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Phygii demo

The hidden cost of untrustworthy store data

Every remodel hits the same unbudgeted phase: rebuilding a reliable picture of the store before design can even start. Here's what that search, "digital archaeology", actually costs, and how it compounds across a portfolio.

"Supermarkets have often already paid to capture this information, sometimes more than once. It just lives in systems that were never built to talk to each other."

-Tia Kachman, COO, Immersion Data Solutions

Where the time and money go

01 Staff Time

Hours spent chasing freezer compressor specs, deli cut sheets, and power requirements, time that never hits an invoice but drains capacity for the next program.

02 Extra Site Visits

Up to \$3000 for extra confirmation trips, spent because nobody trust what's on the file.

03 Rework & Delay

A cooler needs more amperage than the panel provides. A drain doesn't match the drawing. Change orders push the reset pass it deadline.

How costs compound across a portfolio

Illustrative example, built on an estimated \$3,000 in extra visit costs per store, scaled to a 60-store remodel program.

1 Store

Extra site visit	\$3,000
Staff Time (~15 hrs)*	\$1,275
Hidden cost / store	\$4,275

X60

60-Store Portfolio

Extra site visit	\$180,000
Staff Time (~15 hrs)*	\$76,500
Hidden cost / store	\$256,500

What changes with a validated single source of truth

up to 50%

reduction in change orders

up to 60%

reduction in site visits