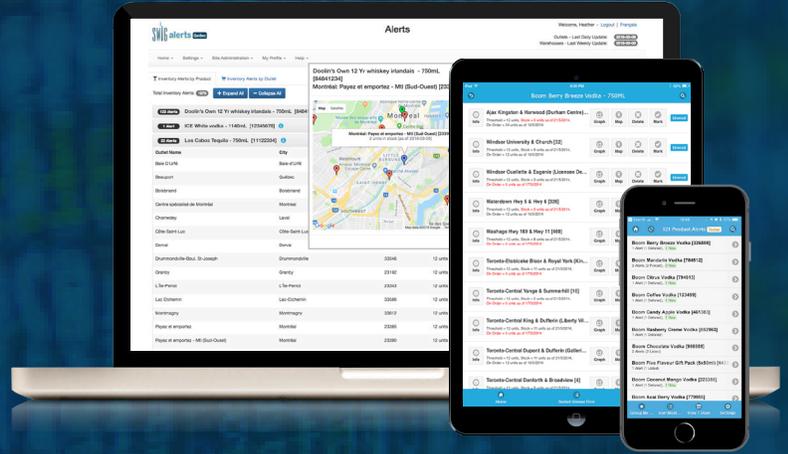


If it's not on the shelf, you can't sell it.

SWIG Alerts is an advanced notification system that will alert you to potential inventory problems for your products at SAQ outlets and warehouses across Quebec.

A subscription-based service, SWIG Alerts can be accessed from anywhere using a PC, tablet, or smart phone. We power through the data to deliver the latest information to you no matter where you are.

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



timely,
actionable data

seamless
technology

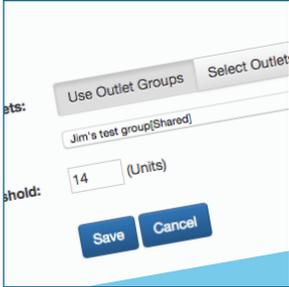
proven business
benefit

What will SWIG Alerts do for your business ?

- Improve Field Effectiveness**
SWIG Alerts is unique in that it pushes information to your sales team when the latest data becomes available. Your sales people will spend less time discovering inventory problems after the fact. Set your alert criteria and let the software do the work. Then use the tool to collaborate with SAQ Managers to fix both short term and long-standing problems.
- Boost Sales**
Low inventory levels can negatively impact sales. SWIG Alerts can proactively highlight problem areas and help maintain or win back future sales.
- Increase Brand Awareness**
Simply increasing the visibility of your products with consumers builds 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 SAQ stores and build your brands.
- Improve Return on Marketing Spend**
Add promotional products into SWIG Alerts 30, 60 or 90 days in advance of the promotion to give your team the time to address inventory shortages prior to the launch. Make sure that every marketing dollar can result in a sale.
- Maximize Your Investment in Liquor Board Data...and its Delivery**
Liquor Board data isn't cheap, plus you've invested in networks, servers, smart phones and data plans to deliver it. The costs add up! SWIG Alerts can generate additional value from your sunk costs.
- Level the Playing Field**
Our clients tell us that SWIG Alerts gives them a competitive advantage because it delivers real value. We invite you to try SWIG Alerts and experience the benefits firsthand.

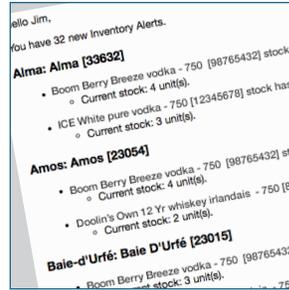
Supporting Excellence in the Field

Key Features



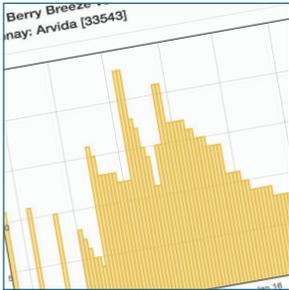
Set Inventory Thresholds

SWIG Alerts lets you set stock level thresholds for any combination of products and outlets/warehouses. When stock levels fall below your thresholds, you receive an alert. The software has the flexibility to handle your unique business requirements.



View Daily Inventory Alerts

SWIG Alerts gives your team next day visibility to SAQ stock levels on demand. The software scours through millions of records and highlights key issues based on the criteria that you have established on a product-by-product, outlet-by-outlet basis.



View Inventory Trend Graphs

Each alert includes a graph that displays the daily stock level of a given product and outlet. The graph quickly highlights repeating and prolonged stock outs. Show it to SAQ Managers and work with them to take corrective action.



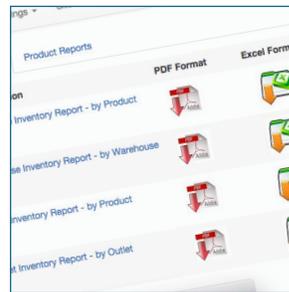
Analyze Inventory at Surrounding Outlets

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

Warehouse / Product	Quantity
Centre de distribution Mt [CDM]	
Quizo alcool ambré - 750 ML [123133]	11639070
Quizo alcool ambré - 750 ML [11484257]	11484257
Quizo alcool ambré - 750 ML [392260]	392260
Appleton Estate Signature Blend - 1750 ML [10790908]	10790908
Appleton Estate VIX rhum ambré - 750 ML [1177808]	1177808
Appleton Estate VIX rhum ambré - 750 ML [277954]	277954
Appleton Estate VIX rhum ambré - 750 ML [623678]	623678
Campari Bitter apéritif amer - 1140 ML [11408642]	11408642
Cinzano's Finest boisson à la crème - 1140 ML [12525488]	12525488
Cinzano Rosso vermouth - 1000 ML [11408642]	11408642
Forty Creek Barrel Select - 750 ML [1109876]	1109876
Forty Creek Barrel Select - 750 ML [20768]	20768
Frangipico liqueur d'herbes - 750 ML [11551254]	11551254
Irish Mist liqueur d'herbes - 750 ML [11551254]	11551254
Sky vodka - 1140 ML [11484257]	11484257
Wild Turkey 81 Kentucky Bourbon whiskey américain - 750 ML [11484257]	11484257
Signature Blend - 1750 ML [392260]	392260

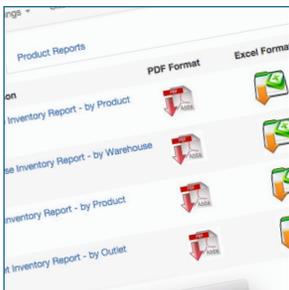
Analyze Warehouse Inventory

SWIG Alerts can provide visibility to inventory levels of your products at all SAQ warehouses. Low warehouse inventory levels can be a warning signal for reduced outlet stock. If sufficient product isn't in the pipeline, sales may suffer in the future.



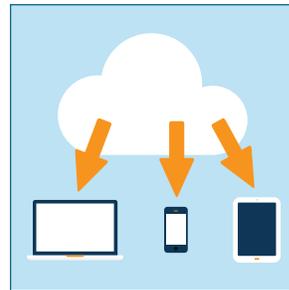
View Possible Stockouts

SAQ does not proactively highlight products that are stocked out at individual outlets or warehouses. To handle this situation, *SWIG Alerts* identifies products and stores for which inventory records were not received and flags them as possible stock outs. Your sales team can quickly pinpoint stock out instances and take steps to correct them.



Run Inventory Reports

SWIG Alerts includes a set of embedded inventory reports which can be run on-demand by each salesperson. Each report can be displayed in PDF, Excel or CSV formats. Most of these reports were developed to address specific client requirements. Need a different report? Call us and we can build it.



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.