

**THE CHECKOUT TOOL HELPED
INCREASE CHECKOUT
REVENUE BY 35%**

**FOR THE NEWS GROUP'S CUSTOMERS...
AND THEIR CUSTOMERS' CUSTOMERS**



CASE STUDY

THE PROBLEM >

To retain & increase market share in a commoditized space is never an easy task. As a value added service to their customers' and to help develop new business, a team of professionals at The News Group (TNG) would go through a tedious and time consuming task of researching Rack Types, Magazine Positions, Best Selling Magazines, Historical Data & Pricing Analytics in order to achieve optimized revenue streams from the retailer's magazine racks. This workflow would take anywhere from 1 to 2 weeks to obtain results.

THE SOLUTION >

With the help of some innovative thinking, Konverge & TNG embarked on REAL-TIME solutions and developed an innovative software tool that allows The News Group to design the most effective check-out assortment in the industry. The product enables the design and configuration of magazine racks that are uniquely tailored for various retailing clients based on historical, geographical and other factors to maximize their earning potential. The end result was an intuitive, user-friendly product that is easy to manipulate, provides on-the-fly information during wholesaler/retailer meetings, and generates a statistically accurate total profitability report.

THE RESULT >

**REVENUE UP BY 35%
ACROSS THE SUPPLY CHAIN**

"The result was a very high quality and well-architected product. I would certainly recommend the services of Konverge to others without hesitation."

Rob Smith,
Vice President of Category Management
The News Group



THE INNOVATOR >

The News Group (TNG) is a leading Canadian magazine/book wholesale and distribution company that serves the North American market. Under the umbrella of the Jim Pattison Group of Companies, The News Group is North America's second-largest magazine and book wholesaler with over 27% of the continental US market. In Canada, The News Group operates in every province and territory as the only nation-wide publication wholesaler, with over 50% of the Canadian market. The News Group, Canada's first oldest periodical distributor, is the third largest privately held company in Canada.



THE DEVELOPER >

Konverge Digital Solutions Corporation, with roots dating back to 1994, is a focused Information Technology consulting firm that provides an unmatched level of personalized services and efficiency. Our mission is simple, to build value creating applications that eliminate the manual business processes in your organization, enabling your team to achieve and exceed business goals and objectives. Our company is focused on your company's ROI.

Konverge >