

# PIVOTALVIEW

**PivotalView** from Pivotal Tools is a web-based mobile data analytics tool specifically designed for independent grocers. It delivers the important information grocers typically retrieve from back office systems reports such as up to date store specific sales data. In addition, PivotalView provides the insights grocers really need to make sound business decisions. It is conveniently and easily accessible from your mobile device.

## Overview

PivotalView is designed with an intuitive user interface optimized for mobile display and busy merchants. It leverages POS/movement data, advanced analytics techniques and the latest computing technology to deliver store, department and item performance information, insights, and recommendations.

## Benefits

- Drive profitable sales growth.
- Reduce shrink.
- Easy & intuitive to use.
- Cost Effective tool – Rapid payback.
- Instead of digging through spreadsheets and piles of paper, access information right on your smartphone, tablet or PC.
- Web-based & mobile friendly. No need to download an app.
- Easily compare store, department, and item performance across the chain.
- At the touch of a button immediately see store voids and under-performing items in each store.

## Uses – Retailers use PivotalView every day to:

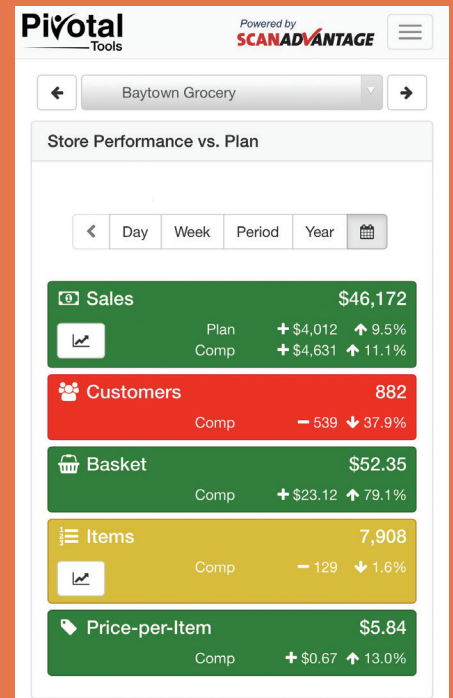
- Evaluate their promotions.
- Discern changing customer preferences – evaluate trends.
- Optimize their assortment to drive higher, more profitable sales.
- Manage shrink.
- Empower their teams to deliver better results.
- Quickly, effectively evaluate and respond to vendors.
- Check sales or item movement for an upcoming holiday.

## RETAIL TECHNOLOGY + PAYMENTS

**Pivotal**  
Tools  
*Empowering Grocers*

## WHY CHOOSE UNFI?

- Access to UNFI's expert Retail Technology consultant team.
- Simplified billing via UNFI's automated bill-thru service.



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# PIVOTALVIEW

## Possible UNFI Region Requirements

- POS data collection software.
- UNFI Private Network.

## Return on Investment (ROI) Example:

### Case study - Deli Manager

#### Process:

- Added and monitored new items, using PivotalView to easily and quickly monitor results.
- Introduced a new breakfast sandwich item and used PivotalView to monitor customer acceptance while making small changes including ingredients and price.

#### Results:

- Department sales increased 38%, nearly 10X the comparable sales growth for the store.
- Customer count up 24%.
- Misc items are up over 200% resulting in \$2,600 in INCREASED monthly sales.
- Sales increase of \$350 per month of important Breakfast Sandwich.

## Learn More:

- Watch a video <http://use.vg/vwcR6b>
- Explore the website [www.pivotal.tools](http://www.pivotal.tools)

## RETAIL TECHNOLOGY + PAYMENTS

## TESTIMONIALS

“ The team at Mollie Stones is a staunch supporter of PivotalView from Pivotal Tools! We love the color coding and the ease of identifying opportunities to grow sales. Our store and backstage teams are big users of PivotalView. ”

Elliott Stone,  
Mollie Stone's Markets

“ Our teams use PivotalView from Pivotal Tools daily to compare top selling items across our chain as well as monitor new items and even identify store voids, right on their smart phone. I strongly recommend this easy to use, yet powerful tool to other independent grocers! ”

Bryan Neiman,  
Neiman's Markets

## SIGN UP FOR MORE INFORMATION

Subject to credit approval. Some services may not be available in international markets.

Store Name: \_\_\_\_\_ Store #: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Email Address: \_\_\_\_\_

Contact: PSsales@UNFI.com

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