



## An action-based app - the solution to out-of-stocks

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Last month IHL revealed that out-of-stocks cost the retail industry £419.3 billion each year - that is 4.1% in lost revenue for the average retailer. It is major industry problem but are the big companies focused on solving the right problem?

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One company, Juliand Digital, thinks not. They are launching a new platform to tackle this industry problem. Their approach flips current thinking on their head. While current systems and thinking focus on finding ways to highlight how efficient a process is (industry average OSA score of 92.7%) they are focusing on giving professionals the tool to discover and record not just the performance metric, but a deep dive in to the reasons behind a loss.

Juliand Digital is a Manchester based tech startup that has just received 6 figure funding from some of the biggest investors in Silicon Valley. With a background in game design and app design they are radically changing the way the business world deals with their supply chain, devoted to user focused design.

HIVE is the first action-based app for supply chain data collection. The mobile app empowers people at the ground level of the supply chain to identify, report and fix issues where and when they happen by providing industry best practices and recommended fixes. This gives companies real-time visibility of losses that would otherwise have gone unnoticed.

*“HIVE isn’t just a static app, it’s a community where people work together to build a library of kickass fixes to recurring supply chain issues. And companies are able to communicate in real-time with retailers, suppliers or anyone else critical to the success of their business.”* said Richard Milnes, CEO at Juliand Digital.

The first module to be released is the OSA module which helps to solve issues related to on-shelf availability in store. Unilever is one of the companies who have trialled the OSA module with great results. They have seen 3% in additional revenue and increased product availability by up to 10%. The app significantly speeds up store audit time with an average of 6 seconds being spent on each product. Field reps can now work more efficiently instead of spending hours in one store. They can also collect images and notes to further capture the in store customer experience.

**For more information visit [www.juliand.co.uk](http://www.juliand.co.uk).**

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