

The logo features the word "RASCAL" in a bold, white, sans-serif font, centered within a bright pink speech bubble shape that has a pointed bottom-left corner.

RASCAL

Solutions Ltd



Welcome to RASCAL

RASCAL is the most comprehensive in store newspaper and magazine system in the world. The system was developed in partnership with a major grocery retailer who was having trouble managing a non-core part of their business. **RASCAL** solved the problem by allowing the retail head office to manage its staff while giving complete visibility to every process of the chain.

RASCAL enables a user of limited experience to have the clarity necessary to minimise stock losses and maximise sales whilst still having total staff control. The **RASCAL** system has been compiled by two ex-wholesalers with complete knowledge of the wholesale pitfalls that have made this category almost unmanageable to anyone used to normal retail procedures.

The **RASCAL** system is currently being used in Tesco, Sainsbury and One Stop stores and being trialled in many others, both multiple and independent. It has brought huge monetary benefits to retail through inventory management, while at the same time enabling publishers to benefit from early sales and display information.

The flexibility of **RASCAL** is that it also gives publishers the scope to effectively expand into areas that are not currently selling magazines. Although written primarily to manage newspapers and magazines, **RASCAL** can be equally effective with any other product carrying a barcode.

Features of RASCAL

- **Goods received** - management with automatic claiming of storage from suppliers
- **In Store Returns processing** - which both simplifies and gives full visibility to the processes of sending back returns to wholesalers
- **Range management** - with return of 'out of range titles' and new title auto allocation
- **Specialist outlet process**
- **Voucher redemption process**
- **Merchandising queries on demand** by store and title

The Benefits

RASCAL is a centralised web-based software solution, which provides visibility to many aspects and parties of the supply chain processes.

The whole structure of **RASCAL** revolves around a database, which contains all issues of all titles including variants. Since the database is web based, it could be made available to all interested parties. Verification of goods received, returns and credits is at its core.

The system also controls 'Title Range' for multiple retailers and the independent sector. Discrepancies in Ranges are made visible to users ensuring speedy error rectification. **RASCAL** provides a solution that benefits retailers, wholesalers, publishers and the final customer.

- **RASCAL** is the most comprehensive in-store Newspaper and Magazine Inventory (Copy) Management Solution
- **RASCAL** bring complete transparency to the management of your Newspaper & Magazines business – goods in and out
- **RASCAL** uses the very latest PDA technology
- **RASCAL** talks automatically to all UK wholesale systems
- **RASCAL** provides the information to allow retailers to manage their supplying wholesaler, not the other way around
- **RASCAL** ensure retailers only pay for stock received and that they receive credit for all unsolds (returns)
- **RASCAL** has been developed by a team with a wealth of experience in the magazine and newspaper supply chain
- **RASCAL** frees up store staff to drive sales
- **RASCAL** is currently being successfully used nationally by Tesco, Sainsbury and One Stop and being trialled with many other retailers
- **RASCAL** will increase the profitability of your Newspaper and Magazine business



The Process

Overview

Rascal is the most comprehensive in store News and Magazine management system in the world. **RASCAL** will manage anything else with a bar code as well.

The eyes of the system, the field units, range from sophisticated PDAs down to mobile phones giving a range of hardware to suit all sizes of application.

Goods In

Wholesalers give **RASCAL** a file containing all of the titles and quantities sent to participating retailers each day before the delivery.

The retailers are issued with a PDA carrying a built-in barcode reader connected to the **RASCAL** network. Once the supplier has delivered the goods for the day, the received parcels are scanned in by the Retailer and the information is sent to the **RASCAL** database to be compared with the data from the wholesalers. If there are any discrepancies between what should have been delivered and what was delivered, **RASCAL** automatically emails the wholesaler with the detail of the discrepancy. These discrepancies can be reported down to a copy level or a parcel level, depending on what the retailer requires.

This gives the retailer total visibility of their deliveries. The retailer can see what has been delivered, and if they have more than one shop, which stores have checked in their deliveries and any discrepancies in the deliveries, such as extra parcels or copies or missing parcels or copies.

Returns

RASCAL returns processing can be managed by either the store or a merchandiser. The PDA holds all magazine title information, such as the on- sale and off sale dates. It also holds the stores supplying wholesaler and range information. The user scans all titles, both on display and in the stock room, identifying which ones are current, off- range or due for return. All copies of the title due for return or off- range are scanned and the PDA tells the operator to which wholesaler the goods should be returned. The returns are then parcelled up for the wholesaler.

The data from the scanned returns is transmitted to the **RASCAL** database website and upon processing of the returns the wholesaler is required to transmit a credit from its system.

RASCAL compares the file with the credits received and automatically transmits the required claims for discrepancies to the wholesaler.

The retailer is given full visibility of all stock being returned. This can then be tracked through to the crediting stage, with detailed reports highlighting why wholesalers have refused credit.

Range Management

Sometimes non ranged titles to find their way into the store. This can cause firm sale product to get into the store when it was not ordered.

RASCAL's solution process

The PDA stores the specific store range and any "out of range" issues or products will be flagged and removed from the display on scan by the merchandiser for return to the supplier.

When the data is uploaded to the database, range discrepancies will be forwarded to the supplier for correction and to head office for management purposes.



The Process (...continued)

Availability Reporting

For range control to be successful the retailer needs to be able know what product is on the shelf and reorder when it is sold out.

Currently it only succeeds if the News & Magazines Assistant has time to monitor the shelves against a printed list and then contact the correct supplier for more copy when a sell out occurs. EPOS data is a partial solution but if there has been a delivery error or copies have not been scanned it gives a flawed result.

RASCAL has a unique solution. The product data that is scanned in store contains all the product that the store has in stock. When this data is uploaded to the central database it is compared to the range for that store held on the database.

Information of any missing titles are sent to the wholesaler, the store and head office by email or XML file for wholesale to re-supply at once.

RASCAL also knows how many more days are left before the next issue goes on sale and can be programmed to ignore those issues about to go off sale.

In-Store Questions

Until now, it has been very hard for retail head offices to communicate to all of their stores simultaneously. Through the **RASCAL** PDA, retail head offices have the ability to ask the store questions and have the responses collated automatically and reported immediately.

For example, the retailer might want to find out which stores are still awaiting returns collections from their wholesalers from the previous day. The retailer might also want to check promotional compliance in the store to ascertain if they have put a certain title on the correct promotional mechanic. The question function could also be used to ascertain how well a new title is selling.

Once a question has been asked, the responses are collated and sent directly to the **RASCAL** website for immediate viewing.

This facility is invaluable for both retailers and publishers. It allows live information to be quickly collated. For the retailer, this could be used to prove that publisher promotions are actually in the designated areas of the store. For the publisher, the information can be used to ascertain how well new titles are selling and how to manage advertising campaigns to respond to this.

Stock Taking

Stock taking can be a very manual, time consuming process. Due to it being a paper-based process, there is the danger that the figures recorded are not accurate. With **RASCAL**, stores can use the PDA to do a stock take. Using the PDA, the store scans scan every issue in stock in the store. Once the barcode has been scanned, it is matched against a list of issues held on the **RASCAL** database. After a successful match, the user enters the number of copies of that issue currently in stock.

This information is then uploaded immediately to the **RASCAL** website with a time and date of when the information has been sent to the website. The value of stock is calculated to use the retail selling value of each issue. The valuation of stock by store is displayed, with a grand total for all stores involved in the stock take. This speeds up the stocktaking process. It also makes the process more accurate. The retailer is given full visibility of which stores have undertaken a stock take.

Voucher Redemption

Voucher handling is currently a very complex process. Retailers often have many vouchers that need returning to the supplier for credit. The retailer needs to count the amount of vouchers being returned, fill in the relevant supplier paperwork and add up how much they are owed from the supplier. The vouchers are often of differing value and it is not always easy to tell how much money each voucher is worth.

Vouchers can easily get lost on the way back to the supplier, and credit can easily be lost. Due to the complexity of the process, retailers often delay the voucher-processing task and this can lead to a big backlog of credit.



The Process (...continued)

RASCAL allows the store to scan their vouchers as the PDA knows how much each voucher is worth. The retailer creates a credit claim note for the store and for the supplier. All that the retailer needs to then do is check that they have received the full monetary value in credit back from their supplier.

Specialist Outlets

Due to the complexity of handling magazines, non-core retailers are often put off from stocking magazines. Those that do stock magazines, have to rely on posting any returns back to the wholesaler.

RASCAL has an innovative solution through its Rover program. This allows merchandisers or retailers to sub- supply specialist outlets, for example, garden centres, fishing tackle shops, bike shops and golf clubs.

To simplify the process, the merchandiser or retailer can visit a store, scan in the new magazines, scan out returns and bring additional supplies for existing titles. The store manager enters a pin number to confirm the action taken. A net sale invoice is then left at the store or sent electronically to the Head Office. Additional supplies for existing titles can be taken to the stores. This takes away the stress from the retailer as they do not have to do anything.

Results of the sales figures can then be produced for Head Office or for publishers far quicker than through the usual channels.



Sample Data

RASCAL has a multitude of reports available to the retailer, publisher, distributor or merchandiser. The reports enable greater visibility of the News and Magazine category than was previously possible. On the right are samples of the available reports. These reports can be tailored to the requirements of each retailer, publisher, or distributor reflecting the key drivers for a successful business. There are also many other reports available on the Rascal website.

The retailer and specialist outlets can use the reports to monitor the performance of stores, suppliers and merchandisers. Publishers can use the reports to check Promotional Adherence, Point of Sale Compliance, Point of Sale Positioning, Stock Checking, Availability and New Launch activity. Suppliers can use the reports to check when they need to collect goods and to check when there is a query on the credits.

Depending on the customer's requirements, the reports can either be placed on the **RASCAL** website where the user has a personal password for instant access or they can be emailed directly to the relevant department.

Management Report

In the past, retailers have had no way of verifying the credit owed to them by their suppliers at any given time period for all of their stores. Whilst they may have their own data, they do not have data broken down to a line and copy level. Retailers know that they are losing money due to outstanding credit but they often have no live data that enables them to target the poorer performing suppliers and stores.

The management report gives full visibility of the credit situation with each supplier. It provides a monetary breakdown of the following: value of scanned product, value of credited product and value of credit queries raised by RASCAL. The retailer can then see the final amount of outstanding credit from each supplier for a given time frame. This enables the retailer to target the suppliers or stores that are causing them to lose the most credit.

The management report actually enables the retailer to have far more detailed information about their credits than the suppliers currently have.

Unauthorised Titles Report

Retail Head Offices may have a combination of a hard and optional range for their stores. This can be very hard to manage as it is very hard to know what each supplier is actually putting into the stores. Many suppliers put in product that is neither on the hard range nor the optional range. Stores can find it hard to keep track of which titles are ranged in their stores and which are not, making it difficult for them to know which titles should be removed.

The Unauthorised Titles Report enables the retailer to see exactly which non- ranged titles are being put into their stores. It provides a summary of unauthorised titles by supplier. It highlights how many times unauthorised titles are being put into stores. This gives Head Office the information to tackle non- conforming suppliers. It also makes it far easier for the stores to manage their range because they are automatically told which titles are ranged and which are not.

Store Compliance Report

Due to its complexity, returns processing is often a job that gets left until last by the store. Once the store is on the RASCAL system, this report enables Head Office to check how often the stores are processing their returns. The report shows the number of times each store has processed their returns each week. This gives Head Office the power to tackle stores that are not properly processing their returns through the PDA.

RASCAL has a whole suite of reports that can be used to report on the performance of stores. For example, the retailer is able to check which stores are consistently missing titles when they are doing their scanning. This can help to reduce the credits disallowed by the supplier due to being too late for credit. RASCAL can also report on the processes in stores. For example, if a store consistently re-scans product, an indicator of them not putting out their returns, this can be highlighted.



Sample Data (...continued)

Delivery Discrepancy Report

Retailers can often lose a large amount of credit due to incorrect deliveries. A store may be charged for product that they never actually receive or conversely they may be delivered and charged for stock that they did not want to receive.

Once a retailer is using the RASCAL system, the retailer is given full visibility of what is being incorrectly delivered into stores. By using this report, the retailer is able to view any errors on goods delivered. The report highlights where suppliers have delivered too much or too little stock. RASCAL automatically emails the supplier with any discrepancies and this report enables the retailer to track the process. This gives the retailer greater control over the delivery performance of their suppliers, enabling the retailer to target those suppliers who are consistently delivering incorrect stock. It also can be used as a monitoring tool enabling the retailer to see which stores are not checking in their goods delivered in.

Return > Had Report

This report collates information received from the suppliers' electronic credit files to highlight where credit has been rejected due to the supplier stating that the store returned more copies than they were supplied with. This can be an invaluable tool in picking up mispacks. For example, if a title appears in many stores on this report it can flag up that there has been a packing problem with that title.

The RASCAL website has a similar report that can be used to report on firm sale rejections. If a retailer has a policy not to stock firm sale titles, they can then target suppliers who are putting in these titles. The website also contains a report which highlights credit rejections due to the store sending back product too late for credit. The information contained within all of these reports is collated within the management report but it is useful for the retailer to have access to these separate reports which report on these separate reasons for credit rejections.

1	2	3	4	5	6	7	8	9	10	11	12
Wholesaler	Scanned in Store	Received at Wholesale	Received Unscanned	Total Credit	Queries Sent	Queries Credited	Disallowed	Too Late in Store	Refused Too Late	'Too Late' Needing Resolution	Credit Outstanding
Wholesaler A	£1,000.00	£1,050.00	£50.00	£900.00	£100.00	£70.00	£20.00	£50.00	£70.00	£20.00	£90.00
Wholesaler B	£2,500.00	£2,700.00	£200.00	£2,000.00	£500.00	£350.00	£70.00	£200.00	£300.00	£100.00	£250.00
Wholesaler C	£3,000.00	£3,150.00	£160.00	£2,500.00	£600.00	£400.00	£80.00	£75.00	£100.00	£25.00	£225.00
Wholesaler D	£1,500.00	£1,700.00	£200.00	£1,000.00	£490.00	£240.00	£90.00	£60.00	£80.00	£20.00	£270.00
Wholesaler E	£4,000.00	£4,200.00	£175.00	£3,000.00	£975.00	£850.00	£60.00	£50.00	£110.00	£60.00	£185.00
Wholesaler F	£5,500.00	£5,700.00	£190.00	£5,000.00	£500.00	£200.00	£110.00	£95.00	£145.00	£60.00	£360.00
Wholesaler G	£2,400.00	£2,640.00	£240.00	£1,900.00	£500.00	£380.00	£58.00	£76.00	£96.00	£20.00	£140.00
Wholesaler H	£6,000.00	£6,350.00	£350.00	£5,200.00	£800.00	£650.00	£96.00	£53.00	£186.00	£133.00	£283.00
Wholesaler I	£7,500.00	£7,750.00	£75.00	£6,000.00	£1,000.00	£750.00	£125.00	£48.00	£79.00	£31.00	£281.00
Wholesaler J	£1,800.00	£1,920.00	£120.00	£500.00	£1,200.00	£850.00	£86.00	£25.00	£132.00	£107.00	£457.00

This shows the value of all copies scanned in store.

This shows the value of all copies received at wholesale that were not scanned in store.

This shows the value of all email claims sent by Rascal querying the credits.

This shows the value of all credits disallowed by wholesale for all reasons other than too late (e.g. ret>had, firm sale).

This shows the value of total credits refused by wholesale as too late.

This shows the value of what Rascal feels need chasing.

This lists the wholesalers that supply to your stores.

This shows the value of all copies received at wholesale.

This shows the value of the total credit given by wholesale.

This shows the value of all credits passed as a result of the Rascal email claims.

This shows the value of all credits that were disallowed by wholesale and had been scanned in store 16 days after the recall date.

This shows the value of credits that were rejected by wholesale as too late but were actually scanned in time in store.



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Range Error Report

RSV of copies that the wholesaler put in which were not on the stores' range

Summary

Wholesaler	Copies	RSV Cost
Wholesaler A	71	£643.19
Wholesaler B	338	£279.61
Wholesaler C	14	£673.70
Wholesaler D	139	£324.38
Wholesaler E	274	£21.00
Wholesaler F	132	£269.55
Wholesaler G	81	£126.02
Wholesaler H	85	£735.41
Wholesaler I	141	£32.35

Wholesaler with range errors

Number of copies that the wholesaler put in which were not on the stores' range

Breakdown

Date	Store	Grade	Title	Issue	Publisher	Wholesaler
08/02/2007	Store A	A	Homes overseas	Feb	Odyssey	Wholesaler A
08/02/2007	Store A	G	WWE Magazine	Feb-07	Comag Magazine Marketing	Wholesaler B
08/02/2007	Store B	H	Shoot Monthly	Mar-07	Marketforce (UK) Ltd	Wholesaler C
08/02/2007	Store B	O	Puzzler	NO 421	Daily Mail	Wholesaler D
08/02/2007	Store B	Z	Bratz	N34	Comag Magazine Marketing	Wholesaler E
08/02/2007	Store C	P	Pick me up puzzles	Feb-07	Marketforce (UK) Ltd	Wholesaler F
08/02/2007	Store D	R	Shoot Monthly	Mar-07	Marketforce (UK) Ltd	Wholesaler G
08/02/2007	Store E	N	BBC Wildlife	292/Feb-07	Frontline	Wholesaler H
08/02/2007	Store E	B	Shoot Monthly	Mar-07	Marketforce (UK) Ltd	Wholesaler I
08/02/2007	Store E	C	Country Kitchen	Feb-07	Marketforce (UK) Ltd	Wholesaler J
08/02/2007	Store F	H	Garden Answers	Feb-07	Frontline	Wholesaler K
08/02/2007	Store F	X	PC Answers	Mar-07/169	Marketforce (UK) Ltd	Wholesaler L

Store grade

Title of range error

Date of range error

Store where range error occurred

Issue of range error

Publisher of range error

Wholesaler who put the range error into the store

1	2	3	4	5	6	7	8	9	10
Store Name	Days since last scan	Previous scanned date	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Store H	7	Thursday, January 11, 2007							
Store I	7	Thursday, January 11, 2007							
Store F	3	Monday, January 16, 2007	*						
Store G	3	Monday, January 16, 2007	*						
Store J	2	Tuesday, January 17, 2007	*	*					
Store K	2	Tuesday, January 17, 2007	*	*					
Store L	2	Tuesday, January 17, 2007	*	*					
Store A	1	Wednesday, January 18, 2007	*	*	*				
Store B	1	Wednesday, January 18, 2007	*	*	*				
Store C	1	Wednesday, January 18, 2007	*	*	*				
Store D	1	Wednesday, January 18, 2007	*	*	*				
Store E	1	Wednesday, January 18, 2007	*	*	*				

Days since last batch of returns were scanned in store

Days that a returns batch has been scanned (signified by *)

Store Name

Date of last returns batch

Delivery Discrepancy report

1	2	3	4	5
Store	Date	Missed	Extra	Wholesaler
Store A	08/02/2007	3	0	Wholesaler A
Store B	08/02/2007	0	6	Wholesaler A
Store C	08/02/2007	54	0	Wholesaler B
Store D	08/02/2007	7	0	Wholesaler C
Store E	08/02/2007	10	0	Wholesaler D
Store F	08/02/2007	0	3	Wholesaler D
Store G	08/02/2007	2	0	Wholesaler D
Store H	08/02/2007	0	1	Wholesaler E
Store I	08/02/2007	64	0	Wholesaler E
Store J	08/02/2007	65	0	Wholesaler F

You have the ability to drill down to see the copies in each parcel on this report.

Store with a delivery discrepancy

Date of discrepancy

Number of parcels missing from the store's delivery

Number of extra parcels in the store's delivery

1	2	3	4	5	6	7
Wholesaler	Return	Credit	Diff	Return	Credit	Diff
Wholesaler A	8	0	8	£16.00	£0.00	£16.00
Wholesaler B	157	80	77	£241.59	£125.72	£115.87
Wholesaler C	20	0	20	£32.38	£0.00	£32.38
Wholesaler D	186	49	137	£371.16	£63.78	£307.38
Wholesaler E	68	62	6	£97.20	£91.70	£5.50
Wholesaler F	158	111	47	£323.24	£223.82	£99.42
Wholesaler G	16	0	16	£13.65	£0.00	£13.65
Wholesaler H	37	0	37	£118.40	£0.00	£118.40
Wholesaler I	389	127	262	£714.50	£205.34	£509.16
Wholesaler J	26	7	19	£18.20	£7.00	£11.20
Wholesaler K	220	0	220	£66.00	£0.00	£66.00
Wholesaler L	222	32	190	£316.06	£60.70	£25.36
Wholesaler M	125	13	112	£290.40	£30.25	£260.15

Annotations:

- Total number of copies returned to wholesale (points to column 2)
- Number of copies outstanding credit from wholesale (points to column 4)
- Value of total copies credited by wholesale (points to column 6)
- Value of copies outstanding credit from wholesale (points to column 7)
- Total number of copies credited by wholesale (points to column 3)
- Value of total copies returned to wholesale (points to column 5)
- This list the wholesalers that owe you credit (points to column 1)

A breakdown of this report is also available. This lists the titles that which have been rejected credit and the dates that they were recalled, scanned in store and claimed by Rascal. It also shows the reasons that the wholesaler have provided for rejecting the credit.



Title: FHM

Store where title has been rejected for credit as Ret>Had

Number of copies returned to wholesale

Reason given for refusal of credit

1	2	3	4	5	6	7
Issue	Store	Wholesaler	Unsold Date	Ret	Cred	Reject Reason
Jan-07	Store A	Wholesaler A	12/28/2006	1	0	Return > Had
Jan-07	Store B	Wholesaler A	12/11/2006	14	10	Return > Had
Jan-07	Store C	Wholesaler B	01/10/2007	5	4	Return > Had
Jan-07	Store D	Wholesaler C	11/30/2006	20	18	Return > Had
Nov-06	Store E	Wholesaler C	11/15/2006	7	6	Return > Had

This report can be used to highlight supplier charging errors that lead to credit refusals.

There is also a similar report for titles rejected for credit for reasons of Firm Sale and Too Late.

Title Issue

Unsold Note date from wholesaler where they rejected the credit

Number of copies credited by wholesale



Contact Us

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