Super-Pharm implements WiseShelf

Retailers on average experience shelf out-of-stocks (OOS) of up to 8%, negatively impacted further during promotional periods. Super-Pharm is Israel’s leading drugstore with over 7,000 SKUs, and recently implemented WiseShelf’s patented technology solution across all categories and approx. 4,500 SKU’s to identify:

- When exactly shelf OOS occurs; how long it takes to replenish the shelf;
- Real-time detection of the imminent occurrence of a product going off-sale;

The solution alerts in-store associates of very low stock and re-facing actions required on their mobile devices and generates orders to replenish the shelf.

### Quantifiable Benefits Delivered

- **50%** OUT OF STOCKS
  - Reduction in out of stocks by 50%
- **40%** REPLACEMENT EFFICIENCY
  - Improved efficiency by 40%
- **2%** SALES
  - Increased sales by 2%