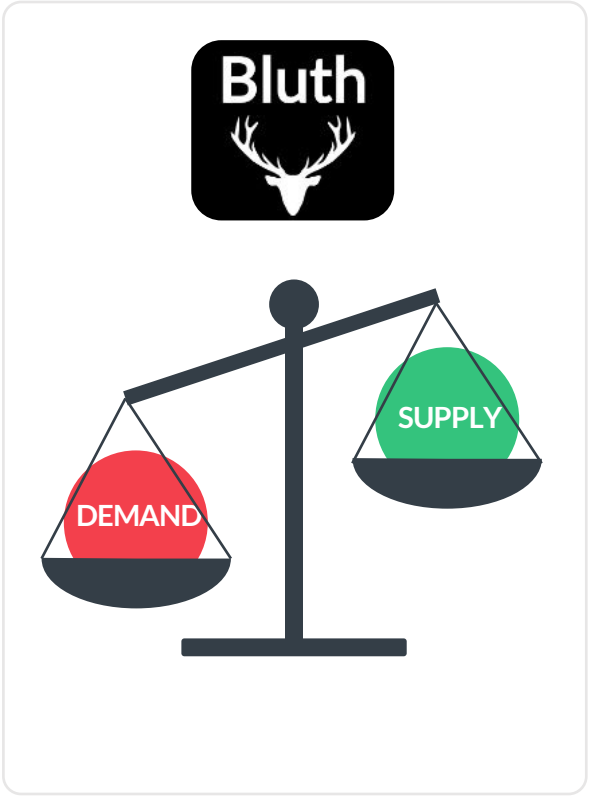
- Measured on client satisfaction and team utilization



Freddy Fieldrep
Mid-Atlantic Region Field Rep

- Retired, Part-time merchandiser
- Use earned money for vacations
- Willing to work more than his average 20h/week.

Collaborative Solutions?



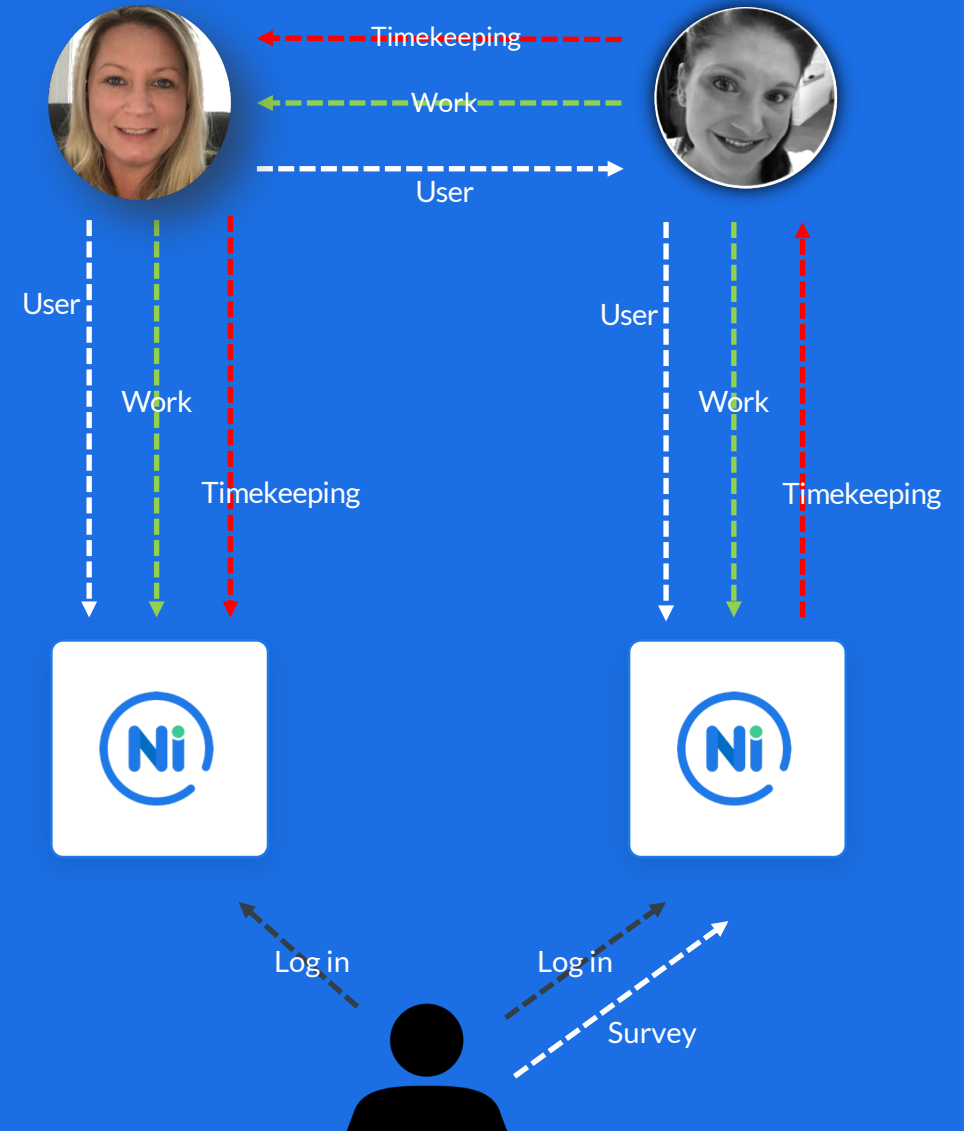
Working Together... But Is It Working?

Process

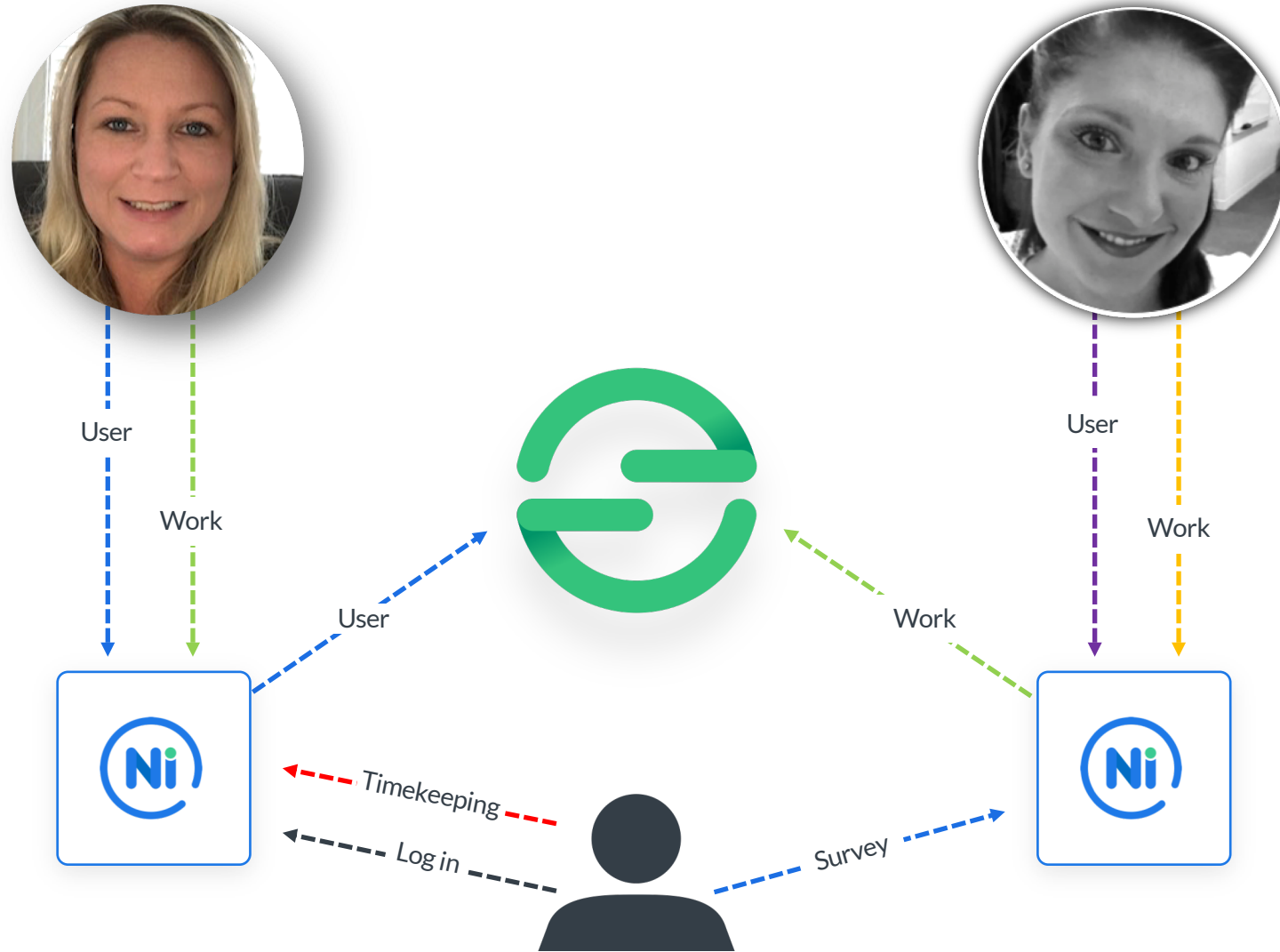
- Create Field Reps and Managers, and work assignments in both regions
- Field Rep logs into each region in order to see their relevant work
- Export Timekeeping information from one region to the other

Problems

- Inefficient, siloed data processes
- manual import and export, subject to human error
- Multiple log-ins for field reps, could result in missed work.
- Very little visibility for Managers of each company



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Demo Time!

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