



The Workforce Management Solution Built for Specialty Retail

Message from our CEO

Over the past ten years, StoreForce has partnered with national and international Specialty Retail brands worldwide, working together to achieve amazing results in the areas of driving store performance, optimizing labor spend and ensuring a highly engaged workforce. We say at StoreForce that we're retailers first, and technology vendors second. Our team has decades of retail expertise, and we're passionate about helping retail brands thrive in today's rapidly evolving marketplace.

Our Client Engagement Managers work closely with our clients to identify new opportunities based on insights, trends and best practices. Their focus is to engage with our client business partners to deliver results through the solution and built-in retail programs. We are passionate about our client's results and celebrate their successes.

We continue to grow and add amazing retail brands to our community. Over 250,000+ associates in 52 countries and 19 languages use StoreForce every day, and we believe there is no finish line when it comes to meeting the needs of our growing customer base. We're extremely proud of the value that our solution provides, as well as in the rapid nature of our implementations and how easily we deploy putting our tools into the hands of the associates.

Looking ahead, we are excited about the future for specialty retail. This year has taught us many lessons, around overcoming adversity, adapting to change quickly and an increased focus on omnichannel activities and the impact to stores. Now more than ever, with the convergence of physical and digital, we see a tremendous

opportunity for Specialty Retailers. A brick and mortar store's performance and their overall contribution to the business will be viewed differently and is a critical factor in executive's decision making.

Our clients know that StoreForce is always there for them, and that we will continue to strive to reach new heights. We have always looked at where the world is going, not where it has already been. This is our moto, as we build upon our platform, providing new features to address today and tomorrow's challenges, all within a single solution.

Beyond our ambitions for growth, you should know that we are both a humble and caring company – ever proud of our employees who are truly the heart of our business, and ever vigilant to confront new challenges.

I wish everyone continued success for your business and look forward to what the future brings here at StoreForce.

**Yours truly,
Dave Loat**

The StoreForce Story

Built by Retailers for Retailers



A brief history of StoreForce

2010

StoreForce was founded on the principle of Scheduling Drives Performance

2011

Opened our UK office to expand into Europe. Launched Time & Attendance

2012
2013

StoreForce launches Auto Generate Scheduling and Employee Performance, and Mobile

2014

Employee Self Service (ESS), Executive Dashboards and Task Management are introduced

2015
2017

Opened our Australia office and expanded our offering to include: Dashboard Analyzer and Store Visit in HTML5

2018
2020

Opened South African office. Launched Omni Reporting, Communication, Shift Exchange and Azure AD

Our story began over 10 years ago with our founders, Dave Loat and Chris Matichuk. With extensive backgrounds in retail as well as retail management consulting. They recognized the important need to provide an 'All-in-One' solution for Specialty Retail.

It is called "**WFM+**", where the "+" represents a focus on positive sales growth and consistent delivery of the brand. This approach is entirely unique to StoreForce, and it is why the "+" also represents a foundational shift from the way traditional workforce management systems approach labor planning in Specialty Retail.

The StoreForce Story

Built by Retailers for Retailers

StoreForce, a comprehensive workforce management, performance management, store execution, and employee engagement suite designed exclusively for Specialty Retail.

Exclusive to Specialty Retail

We have the privilege and luxury of working exclusively in Specialty Retail – it is where we come from and it is in our DNA. Our founders and our Client Engagement Managers have stood on the store floor in leadership roles and experienced both the excitement and challenges of Store Operations.

Devoting ourselves exclusively to this retail sector allows us to go deep in the use case,



and design tools that precisely match the unique requirements of our market without having to 'homogenize' our tools to work across many industries.

Our company is built on Technology and Specialty Retail – two industries that are changing faster than virtually any other:

it is the thrill of working with our clients to rapidly evolve our offering that gets us out of bed in the morning.

If you have an assisted or full-service model and believe that your store associates influence customer buying decisions, then StoreForce is for you!

We Are Extremely Proud Of: OUR CLIENT PARTNERSHIPS



COLE HAAN



Calvin Klein



TOMMY HILFIFER



StoreForce

WFM+ Suite

StoreForce's suite of Workforce Management, Performance Management, Store Execution and Employee Engagement tools were built specifically for Specialty Retailers. Our WFM+ platform helps stores plan, forecast and deliver consistent store execution and customer experience.



4 Key Pillars for Successful Store Operations

At StoreForce, we ensure Specialty Retailers have what they need within a single 'All-in-One' solution built upon 4 key pillars which are essential to enhance the in-store customer experience, drive topline sales, and motivate and engage store associates.

1. Workforce Management

Maximize your business opportunities during Peak Hours – Optimize schedules and generate employee-specific sales targets.

In Specialty Retail, you need to make the most of your stores' busiest hours. WFM+ helps by recommending coverage, auto-generating schedules, reforecasting, incorporating performance in the scheduling equation, monitoring labor compliance, and maintaining accurate timekeeping.

3. Store Execution

Consistent Store Execution – Ensure a consistent brand delivery through task management, communications, and store evaluation tools.

Store leaders can create action plans, monitor their results, and make changes as needed. Our solution provides tools that assist with task management, store visits, audits, compliance management and communication so field leaders can set direction, monitor progress, and report on results all in one place.

2. Performance Management

Impactful Performance Management – Use real-time dashboards and reports to measure store and employee performance against company-defined KPIs.

Access to real-time data provides key insights and trends needed to identify new opportunities, build on retail programs to enhance performance, improve store rankings - allowing store leaders to develop and coach their associates to drive stronger results.

4. Employee Engagement

Drive Employee Engagement – Motivate your store associates to provide the best possible customer experience.

WFM+ supplies a suite of engagement tools on any mobile device to address everyday employee needs: shift exchange, communication, time off requests, and other employee self-service tools to help drive engagement and motivate your staff by gamifying the experience with leaderboards, rankings, and streaks.

Why StoreForce?

What Sets Us Apart



5-15% Lift in Sales

Specialty Retailers see the results of our solutions almost immediately. Our clients reap the benefits of our simple, intuitive tools during the first week of deployment, and within weeks, they begin to see sales lift. This is why StoreForce has become an essential tool for store and field leadership: we drive results!

Optimize Labor Spend

Optimize your labor spend to maximize sales by using historical business patterns and integrating performance - we ensure your best people are on the salesfloor when it matters most!

Develop Business Leaders

We put insights and tools at the store leaders' fingertips that quickly help drive business acumen and develop future leaders.

Drive Revenue

Empower store leaders to drive sales and achieve their targets. Through real-time insights and built-in coaching, the StoreForce application has been built to prompt positive selling behaviors and drive store performance.

Communicate Effectively

Equip store leaders with innovative tasking and communication tools that help them make quick decisions and provide real-time updates.

5-7 Week Implementation Time

From kickoff to go live, we deploy our all-in-one solution within 5-7 weeks. This time-to-value is critically important for Specialty Retailers, and we deliver!



1 Transaction/Week

The ROI benefits are clear - we drive transaction volume and basket size. And yet, for the cost of typically 1 transaction per week, you can use an effective WFM system that's tailored to the specific needs of your stores.



Top Rated

StoreForce was included in *Canadian Business* magazine's 2020 Growth List, which ranks Canada's fastest-growing companies. This honor is a reflection of our vision and commitment to create unique solutions that deliver value in Specialty Retail.

A Global Solution That Delivers



StoreForce drives results, simplifies operations, and motivates employees in stores all over the world.



6

continents,
50+ countries



19

languages



80+

leading global
brands as
clients



10K+

stores
measuring real-
time success
with StoreForce
dashboards

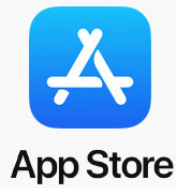


250K+

associates using
rankings and
leaderboards to
achieve sales
targets

Every Tool In One Place

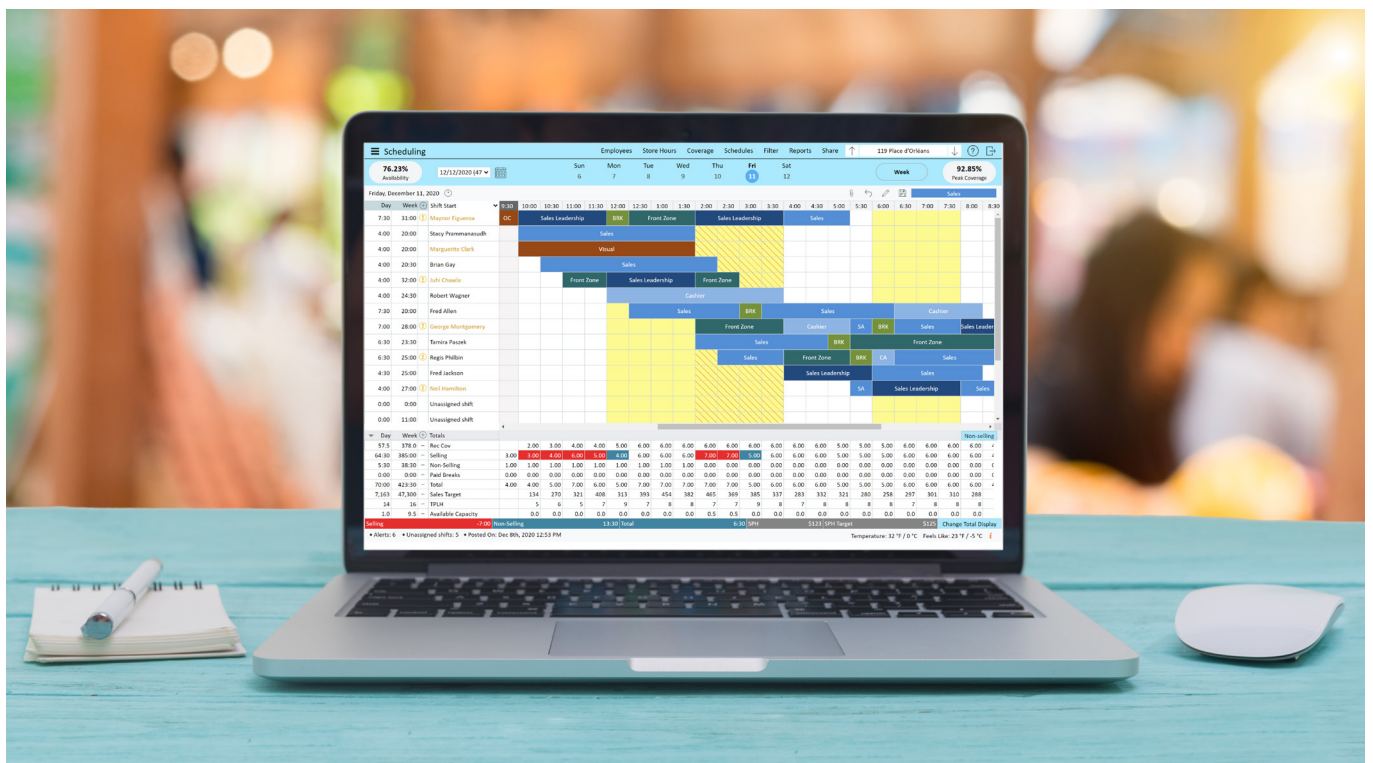
Embrace workforce management, performance management, store execution, and employee engagement from a single application, on any device.



All-in-one desktop app



Digital app for any mobile device





StoreForce Clients Share

“This is the best software tool I have ever had as a retail executive to drive sales!”

- **Shawn Higdon**, VP of Operations, Shoe Palace

“As soon as we had access to the insights provided by StoreForce, our staff were able to adapt, significantly improving sales without any increase in costs.”

- **Anna Blackburn**, CEO, Beaverbrooks

“When you sit down at a table with StoreForce, you realize that they're the real deal.”

- **Marc Galloway**, VP of Store Operations, Soft Surroundings

“Introducing StoreForce has been a key milestone in supporting our mission to elevate both customer engagement and efficiency in real time.”

- **Diego Baronchelli**, VP to Consumers EMEA, VANS

“We rolled out StoreForce last year and I couldn't be happier with it! I logged in 258 times last month!”

- **Claudia Horlbogen**, District Sales Manager for New England and Mid-Atlantic, ECCO

“We have seen a massive shift in how people spend, therefore it is increasingly important we forecast correctly. StoreForce ensures our schedules are optimized with the ever-changing consumer trends.”

- **Laura Hooper**, Regional Manager, Wolford

Case Study

Client: LUSH



For almost two decades, LUSH has driven its beauty business with pioneering products like fizzing bath bombs, shower jellies, and solid shampoo bars. But as both its number of stores and sales volume increased, the brand needed to bring innovation to its workforce management, too.

LUSH needed a solution that achieved three goals:

1

It had to support **data-driven decision making** that delivered the best outcomes at each location, instead of stores relying on company-wide directives from corporate.

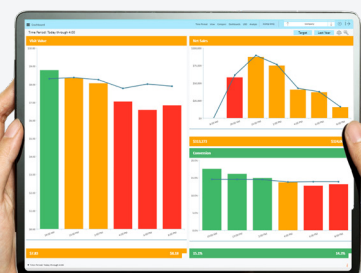
2

It had to improve their scheduling practices to ensure **effective service for every shopper**.

3

It needed to manage tasks in a way that **kept teams on the salesfloor** and prioritized customer service over back-of-house tasks.

LUSH implemented StoreForce's software in two phases and the results were immediate. Shops that used StoreForce saw an average 5.72% lift in sales. Now, our software plays a key role in helping LUSH store managers understand their business on a deeper level and consistently deliver stronger results.



Case Study

Client: Invicta



Invicta, the flagship brand of Invicta Watch Group, has been known for its product design and innovations for decades. The brand designs over 1,500 unique models per year, has received 55 design and mechanical patents, and holds 1,250 trademarks. As Invicta grew from 5 stores into the world's fastest-growing watch brand, the leadership team needed a new way to protect the customer experience and achieve its goals.

Invicta needed a business analytics tool that checked the following boxes:

1

It had to help them assess and **overcome their existing operational challenges.**

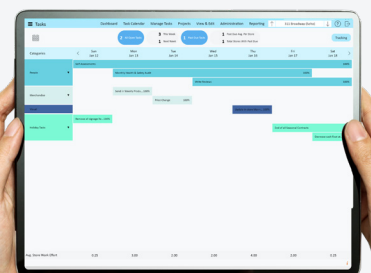
2

It had to deliver **real-time performance insights** at the individual, store, and regional levels.

3

It had to be a versatile tool that provided **store leaders with a greater depth of coverage.**

Since implementing StoreForce, Invicta has been able to dive into business-critical details and deliver more tactical store communication. The brand has also been nimbler in its decision-making, and, it has helped leaders and associates understand their contribution to the overall business. StoreForce helped empower Invicta's field leadership team to drive the best results through effective task management, and this resulted in improved morale and enhanced store communication.





Contact Us

 getintouch@storeforcesolutions.com

 www.storeforcesolutions.com

 [storeforcesolutions](https://www.linkedin.com/company/storeforcesolutions)

 [storeforce](https://twitter.com/storeforce)

Our Offices

North America

Toronto, Ontario,
Canada

+1 416 642 7438

Europe & UK

Brighton, East
Sussex, United
Kingdom

+44 12 7392 1800

Australia

Bondi Junction,
NSW, Australia

+61 438 362 438

South Africa

Cape Town, Western
Cape, South Africa

+27 82 9019034