

**RBM Technologies** provides a SaaS based in-store visual merchandising management solution for retailers. The company's unique Web-based system cuts the cost of marketing promotions and drives revenue with market specific campaign planning and precise store level execution.

**RBM's Visual Merchandising Manager (VMM)** removes the complexity of quickly and efficiently distributing corporate direction throughout a network of stores. VMM's proprietary location-based modeling technique instantly maps product and marketing campaigns to unique store attributes to ensure the correct POP, kits, products and creative are delivered...and then executed correctly.

## Solutions:

The Cisco Cius brings the VMM out from the back office and on to the sales floor to drive precise execution at the point of sale.

With the Cius users can deliver immediate execution reporting of campaign merchandising initiative and include photos of the executions tied to the campaign planograms.

Web Ex provides the medium for on-site store and team collaboration...direct at the site of the execution.

The Cius / VMM partnership will deliver an unparalleled level of localization and execution for HQ and your retail teams.

- Answer questions about promotions, fixtures and issues, and communicate with HQ to save time and execute faster.
- Deliver training and instructional videos at the point of execution for maximum impact.

## Business Value:

**VMMs efficiencies cut operational costs and helps retailers drive revenue.**

Visual Merchandising Manager™ (VMM) gives management the ability to provide local store teams with instant directives on where, when, and how to place the items. This visual planogramming, execution and compliance solution ensures an optimized in-store experience.

## Features:

- Cisco's collaboration software
- Virtual desktop applications with high-definition video
- Front- and rear-facing cameras that record in high definition for video conferencing
- 7-inch high-resolution screen.
- Will be integrated with Cisco's TelePresence video conferencing system to provide one-click access to video conferences.
- Will be integrated with the WebEx meeting products.
- Connects to the Internet via Wi-Fi or 3G cellular network.

## Visual Merchandising Manager™ (VMM)

The Cius is a VMM friendly mobile computer helping store managers execute tasks faster and with more precision. It performs detailed functions and has specific features that supply managers with the tools they need to work out from behind their desks... out on the sales floor.

