

If it's not on the shelf, you can't sell it.

Initially designed as an inventory alerts system, *SWIG Alerts* has grown to become a comprehensive information portal over the LCBO Sale of Data (SOD) database. Along with three types of Daily Alerts, it includes a full set of Reports, an Inquiry Module, and a Stock Out Impact Section that estimates your lost sales due to stock outs. *SWIG Alerts* will deliver unique insights into your business at LCBO stores and warehouses across Ontario.

*SWIG Alerts* can be accessed from anywhere using a PC, tablet, or smart phone. We power through the data each night and deliver the latest information to you every morning, no matter where you are.

Subscribe to *SWIG Alerts* today and let us purvey the data to you!



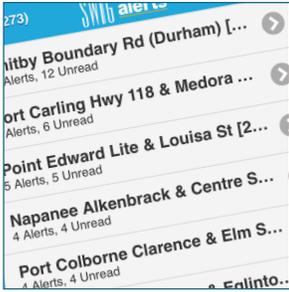
- Stock Out Alerts
- Stock Out Impact
- Competitive Analysis
- Stagnant Inventory Alerts
- Historical Trend Analysis
- Printable Fact Sheets
- Store Sales Analysis
- On-demand Reporting
- Mobile Access

## What will SWIG Alerts do for your business?

- Improve Field Effectiveness**  
*SWIG Alerts* will push information to your team on a daily basis. Sales & logistics personnel will spend less time discovering issues after the fact because the software provides advance notification of key events. *SWIG Alerts* pours through mountains of data around the clock to deliver market-related alerts and targeted sales opportunities. It also includes a comprehensive suite of reports that will give your team visibility into its core LCBO business.
- Boost Sales**  
 In 2016-17, LCBO sales hit a record of \$5.89 billion (source: www.lcbo.com). In Ontario, even small gains can be material. *SWIG Alerts* will allow your team to grab a bigger piece of the pie by uncovering new opportunities in what is a very large marketplace.
- Increase Brand Awareness**  
 Making your products more visible to consumers can build brand awareness. An empty shelf, or a shelf with insufficient stock, tends to do the opposite. Our software will help increase your product facings at LCBO stores which will help build your brands.
- Improve Return on Marketing Spend**  
 Add promotional products into *SWIG Alerts* 30, 60 or 90 days in advance of a promotion to allow your team to make sure that store shelves are properly stocked prior to campaign launch. Your marketing investments will be backed by stronger support in the field.
- Maximize Your Investment in Liquor Board Data...and its Delivery**  
 Liquor Board data isn't cheap. Together with investments in networks, servers, mobile devices and data plans, your costs can add up! *SWIG Alerts* will leverage your company's existing technologies and extract value from these sunk costs.
- Level the Playing Field**  
 Our clients tell us that *SWIG Alerts* gives them a competitive advantage. Why? Because it delivers real value. We invite you to take *SWIG Alerts* for a spin and experience the benefits firsthand.

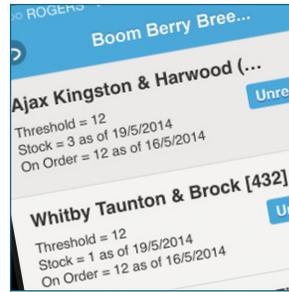
*Supporting Excellence in the Field*

# Key Features



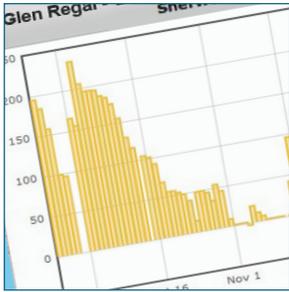
## View Daily Inventory Alerts

SWIG Alerts will give your team next day visibility to LCBO stock levels on a product-by-product, store-by-store basis. It will alert you to low stock situations based on the criteria you set. It also generates stagnant inventory alerts to help you develop strategies for products that are not selling.



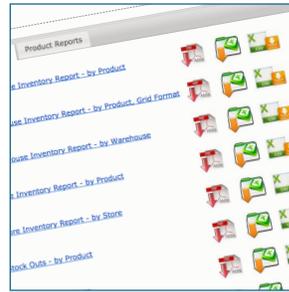
## View Product Status Alerts

SWIG Alerts will notify you of product status changes and new product listings at stores across the province on a daily basis. The software will proactively highlight these situations and automatically send the details your way each and every morning.



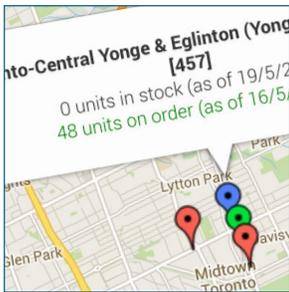
## View Trend Graphs

We've integrated several trend graphs throughout the application. The graphs display historical inventory and sales levels down to the product and store level based on the latest available data. The graphs and related metrics can be exported for presentation purposes.



## Run Reports On Demand

SWIG Alerts includes a set of reports spanning the Inventory, Product, Promotions, and Sales sections of the LCBO database. The reports are available in pdf, csv, and Excel formats and can be run at any time. Need a different report? Call us and we can build it.



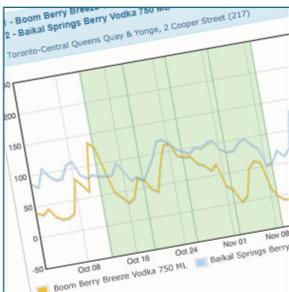
## View Inventory at Surrounding Stores

When SWIG Alerts notifies you that a product has insufficient stock, it shows stock levels for that product at surrounding stores via the SWIG Alerts map. You can view regional inventory imbalances and take steps to correct problematic situations.

8 Week Sales Trend	Past 4 Wks vs. Prev 4 Wks	Stock Out Days	Lost Sales
	-14%	514	2,02
	-64%	611	2,0
	-37%	450	1,
	+6%	37	1

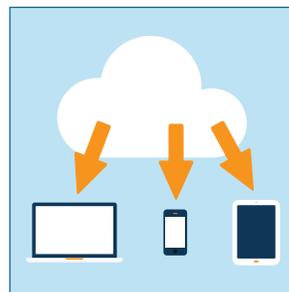
## Estimate Lost Sales

Our Stock Out Impact module will estimate your total lost sales due to stock outs over a given time frame. It will also estimate today's lost sales if inventory is not replenished! Our Daily Top 20 alerts will identify the 20 store/product combinations that will suffer the greatest sales losses today based on highest average daily sales.



## Explore the LCBO Database

Our Explorer module will allow you to query key LCBO metrics for any product and store combination. It also includes a SWIG Alerts first – the ability to compare inventory levels of two products on the same chart. If you believe your products are not as well stocked as the competition, use Explorer to get the facts.



## Access Anywhere, from any Device

SWIG Alerts can be accessed from your PC, tablet or smart phone. Log in from home, at work, or on the road. All you need is an internet connection.



## Implement Quickly

SWIG Alerts is a hosted service. No IT infrastructure or overhead is required - we handle the IT elements. As such, the service can be deployed to your team in a matter of days.



## Don't Break the Bank

SWIG Alerts is a subscription-based service with no start up costs. Your sales people can jump on board for a few dollars per day. Let us develop a cost/benefit analysis for your implementation. The business case can be compelling.