

Stromberg Enterprise Scheduling

Optimizing Labor and Reducing Costs for Retailers



The Challenge of Rising Labor Costs

As a retailer, you understand that nearly 40% of operational costs are due to labor expenses. What you might not understand is why. Often the problem lies not in the size of the workforce, but in how it is being used. Using labor resources more efficiently is vital in getting costs under control.

The process of managing a workforce more efficiently is called *optimization*. And unless you match your staff to your needs, payroll dollars will be wasted. In addition, if areas are understaffed, you may lose sales because you're providing inadequate service.

It used to be that workers could be scheduled from a "front-end" perspective, but no longer. Service in larger stores happens in each department, not just at checkout. This is especially true in specialized departments with products that require high levels of customer service. What is needed is *departmental staffing*, wherein the requirements of each department are evaluated and labor is allocated based upon need.

Consider the challenges faced by a large wholesale club. Members come in to buy commodities, such as food and hair care products, where very little customer service is required. But the same store might also sell electronics, jewelry and home improvement services, all of which require dedicated customer service to make sales. It is vital to understand and be able to forecast *product-level requirements* to keep customers satisfied.

An optimized workforce relies on these two factors to keep labor costs under control:

- Precisely forecasted product-level requirements
- Staff scheduling at the department level

Department-level scheduling and accurate product forecasting return significant benefits, including reduced labor costs and improved customer service. And since stores and labor standards can vary greatly within a large chain, you must be able to accommodate differences among retail outlets.

The Stromberg Advantage

Measuring customers, items and sales from a front-end perspective doesn't make the necessary product and department distinctions. The **Stromberg Enterprise Scheduling** suite can optimize your workforce by recognizing the needs of departments and products and applying the correct labor standards to them. Better yet, Stromberg can monitor and correct staffing imbalances while a schedule is in effect.



Stromberg Enterprise Scheduling helps retailers:

- Accurately optimize schedules
- Enforce complex labor work rules, corporate policies and regulations
- Manage union agreements and school calendars
- Compare performance against plans

Stromberg's goal is to resolve issues at the lowest occurrence level, thus reducing entry time, management time and system overhead. Unequaled in dealing with complex decision parameters and rule conflict resolution, Stromberg supports a wide range of automatic data inputs and interfaces with many legacy systems.

The Stromberg Enterprise Scheduling Suite

Stromberg Enterprise Scheduling consists of three powerful modules: *Scheduling*, *Forecasting* and *Budgeting*. All modules are automatically linked, which provides timely delivery of the information managers need to make informed decisions. Any module can be installed as part of the suite or stand-alone.

Stromberg's **Enterprise Scheduling** is a powerful and highly cost-effective labor optimization system that has withstood the test of time. Whether you buy one module or all three, data flows seamlessly between the modules, including data about POS, time and attendance, budgets and work rules. Starting simple and adding modules is straightforward and uncomplicated.

Stromberg's **Labor Scheduling** module applies employee skill levels and availability against set standards. This allows the system to generate schedules that consider your location's full range of requirements while conforming to corporate, union, and government requirements. Schedules are available up to five weeks in advance to assist managers in "what-if" analysis.

The **Forecasting module** estimates an unlimited number of user-defined drivers such as anticipated daily customers, items, and sales in 15-minute increments. This flexibility allows management to apply an unprecedented level of service to all areas where standards allow for work loading. Each department can track requirements by defining an unlimited quantity of forecast drivers to achieve an extremely precise requirements balance specifically for that department.



With the **Budgeting module**, Stromberg provides the real-time data needed to manage effectively. Historically, budgets have been presented as after-the-fact snapshots. Stromberg's **Budgeting** module delivers dynamic data that facilitates timely review and decision actions when correction has greater value. Properly used, the budget system contributes to the bottom-line by enabling an operator to make timely mid-stream corrections. It also prevents "Friday Surprise," when you discover that 80% of your labor budget has been used prior to key selling periods.

Stromberg Time and Attendance

While many time and attendance systems can record punches, Stromberg provides the tools needed to enhance functionality, manage "best practices" and contain labor costs. Many clients start with **Stromberg Enterprise Time and Attendance** to enforce work rules and regulations, monitor time and eliminate problems such as time-rounding of punches and buddy-punching. Stromberg's Time and Attendance system efficiently captures and edits punch data and provides Payroll with more accurate information.

Stromberg has found that enforcing work rules at the point of entry with a "smart clock" or PC creates greater rule and policy compliance, simplifies editing and produces a solid audit trail. Smart clocks also reduce queue time and system communication traffic, enhance system up-time via battery backup and lower support staff and hardware needed at headquarters.

Locally-entered punch data automatically flows back to a central database for maintenance, editing and input to Payroll and other modules. With smart clocks, Stromberg can monitor punch data, compare it to labor forecasts and to deliver on the promise of better management control.

About Stromberg

Stromberg is a twenty-year pioneer in providing labor optimization for retail establishments, and we continue to evolve. Stromberg Enterprise Scheduling is installed in more than 1,000 customer sites and delivers extraordinary return on investment. While larger retailers were the early adapters of labor management tools, Stromberg's scaleable nature fits in any environment where labor is large percentage of operating costs.

Stromberg is unique in providing an integrated system that addresses all aspects of labor management including Forecasting, Scheduling, Budgeting and Time and Attendance. These integrated features allow you to proactively manage your operations. The Stromberg suite delivers the greatest payback and vastly improves optimization. If you are a retailer, looking to control labor expenses by optimizing your workforce, turn to Stromberg for your scheduling needs.



Product Highlights

Stromberg Enterprise Time and Attendance and Scheduling

- *Forecaster* provides an unlimited number of drivers. Drivers ratios can vary by department, and labor standards associated with each driver can vary by day of week and time of day.
- Holiday and Special Event forecasting uses up to eight years of historical data with actual traffic patterns.
- Dynamic *Scheduler* provides the best coverage and most optimized schedule. Products built on shift-based scheduling can't offer the optimization or cost savings.
- Ability to adjust the rules in the core-scheduling engine, allowing you to fine tune the scheduling process beyond the standard rules provided by most scheduling companies.
- Complete set of rules for minor scheduling.
- School calendar interface to insure minor compliance.
- 53-week rolling Planning Calendar tracks requested time off and manages it through the scheduling, budgeting and payroll process.
- Projected/Actual view of labor hours and dollars by department, store, district, region and corporation.

Features and Benefits

Feature	Function	Benefits
<i>Scheduling</i> module	Highly scaleable	Low entry cost
<i>Forecasting</i> module	Modular additions	Controlled growth
<i>Budgeting</i> module	Ease of installation	Fits multiple clients
Multiple installation methods	Uses existing infrastructure	Lower cost and better fit
Ease of use	Automatic data gathering One-key forecasts and schedules	Less user training Ease of operation
Distributed functions	Optimal system storage	Ease of editing Reduced queuing
Rules-based tables	Infinite rules and policies	Handles all company policies and rules