



# Product Tour: 2020 & Beyond

Scott Phillips & Greg Wilson

# Agenda



- Planograms
  - Demographics
- Commission Report
- Campaign Management
- Mobile First Registration
- Product Rules Engine
- EMV
- Waste Management
- Sonic Branding
- University Cards
- Avanti Help Center
- New Solutions
  - Smart N Go - Gen 4
  - SimpliGet – Food Lockers
  - Express
  - Small Markets
- Sales Segments
- Custom Branding
- Your Avanti Customer Success Team
- Tips for 2021

# Planograms



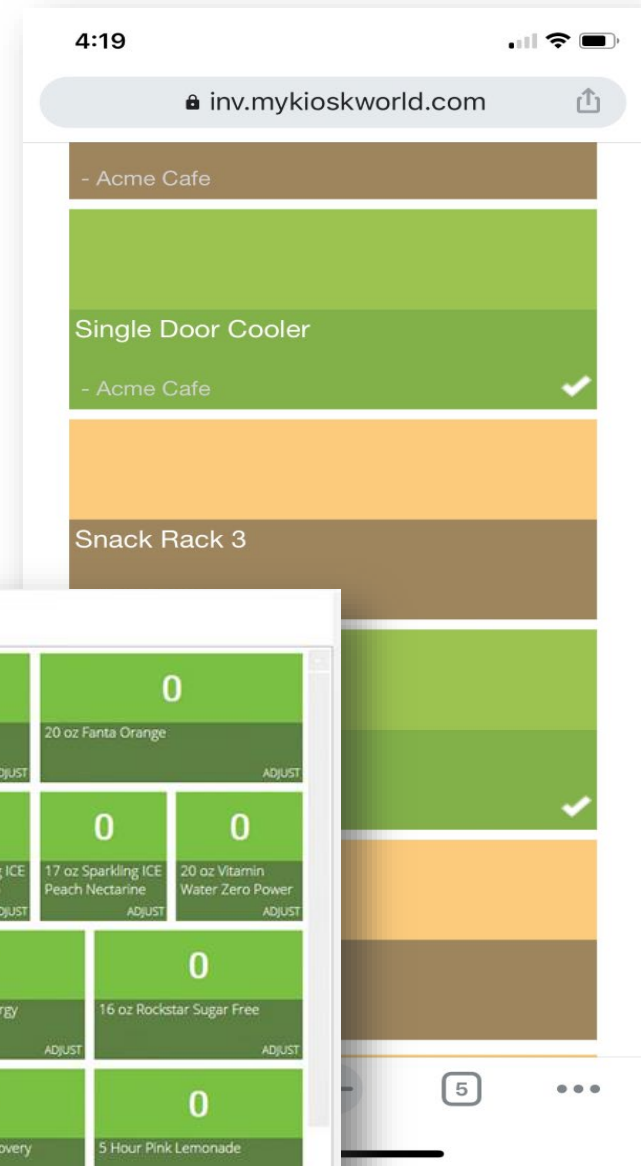
# POG Benefits

- Market inventories are much more efficient using the POG feature. This will reduce inventory times as much as **50%**
- Increase market sales by using consumer trends
- Maximize your space to sales for all your markets
- Merchandize your markets consistently
- Help ensure your par levels are setup correctly
- POG's are available on both the kiosk admin screen and the Inventory site <https://inv.mykioskworld.com>
- Confirm inventory by POG Container will flag all products as being inventoried

PLANOGRAM - Cooler 1 Inventory List

10	0	0	0				
20 oz Mt Dew	20 oz Dr Pepper	20 oz Pepsi	20 oz Fanta Orange				
ADJUST	ADJUST	ADJUST	ADJUST				
0	0	0	0	0	0	0	0
18.5 oz Pure Leaf Lemon Tea	18.5 oz Pure Leaf UnSweetened Tea	18.5 oz Pure Leaf Raspberry Tea	20 oz Snapple Diet Peach	17 oz Sparkling ICE Black Raspberry	17 oz Sparkling ICE Orange Mango	17 oz Sparkling ICE Peach Nectarine	20 oz Vitamin Water Zero Power
ADJUST	ADJUST	ADJUST	ADJUST	ADJUST	ADJUST	ADJUST	ADJUST
6	7	7	0	0			
15 oz Starbucks DS Mocha	15 oz Starbucks DS Vanilla	16 oz Monster Energy	16 oz Rockstar Energy	16 oz Rockstar Sugar Free			
ADJUST	ADJUST	ADJUST	ADJUST	ADJUST			
6	7	0	0	0			
8.4 oz Red Bull Energy Drink	8.4 oz Red Bull Energy Drink Zero	16 oz Mt Dew Kickstart Fruit Punch	16 oz Rockstar Recovery Lemonade	5 Hour Pink Lemonade			
ADJUST	ADJUST	ADJUST	ADJUST	ADJUST			
0	0	0	0	0	0	0	

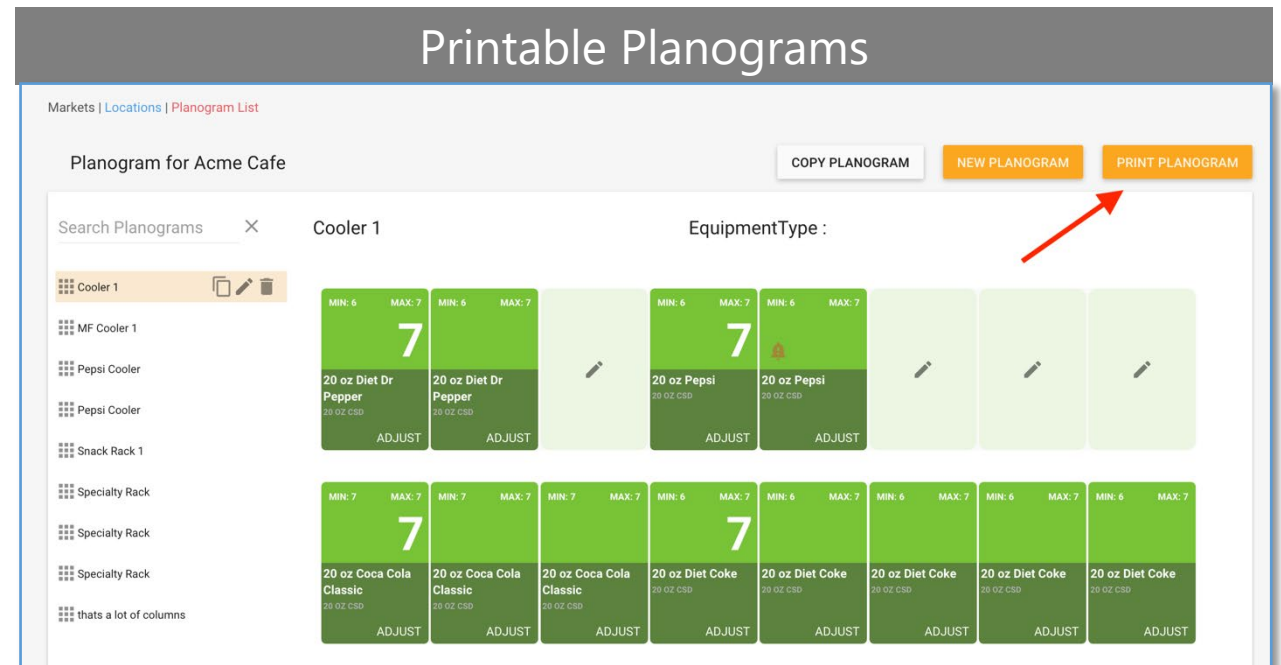
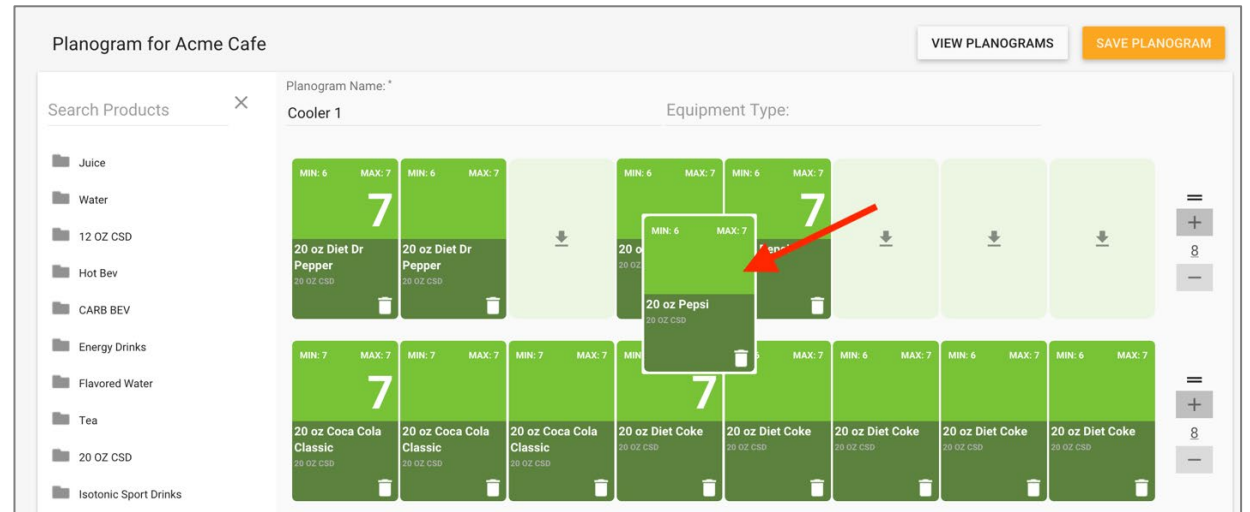
Navigation: < Cooler 1 Cooler 1 MF Cooler 1 MF Cooler 1 MF Cooler 1 Snack Rack 1 Snack Rack 1 Snack Rack 1 > Confirm Inventory Cancel



# New Features

- Reorder an entire row of products
- Click and drag products to swap or replace
- Identify products that have been swapped or replaced within the last seven days
- Printable planograms are now available in both landscape or portrait layouts to PDF.
- Edit Product Min/Max Par Level
- Schedule a replacement POG for a future date
- Additional Equipment type field has been included next to the Planogram Name
- Product Placeholder field. This can be used if a product has not been added to AMS and the market location.

Please visit the Avanti Help Center to view webinar and additional documentation.





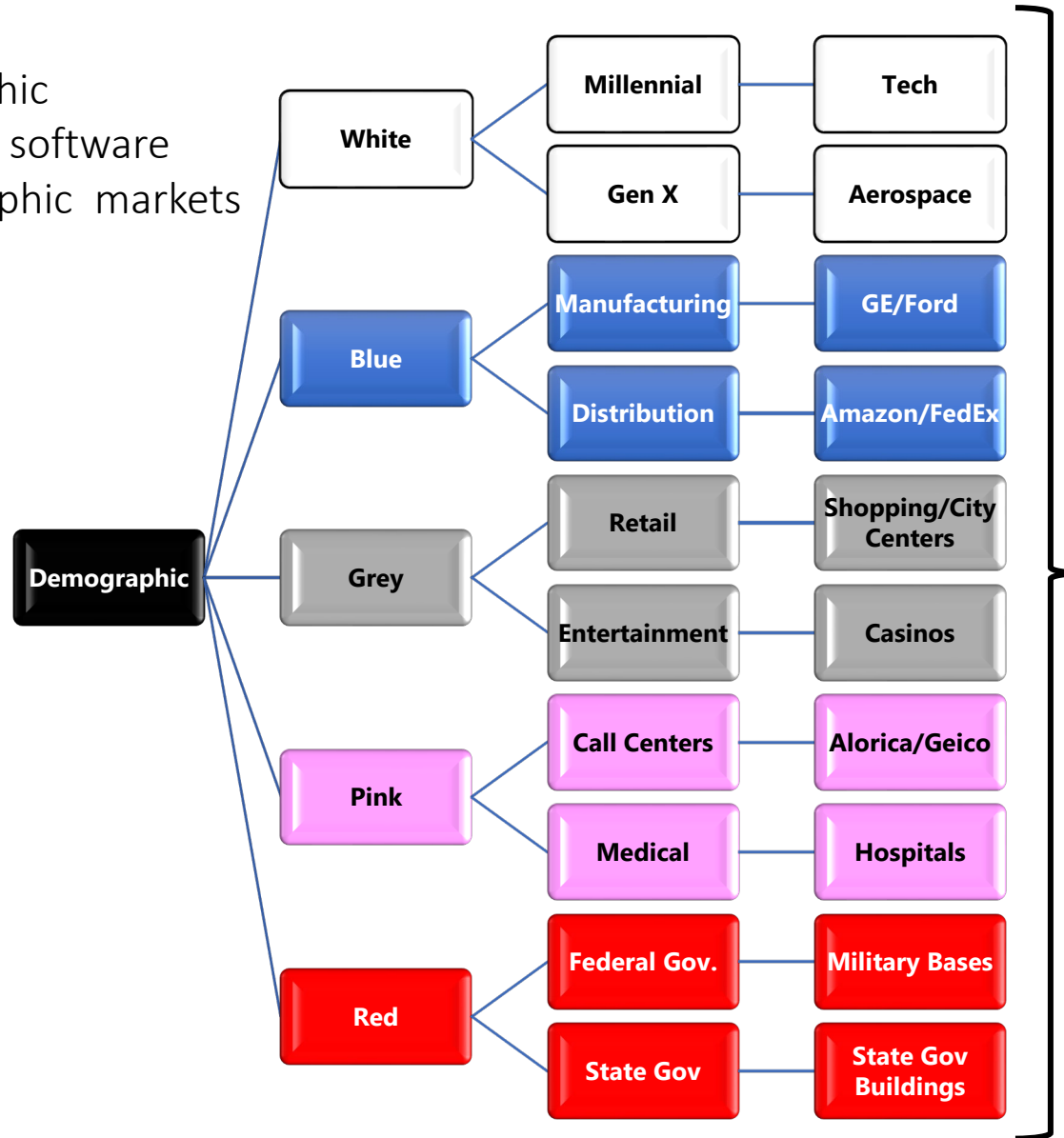
MIN: 6 MAX: 10 <b>6</b> DORITOS NACHO CHEESE BIG GRAB BIG 9948 CHIPS Scancode: 02540007659, 0 ADJUST	MIN: 6 MAX: 10 <b>9</b> DORITOS NACHO CHEESE BIG GRAB BIG 9948 CHIPS Scancode: 02540007659, 0 ADJUST	MIN: 6 MAX: 10 <b>9</b> DORITOS COOL RANCH BIG GRAB BIG 9948 CHIPS Scancode: 02540007673, 0 ADJUST	MIN: 6 MAX: 10 <b>9</b> DORITOS COOL RANCH BIG GRAB BIG 9948 CHIPS Scancode: 02540007673, 0 ADJUST
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MIN: 12 MAX: 20 <b>11</b> LAYS REGULAR BIG GRAB BIG 9948 CHIPS Scancode: 02540007802, 0 ADJUST	MIN: 12 MAX: 20 <b>11</b> LAYS REGULAR BIG GRAB BIG 9948 CHIPS Scancode: 02540007802, 0 ADJUST	MIN: 12 MAX: 20 <b>11</b> LAYS REGULAR BIG GRAB BIG 9948 CHIPS Scancode: 02540007802, 0 ADJUST	MIN: 12 MAX: 20 <b>11</b> LAYS REGULAR BIG GRAB BIG 9948 CHIPS Scancode: 02540007802, 0 ADJUST
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## Merchandising Matters

- Product placement to maximize visibility and profitability
- Use data to identify the ideal number of SKUs per category
- Sell market shelf space to manufacturers and brokers
- Think about complimentary sales when creating POG's
- High value, new products and impulse items near checkout

# The Importance of Demographics

Create a POG for each demographic  
 Qualify the Market location's demographic  
 Insert the corresponding POG in market software  
 Replicate POG to other similar demographic markets



## Impact

Average sales lift on Markets reset to Demographics is 6% - 10%

Continental Services has seen some sales increases from 12% - 25% in Markets

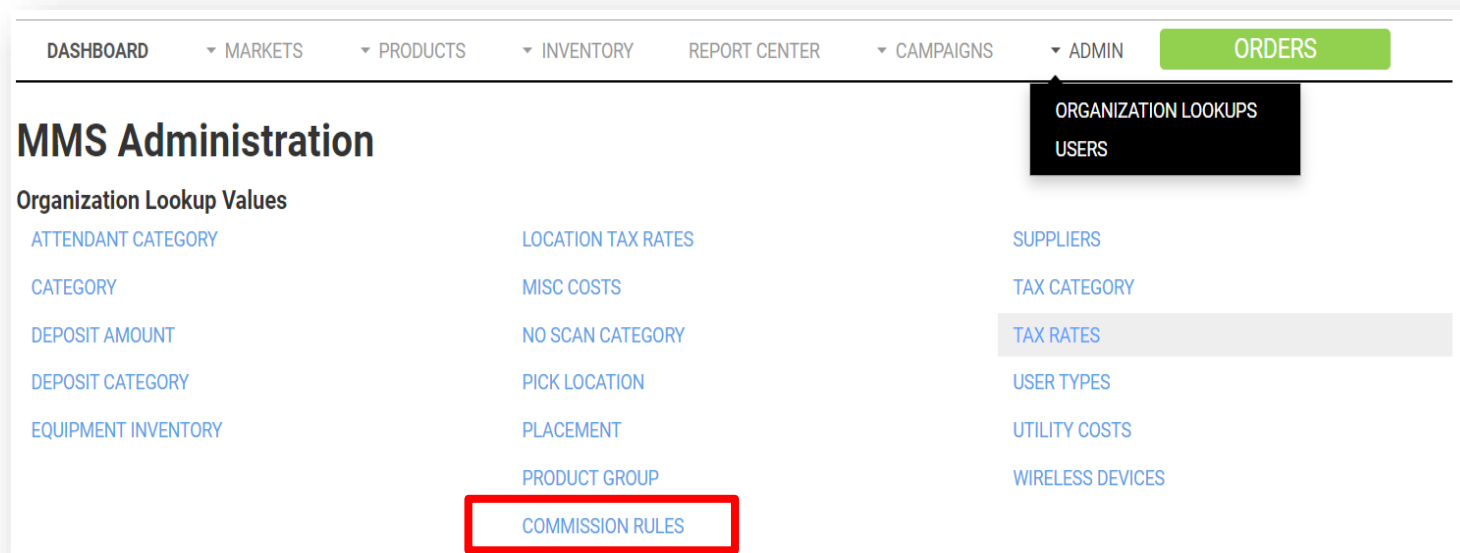
# Commission Report





# Creating Commission Rules

- Paying commissions at some client locations is necessary to keep the business.
- Creating and extending commission rules to select client locations will allow your organization to generate client commissions quick and efficiently each month
- The commission rules feature allows the flexibility to setup different commission percentage rates at the product category level
- This allows you to exclude paying on product categories such as fresh or frozen food



# Print Report

- The Invoice by customer option can be exported to PDF and allows you to print a single or all customer locations
- You can preview the commission report prior to clicking the Print report
- Each client commission statement will be printed on separate pages making convenient to print all client statements at once

Please visit the Avanti Help Center to view webinar and additional documentation.



## Commission Rule Report for Customer

Avanti Lab  
WA - 12334

Acme  
12345 Happy Road  
Portland OR - 97223

### Commission Statement

For collects from 10/1/2020 to 10/20/2020

Location : Acme Cafe

Product Category	Commission Rate	Net Sales	Commission Amount
Frito Lays Chips	3%	\$17.76	\$0.53
20 OZ CSD	5%	\$2.88	\$0.14
Water	3%	\$12.72	\$0.38
BB Candy	3%	\$19.68	\$0.59
		<b>Commission Total:</b>	<b>\$1.64</b>

**Total Commission for Acme : \$1.64**



# Campaign Management



Eat, drink and snack better.

COMMUNITY GRUB MEAL EAT NOSH BREAKFAST FEED ON PARTICLE CONSUME LUNCH DRINK DRINK NIBBLES BANQUET ORISH FEED

# Campaign Playlist

## New Features

- Upload multiple assets at once
- Asset auto resizing & Crop
- Manage both billboards and commercials
- Hybrid Promotion Feature
- Extend playlists to targeted non-integrated, 3<sup>rd</sup> party integrations, by route, by account type, or ALL markets at once
- Ability to delete assets
- Playlist Start & End Date
- Duration time for all playlist
- Override Playlists for targeted locations
- Self-Service Billboard & Commercials
- Huge operational efficiencies



Billboard  
Playlist and  
Theft  
Deterrent

Commercial  
Playlist and  
Theft  
Deterrent

Please visit the Avanti Help Center to view webinar and additional documentation.

# Mobile First Benefits

- Consumers are no longer required to register an account with a physical market card
- Contactless Purchase and Recharges are fully supported
- Mobile First will help increase mobile app participation
- Consumers can download their mobile app from the stores and immediately register through the mobile app.
- Reduce costs as physical market cards are no longer required to create consumer accounts
- Drive sales – Advertise operator managed promotions with the app
- Reduce Credit Card Fees



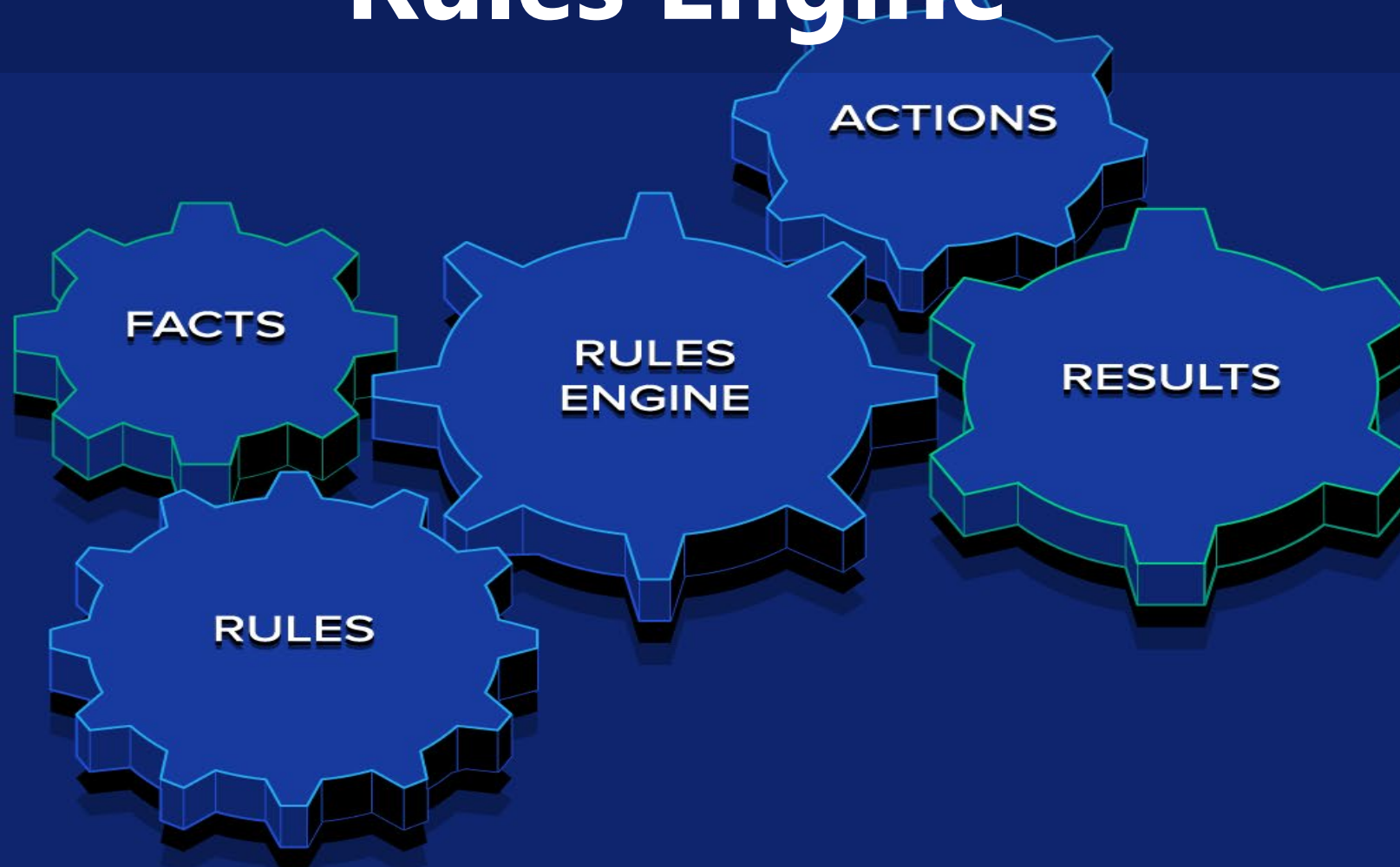
Please visit the Avanti Help Center to view webinar and additional documentation.



# Global Product Replacement

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## Rules Engine



# Avanti Product Rules Engine

The Rules Engine feature provides huge operational efficiencies allowing you to do the following

- Replace products at existing locations globally
- Schedule product replacement dates in the future
- Set your replacement restock triggers
- Extend products to addition locations
- Will update POG's

When it is at quantities less than or equal to:  Any

Min/Max Quantities:  Use Existing  Set New

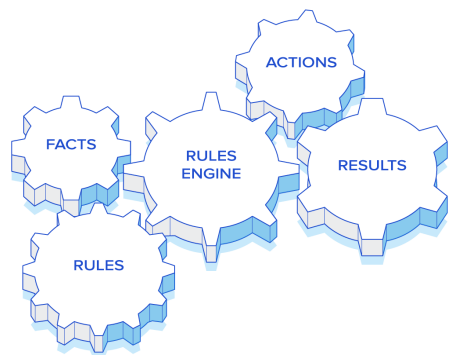
Replacement Product:

	Product UPC	Product Name	Price	Min Stock	Max Stock
<input checked="" type="radio"/>	028400070546	Dorito Cool Ranch 1.75 oz	2.58	4	6
<input type="radio"/>	28400133142	Dorito Cool Ranch 1.75 oz	2.58	4	6
<input type="radio"/>	28400070546	Dorito Cool Ranch 1.75 oz	1.79	4	6
<input type="radio"/>			1.79	7	15
<input type="radio"/>			2.78	4	12
<input type="radio"/>			1.79	7	14
<input type="radio"/>			1.79	7	15

Schedule to Run:

# Rules Engine Uses

- Product Replacement
- Discontinued product replacements
- Market Resets
- Product Recall
- Auto – Staling
- Promotion Scheduling
- Works with POG's



● Complete	Product testing 02	028400070...	Dorito Cool Ranch 1.75 oz	6	Any	02840007...	Dorito Nacho 1.34oz	6	6	12/11/2020
● Complete	Schedule Test	028400070...	Dorito Cool Ranch 1.75 oz	6	Any	02840007...	Dorito Nacho 1.34oz	6	6	12/11/2020
● Complete	Happay ProdTest 2	028400070...	Dorito Cool Ranch 1.75 oz	6	Any	02840007...	Dorito Nacho 1.34oz	6	6	12/11/2020
● Complete	Super Foods	028400070...	Dorito Cool Ranch 1.75 oz	6	Any	02840007...	Dorito Nacho 1.34oz	6	6	12/11/2020
● Failed	Sealab	028400070...	Dorito Cool Ranch 1.75 oz	0	Any	02840007...	Dorito Nacho 1.34oz	6	6	12/11/2020
● Complete	Tukwila Market	028400070...	Dorito Cool Ranch 1.75 oz	0	Any	02840007...	Dorito Nacho 1.34oz	6	6	12/11/2020
● Complete	ZZZ zero out test	028400070...	Dorito Cool Ranch 1.75 oz	0	Any	02840007...	Dorito Nacho 1.34oz	6	6	12/11/2020

Navigation: 1 2 3 4 5 6 7 8 9 10 ... 10 items per page 61 - 70 of 162 items

Please visit the Avanti Help Center to view AMS demo and additional documentation.



# EMV

E EuroPay  
M MasterCard  
V Visa

EMV chip card technology secures the transaction with enhanced functionality in three main ways:

- **Card authentication** – EMV protects against counterfeit cards by creating unique transaction data so that any data that fraudsters may intercept could *not* be used in subsequent transactions.
- **Cardholder verification** – EMV authenticates the cardholder and protects against lost and stolen cards by ensuring the person making the transaction is the legitimate cardholder. Usually, EMV requires the customer enter a pre-set PIN before the transaction will initiate.
- **Transaction authorization** – EMV authorizes transactions using issuer-defined rules either online or offline.



# Waste Management



# Waste Management

- Focus on Fresh Food
- Rotate Fresh Food Menus
- Make sure you are restocking and staling fresh food items for tracking purposes
- Ensure your staff understand the various product movement adjustments
- Use the data to help ensure you are stocking the correct products and QTY's for each market



# Waste Management Data

- Product Activity Report  
Allows you to track individual product categories such as fresh food and track the following for all your markets
  - Restocks
  - Sales
  - Stales
- Use this data to help create food orders and stock the proper QTY's for each market

**Product Activity**  
*Product Activity Report*  
\*\* Reports current as of Monday 8:08 pm (11/30/2020). \*\*

**View Report** **Export to CSV**

**Choose Date:** Custom Date Range **Starting Date:** 11/21/2020 **Ending Date:** 11/27/2020

**Select Criteria:** Product Category **Select Category:** ENERGY DRINKS, FLAVORED WATER, **FRESH FOOD**, FRESH FRUIT, FRITO LAY CHIPS, FROZEN FOOD, Fresh Food, GUM

Name
15.2 oz Odwalla OJ
AM Bagel Cream Cheese (Fresh)
AM Cherry Parfait
AGF Burrito Rotation

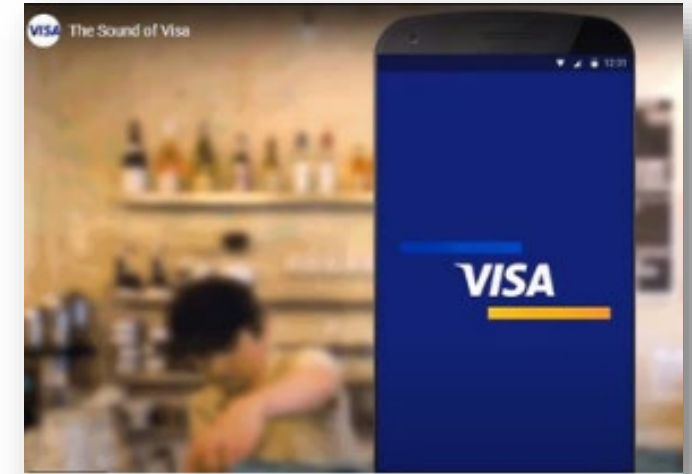
New  
for  
2021

Fresh Food  
Scheduling  
Enhancements

New  
for  
2021

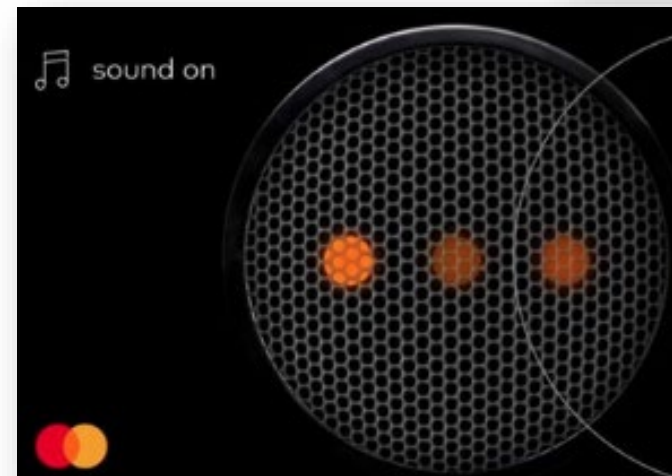


**VISA**



## Sonic Branding:

- A unique sound when a customer completes a transactions
- Visa & MasterCard each have their own unique tone
- This helps the consumer know that their transaction is complete
- Aligning more with retail practices



New  
for  
2021

# University Card Integrations



cbord®

Blackboard®



- Each integration requires custom configuration
- Prior to integrating the following information is needed
- Contact your Account manager
  - Specify 3rd party integrations
  - Provide a set of test cards
  - Provide client contact

# Avanti Help Center



Submit a request

Sign in

Can't find what you're looking for?



Avanti Help Center



Frequently Asked Questions



Avanti News & Releases

Promoted articles

[Intro to the Avanti Help Center](#) →

**Kiosk & Market Sanitation Best Practices**

# Avanti Help Center



## Accessibility

Contact support for assistance if you do not already have access



## Technical Support Portal

Submit tickets	Track tickets	Respond to tickets
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## Knowledge Center

Training Videos	How to documents	Sales & Marketing materials	Security & Network	Avanti Blog
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# Art of the Pivot: Tips to Successfully Shift Your Business Strategy

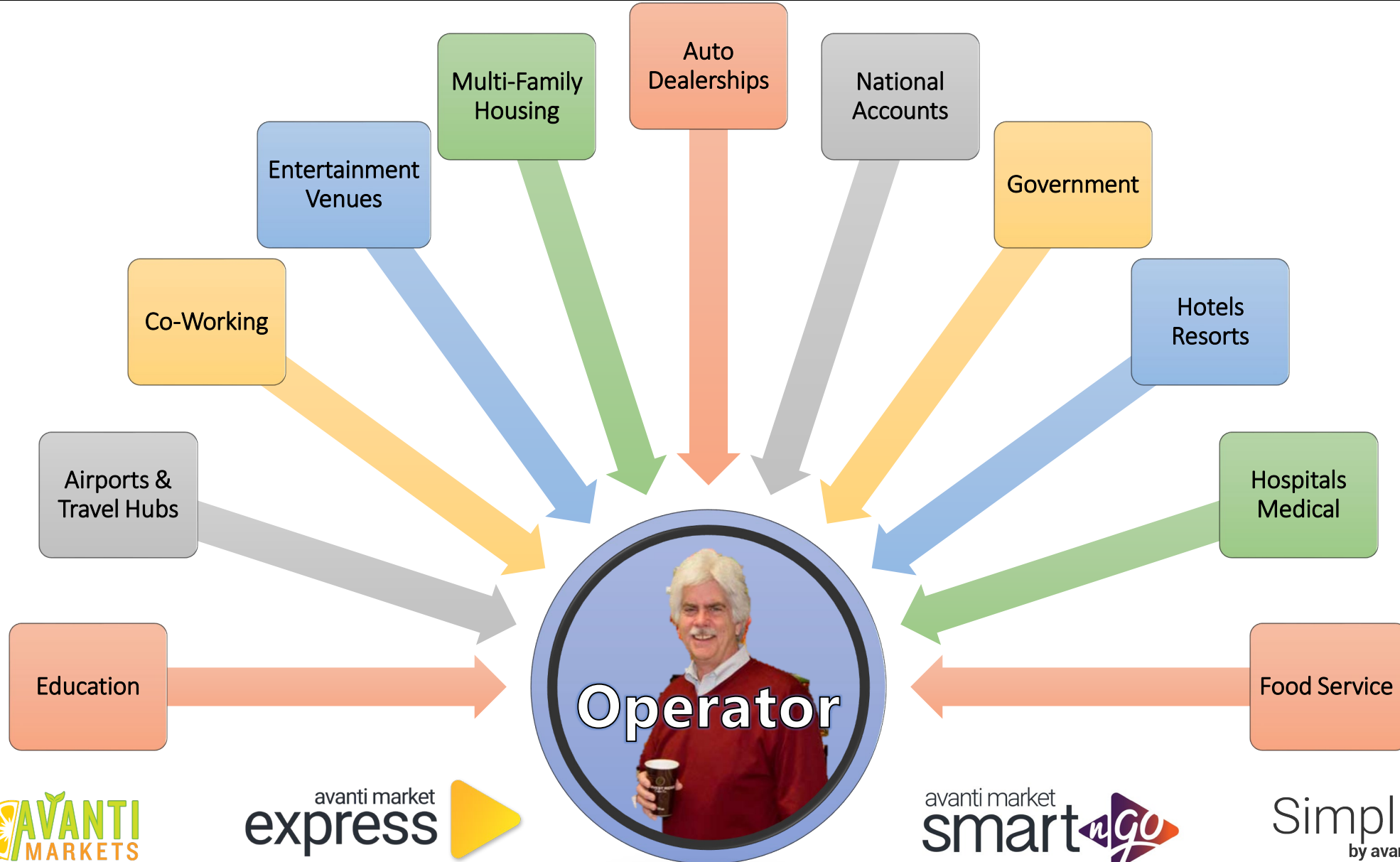
- **Understand your business's strengths and weaknesses**
  - Without this level of awareness and introspection, you won't get the chance to evolve.
- **Spark an internal dialogue**
  - Innovation can come from any level.
- **Identify important threats and opportunities**
  - Spend time in the depths of your user data, examine your conversion funnel, talk to customers in person, and track and analyze every move of your competitors
- **Evaluate pivot options**
  - Once you've pinpointed a significant threat or opportunity that warrants a pivot, it's time to start thinking about strategies.
- **Map out implications**
  - A core pivot will touch every aspect of your business. Map out what the redefinition looks like across process, profits, costs, brand, team structure, culture and more.
- **Sell the pivot to your team**
  - Successful pivots don't happen without the full support of your team and investors.
- **Sell it to your customers**
  - Telling a supportive community that you're planning to drastically change something they love is really, hard. Be sensitive but remember that you're building for the next million customers, and you simply can't please everyone.
- **Have a plan and execute it**
  - Have an extensive plan in place with tasks, stakeholders, deadlines, clear customer communication, and short- and long-term goals. Ensure that everyone is aware of how the pivot impacts them and their role in the transition.
- **Stay agile**
  - Remember that the need to evaluate threats and opportunities, and to change your approach, is ongoing. You must be willing to constantly threaten and disrupt from within. Stay aware and agile, and you'll have no trouble redirecting again when the time comes.



# Sales Segments

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# Developing Sales Segments





# New Solutions



# Smart N Go Gen 4



# What is a Smart N Go Market?

- Revolutionary alternative to vending machines and high-shrinkage Micro Markets
- Enjoy “high-tech” shopping experience that overcomes traditional vending limitations
  - Touch products, read labels, enjoy broader product choices, and use an array of payment options (debit, credit, member market card and more)



Cutting-Edge

Unattended

Secure

Automated

Modular



## Secure

All merchandise behind locked glass doors; opened via payment pre-authorization



## Modular

Fully customizable format to tailor to location layout and preferences

Supports refrigerated, room temperature, frozen, coffee



## Intelligent

Infrared sensors capture real-time selection of products

Cart updated as products are removed and/or returned to shelf



## Modern Design



## Fast & Easy

Just swipe, grab and go

# Smart N Go Gen 4



## The Gen 3 to Gen 4 Enhancements:

- Improved reliability and shopping experience through upgraded hardware
- Significant reduction in hardware issue frequency over Gen3
- The retrofit addresses common Gen3 issues including:
  - Flickering – where the system flickers as it tries to recognize products. This is no longer an issue with Gen4 given a new array sensor approach
  - Power improvements
  - Product changes – product changes are much easier now as the sensors allow for more variability

# Where Smart N Go is The Solution

- ▶ Replacement for vending machines
  - ▶ High-traffic location with upside for expanded offerings
  - ▶ Demand for fresh food
  - ▶ Desire to touch products/read labels
  - ▶ More payment options helpful to location (credit/debit card, member market card, biometrics and more)
- ▶ Micro Markets with high shrinkage (>5%)
- ▶ Public locations

## Location Ideas

- ▶ Schools, Colleges & Universities
- ▶ Hospitals / Medical Centers
- ▶ Airports
- ▶ Train/Metro Stations
- ▶ Hotels and Resorts
- ▶ Office Complexes / Multi-Tenant Buildings
- ▶ Arenas/Football Stadiums
- ▶ Cruise Lines
- ▶ Military Bases & Prisons
- ▶ Destinations - Casinos, Museums, Zoos, Museums, Science Centers, Entertainment Parks





New for 2021

# SimpliGet

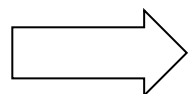
SimpliGet  
by avanti markets



## Mobile Order



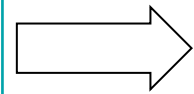
- Consumer uses Avanti or white label mobile app
- Menu items can be customizable or pre-set
- Payment submitted through Digital wallet



## Order Fulfillment



- Restaurant, deli, café, grill or cafeteria receives order
- Fulfills in order queue
- Label created for delivery



## Safe, No Contact Food Delivery



- Food arrives at locker location
- On-site and off-site locations
- Consumer receives mobile notification to pick-up food upon delivery



# Anticipated Use Cases



## Remote Order & Lockers Delivery:

Contactless food delivery provides fresh, individualized and minimally handled product.

Delivered to a host site's population providing options outside of the market while maintaining the customer share of wallet.

### Commissary

Onsite & Ghost Kitchens

#### Service

- On-site food service pick-up & delivery

#### Locker Type

- Cafeteria Bay of lockers
- Single tower for delivery

#### End User Service Level

- Scheduled/Grouped
- Scheduled/Single
- On-demand/Grouped
- On-Demand/Single

#### Location type

- Cafeteria/Café
- Multi-building campus
- On-site Deli; custom made sandwiches, salads, soups & select hot

### Direct

Restaurant & Retail

#### Service

- On-site food service delivery

#### Locker Type

- Single tower or bay for delivery

#### End User Service Level

- Scheduled/Grouped
- On-demand/Grouped

#### Location Type

- White collar, all industry; business parks, offices, medical buildings
- Blue collar, all industry; warehouse/manufacturing

# Express

1 

## Barcode entrance

- Avanti mobile app
- Printed barcode generated at kiosk

2 

## Shop for items

- Shop for items, replacing any unwanted
- Shop with a guest

3 

## Walk out with purchase

- Leave with desired product
- Receive emailed receipt



# Express

- ▶ Standalone, unattended retail opportunity
- ▶ Scan to enter, shop and then walk out
- ▶ With pre-authorized entry, no check-out required
- ▶ Final charges appear in app moments later
- ▶ Artificial intelligence through cutting-edge technology
  - ▶ Mobile payments & authorization
  - ▶ Computer vision/body geometry creates temporary shopper's image
  - ▶ Shelf sensors
- Reach out to your Account Manager for more details



# Small Market Solution

## What defines a small market location?

Small Footprint?  
Less than 100 employees?

## What solutions are there for small market location?

Tablet  
Mobile App Kiosks  
Locking Cooler

## Avanti Small Market Solution

Full AMS Capability  
Accepts Mobile Wallet, Credit Card, Market Card (No Cash/Biometrics)  
Hung on a Wall, Placed on a counter or Placed on a stand  
Uses – Remote Order Station, Secondary Check Out, Small Footprint Location

New  
for  
2021

Coming Soon !!!



# AVANTI PRODUCT FAMILY

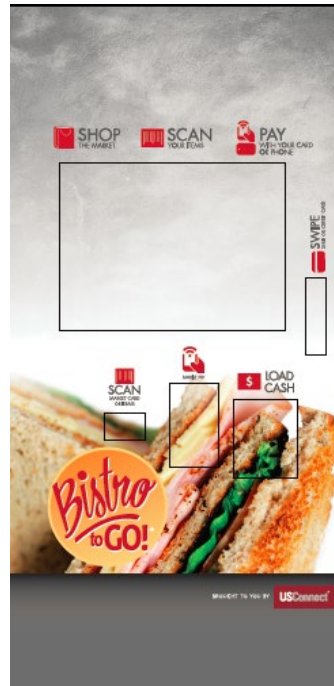


Customer Experience	SHOP, SCAN, GO	SWIPE, GRAB, GO	WALK IN, WALK OUT	CONTACTLESS ORDER & DELIVERY
Payment Options	Stored Value Account (Card/Mobile/Biometrics), Credit/Debit, Cash, University Cards	Stored Value Account, Credit, Debit, Cash, University Cards	Stored Value Account via Mobile App Entry, Credit, Debit and Cash	Mobile App, pre-order and on-demand, On-line, University cards
Environment	Secured Access	Public, Semi-Public	Public, Semi-Public and Secured	Public, Semi-Public
Ideal Placements	Breakrooms & Lounges; Secured to Semi-Secured Locations; Known Populations	Public, highly-transient locations; Colleges, academic buildings, student unions, campus housing, etc.	Standalone Retail option; pop-up, semi-permanent and permanent brick & mortar with supporting retail enclosure	Micro Market additions; College campus with needs of off-site food delivery and multi-building delivery from on-site cafeterias
Size	Flexible, Min. 16' Space Recommended	Flexible & Customizable; Modular Design	Minimum size commitment 300sq ft	Multiple form factors, customizable

**Video Overview**      [Avanti Micro Market](#)      [Smart N Go Market](#)      [Express Market](#)      Coming Q1 2021

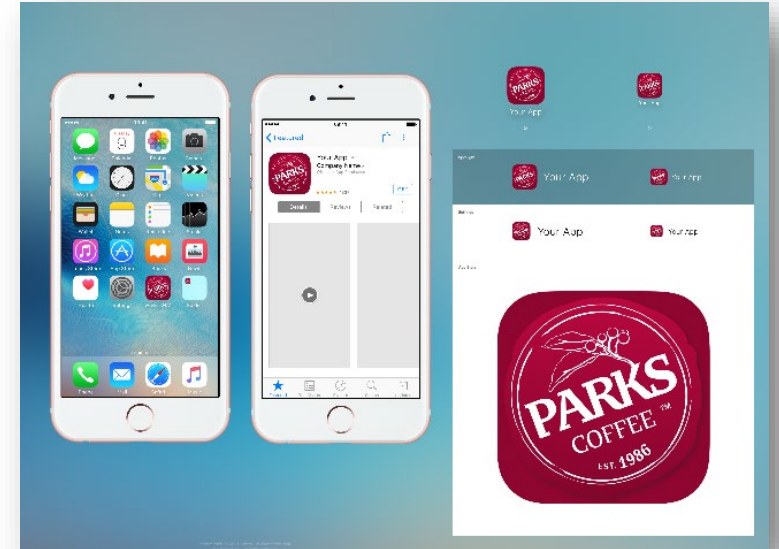
# Avanti Solutions - Your Brand

Avanti Markets offers market customizations that include kiosk wraps, market cards, mobile app, marketing materials and more



## Custom-branded App options:

- Enables consistent experience across various touch-points within the market
- On-going management of custom branded app including updates, new features, etc.



# 2020 Achievements

- ✓ Planograms
- ✓ Commission Report
- ✓ Campaign Management
- ✓ Mobile First Registration
- ✓ Global Product Replacement - Rules Engine
- ✓ EMV
- ✓ Avanti Help Center
- ✓ New Solutions
  - ✓ Smart N Go - Gen 4
  - ✓ Express
- ✓ Custom Branding

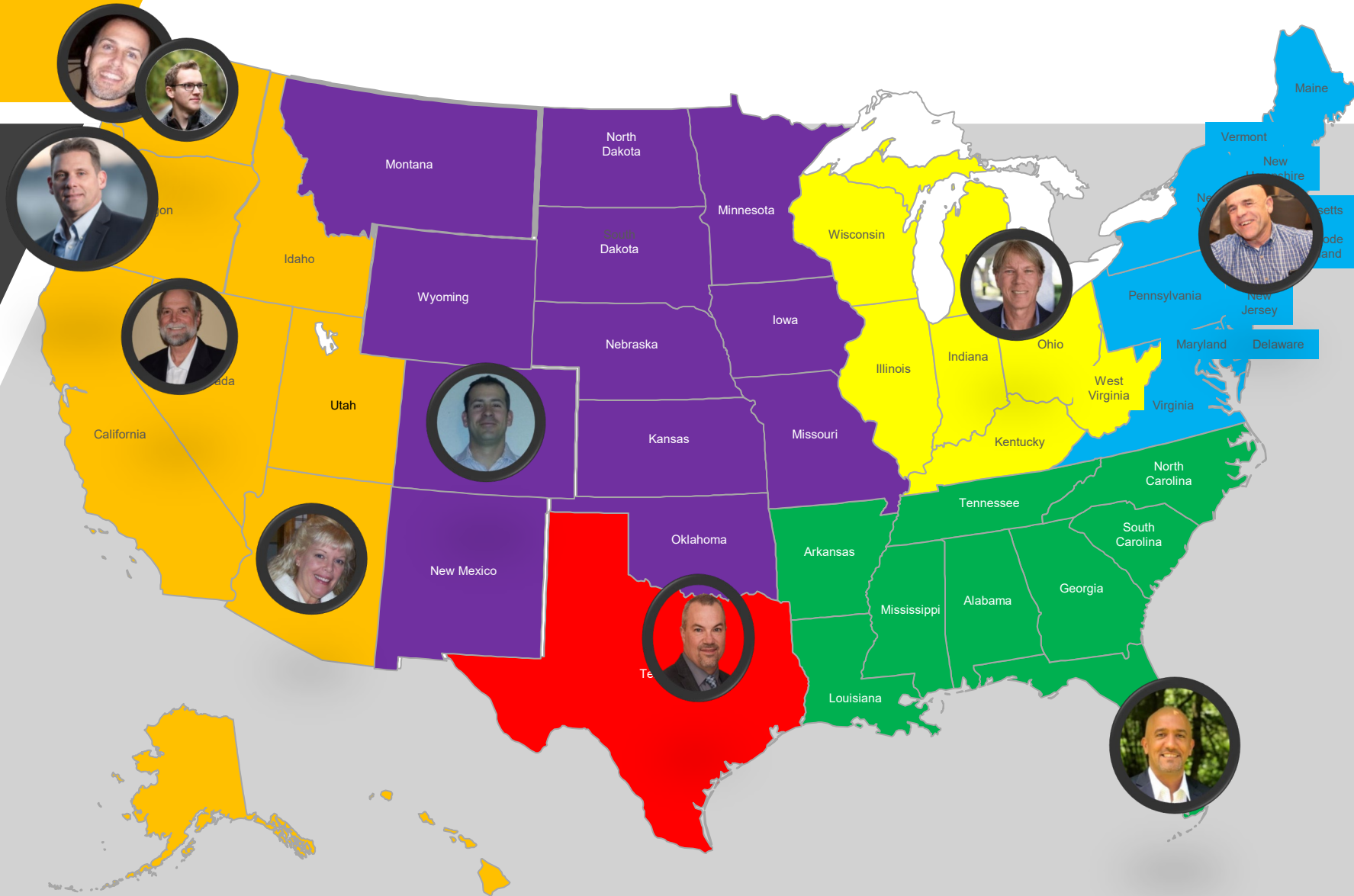
# 2021 Developments

- Campaign Management
- Waste Management
- Sonic Branding
- University Cards
- New Solutions
  - SimpliGet – Remote Ordering/Food Lockers
  - Small Market





# Your Avanti Customer Success Team



**Joel Berman**

•Seattle WA

**Greg Wilson**

•Fort Worth TX

**Scott Phillips**

•Portland OR

**Stu Case**

•Reno NV

**Rich Lau**

•Connecticut

**Rafael Pena**

•Boynton Beach FL

**Tristan Goldberg**

•Denver CO

**John Veit**

•Flint MI

**Michael Morrow**

•Seattle WA

**Linda McFarland**

•Phoenix AZ

# Action Plan Heading into 2021

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- Register your team for the Avanti Help Center
- Review any missed webinars from 2020
  - See webinar section in Help Center
- Use the new tools – POG, Campaign mgmt., etc.
- Drive promos to maximize customer interactions
- Reach out to your Account Manager to schedule one on one training
- Schedule sales training with your Account Manager with your sales team on segment development & pitching new solutions
- Stay tune for future webinars and new solutions launch

Let's make an impact together!!!



Thank You

Happy  
Holidays



— AND A —  
JOYFUL NEW YEAR