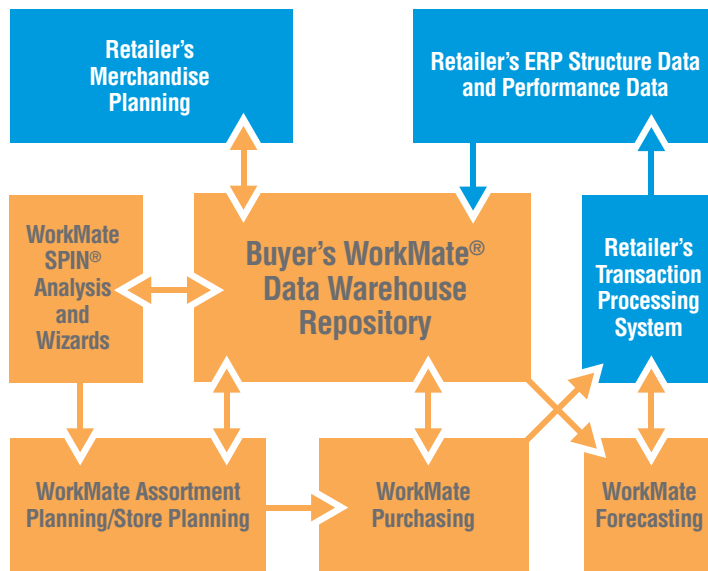


# Right Product, Right Place, Right Time, Right Price...

Make it a reality with an approach  
that works and doesn't break the bank.

## "Best of Breed" software that layers in the essential functions that facilitate your merchandise vision and strategy

The oldest axiom in retailing is to get the right product in the right place at the right time and at the right price. Seemingly, get this formula right and you are on your way to success. However, being successful in today's marketplace is certainly more complicated. Having your finger on the pulse of emerging consumer preferences and plain old good luck and timing are key ingredients, but in the end, practicing good retail fundamentals will position you to exploit those opportunities when they do present themselves. An important step towards accomplishing this goal is to acquire software tools that easily merge into your existing system infrastructure. In the last few years a number of "Best of Breed" software packages have become available for the retailer to evaluate. In addition, if your enterprise systems are somewhat dated, you might be confronted with the prospect of replacing it with a newer model in order to get better control of the merchandise cycle. At ITR we can make that decision easier and at the same time cost effective. Our Buyer's WorkMate® software addresses the key essentials for better control of the merchandise cycle and at the same time generates product assortments that meet local consumer demand. WorkMate's action oriented analytics (SPIN®), Forecasting, Assortment Planning and Purchasing modules have been battle tested at today's most demanding and successful retailers. SPIN is not your average business intelligent software package. It is a powerful and focused analytic system aimed at identifying the key local trends that drive assortments for upcoming merchandise seasons. Built in wizards can execute against identified trends immediately without any intervening data movement requirement. SPIN speaks directly with WorkMate's Assortment Planning module where local trends are applied to new season assortments ensuring that desired product attributes are ideally matched to location demographics. The Forecasting module utilizes various specific predictive variables to create sales forecasts that generate the ideal assortment depth and breadth by location. The Assortment Planning module speaks to the Purchasing module and is the last execution step of the cycle. It ensures that what was planned is actually purchased and is consistent with the new season's overall merchandise vision and strategy.



## An integrated system approach that makes "service oriented architecture" a reality by eliminating all redundant data management

Getting disparate systems to work together is always a challenge. ITR, through its experience has successfully smoothed the integration process. The open gateways from our software suite to the retailer's transaction processing system enable all systems to communicate seamlessly, eliminating the need for any redundant data management. The graphic below is an example of how WorkMate modules integrate to the retailer's existing system infrastructure.

## Project implementation that aligns the integrated "Best of Breed" software and support systems with key business processes and best practices

The final step in the puzzle is to ensure that the newly integrated system functions are effectively aligned with the retailer's key business processes and best practices. While this all comes together after the system is implemented, the methodology to address the defined processes and practices is published and promoted at the outset of the project. The methodology becomes the guideline for the following stages of the

project. ITR has a great deal of experience in blending the important business processes with the software capabilities and its utilization by the retailer's organization. Final adoption and acceptance of the methodology will be dependent on a number of critical factors:

- Top management commitment and support of the approach.
- Introducing the new software and system environment to the user community in such a way that there is clear understanding of how it will enhance their ability to improve overall merchandise performance.
- A phased implementation that capitalizes on early success of high profile pilot user groups.
- System facilities that measure ROI and success of the new methodology.