



grapevine™
Patent Pending

Profits. Productivity. Peace of Mind.

Want an easier way to track merchandising initiatives, improve store compliance, and increase your bottom line?

Get Grapevine and let the new RFID technology work for your business.



Grapevine is an RFID-enabled corporate-to-store management system that revolutionizes the way retail does business. By integrating RFID technology with IdeaNet's powerful Manager's Toolbox system, Grapevine streamlines communications between corporate, stores and vendors, improves efficiency, and radically increases store performance and compliance.

RFID – Revolutionizing Retail

Grapevine uses Radio Frequency Identification (RFID) - a wireless technology that goes far beyond simple bar code scanning. RFID tags can store and transmit vital information without a physical line-of-sight, enabling unprecedented visibility along every step of the way.

Grapevine puts unparalleled control in the hands of corporate offices and simplifies the jobs of store managers. Items are automatically tracked from vendor to store to rollout. Potential problems are quickly identified and remedied, allowing stores to avoid delays and corporate to rollout new marketing initiatives at all locations simultaneously.

Corporate Improves Accountability, Store Compliance

Corporate offices face many challenges in today's competitive retail environment. Instead of devising new marketing strategies and focusing on the overall picture, corporate is forced to resolve everyday store issues and serve as a middleman between stores and vendors.

By creating a managed community of stores, vendors, regional managers and corporate offices, RFID-enhanced Grapevine automates all backend processes and ultimately improves store compliance and performance.

RFID-tagged items are visible throughout the entire process: at the vendor, in the back of the store or already on the floor. Using Grapevine's reports, corporate can identify stores that complete marketing rollouts on time, pinpoint vendor issues and improve store accountability.

Store Managers Increase Efficiency, Customer Experience

RFID tags automatically signal the location of each item, eliminating the need for store managers to call vendors, check if an item has arrived, search for it in the back or try to locate it on the floor. New rollouts are completed quicker, improving the overall customer experience and enhancing the store's brand image.

When an item is missing or arrives damaged, store managers can use Manager's Toolbox "blind" vendor communication system to report the problem and request replacements. By automating the process, the estimated time loss for resolving everyday store issues falls from weeks to days!

Grapevine also eliminates the need for store managers to update the status of each item as it arrives and is rolled out. RFID tags seamlessly transmit this information, helping store managers keep accurate records without the hassle of redundant tasks.

Grapevine – Better for Retail

By tying in suppliers and automating tracking and reordering, Grapevine can help your retail business - at every level - run more smoothly and efficiently. To find out how your business can get tagged for success, contact Ideanet Inc:



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