

Connecting the Retail Enterprise Through Collaboration

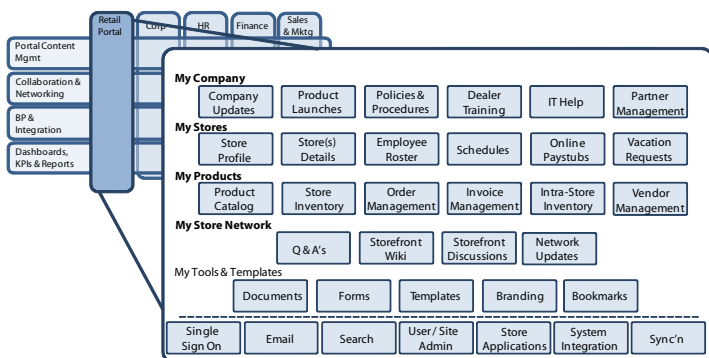
As customers increasingly drive the retail demand chain, successful retailers will use technology to connect with customers and suppliers as well as across the enterprise, between headquarters and store-front operations. An effective means to collaborate is crucial to stay on top of on-going trends and challenges in a retail environment. Successful retail organizations have seen increased growth and profitability by delivering on the following key business imperatives:

Gain Better Business Insights Across Sales Channels and Network

- The global demand chain has emerged and success requires collaboration in real-time with customers and suppliers to facilitate information access.
- Surface appropriate information from disparate line of business (LOB) applications such as merchandising, ERP and HR.

Enhance Employee Efficiency and Productivity

- Provide role-based access to information such as real-time inventory levels, price lookups, on-line training, HR profile updates and store operations procedures.
- Simplify interactions across the organization; for example, corporate headquarters category management, marketing staff and store front for promotion management.
- Support efficient communications between stores and the corporate office. Scheduling, training, and category management are areas where collaboration is critical.



The role of an integrated retail platform within an extensible portal.

Solution Highlights

- ✓ Microsoft Office Sharepoint Server (MOSS) – a seamless, integrated enterprise platform
- ✓ Manage content and processes such as communications, operating procedures and HR policies
- ✓ Integrate with existing back office systems to expose critical supply chain and merchandising information
- ✓ Deliver a “One-stop-shop” for storefront access to accurate & reliable Product & Inventory information
- ✓ Provide a foundation for corporate dashboards, store KPIs and reporting
- ✓ Ability to accelerate solution envisioning & design with our proven reference architectures

Total Cost of Ownership (TCO)

- Enhance business processes and reduce errors through simple, ease-to-use technology – the retailer needs staff to be effective immediately and minimize the time required for training.
- Better allocate resources through automated stock monitoring and alerting.
- Streamline the sharing of information both internally and externally with partners and suppliers.

A Connected Retail Enterprise

Ideaca has experience delivering collaboration solutions to support a wide-array of retailer needs. Our solutions provide an extensible platform to deliver the vision of a connected retail enterprise. Some examples include;

- Managing content and procedures such as store operating guide lines, HR policies and system training guides
- Integrating with existing back office systems to expose critical supply chain and merchandising information to wider audiences
- Providing a “one-stop-shop” for storefront access to price, product and inventory information
- Delivering a foundation for corporate dashboards, store KPIs and reporting

What can you expect?

Deliver a Connected Retail Experience across the Enterprise

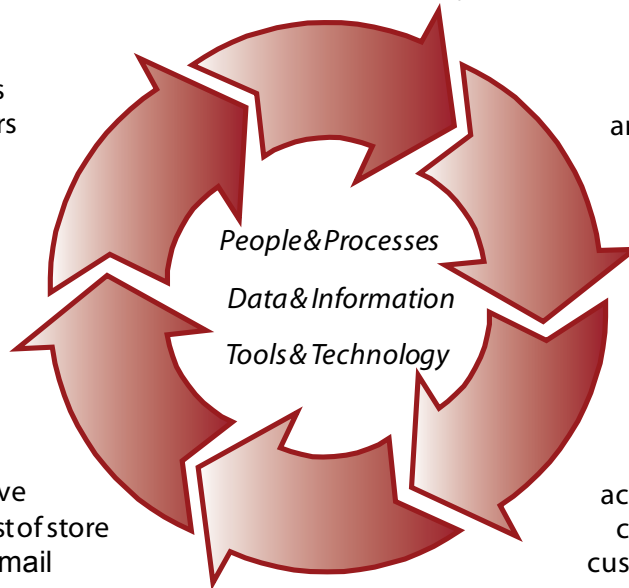
As customers increasingly drive the retail demand chain, successful retailers will use technology to connect with customers, suppliers and across the enterprise. This connected experience driven through collaboration is recognized as a means to help overcome business challenges, execute against imperatives and drive business benefits across the organization.

Quick response to demand

Tighten working relationships with suppliers to develop, allocate and replenish products efficiently

Reduce administrative burden / cost of store manager e-mail

Enhanced staff productivity through centralized document repositories for procedures and guidelines



Streamlined processes

Quick and easy dissemination of market changes and new strategies to all retail employees

Intuitive tools to reduce staff training requirements

Consistency across all stores and channels – vital to customer satisfaction

Simplified communications

Supplier visibility to product performance

Improve visibility into key data to support decision making

How Can We Help You?

Our experienced team of retail consultants coupled with our solution accelerators and an integrated software offering from Microsoft are all critical components to minimize your risk, optimize your performance and reduce your total cost of ownership.

To learn more about Ideaca's Retail solutions contact **1-866-816-IDEA x5157**, or e-mail sales@ideaca.com.



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