

Your headquarters. Your warehouses. Your stores.
Now imagine a software solution powerful enough to
make them all work together as one.



Aldata

Retail today. Retail tomorrow.



A retail solution that supports my business
from end to end...

I'm listening.

That's right. Aldata is **COMMITTED** to retail. We offer a **COMPLETE**, integrated solution platform to support your retail business from your headquarters to your stores and everywhere in between.

Offering rich merchandising and supply chain functionality, the Aldata solution allows today's retailers to proactively manage their most pressing business challenges. Our solution enables our customers to grow their top line by improving their in stock positions and enhancing the consumer shopping experience.

Most importantly – the Aldata solution is proven. We have a solid track record of **CONSISTENTLY** delivering value to our customers and their consumers worldwide.

We invite you to learn more...



Tune in, differentiate, deliver...

Thriving in today's retail world is about finding a niche and excelling in it. Whether you're focused on serving the unique needs of the luxury market or determined to be the low price leader – to be a successful retailer you must know your customers, develop differentiating factors that appeal to them and execute your strategies efficiently. Aldata offers a total retail solution that empowers today's retailers to:

- TUNE IN** to understand the emotional and functional drivers that influence consumer decisions;
- DIFFERENTIATE** to create "value" for their consumers that ensures ongoing loyalty;
- DELIVER** to react swiftly to consumer buying trends via a streamlined supply chain ensuring the right product is delivered at the right time to the right location.

We do this by offering a modular solution which from its inception has been driven by the retail industry and the goal of offering optimal sourcing, sales, stock and replenishment management functionality. Architected around **A SINGLE, CENTRALIZED DATABASE**, the Aldata solution enables retailers to assign and maintain a single data reference for each stock keeping unit (SKU) across the complete spectrum of their operations. This feature provides retailers with a significant advantage in terms of data consistency, control and flow, as well as the ability to efficiently manage inventory from order to sale.

If you need:

In your:

Aldata provides:

<ul style="list-style-type: none"> To manage the flow of products and information from the supplier to store to the end consumer with a single, integrated strategy To coordinate forecasting and replenishment to accelerate response to customer demand To streamline operations and processes in order to deliver the right products and information to the right people at the right time and place 	<p>HEADQUARTERS</p> <p>WAREHOUSES</p> <p>STORES</p>	<p>INTEGRATED DEMAND & REPLENISHMENT OPTIMIZATION</p>
<ul style="list-style-type: none"> The flexibility to execute buying, forecasting, pricing & promotions, replenishment, sales & logistics management at the store-level To free up in-store resources to spend more time focused on customer-facing activities To manage stock visibility, availability and turn while controlling supply chain activities at the store-level 	<p>STORES</p>	<p>STORE EXECUTION</p>
<ul style="list-style-type: none"> To achieve faster, more efficient logistics flow with minimum handling and maximum throughput To improve space and asset utilization to drive down supply chain costs To improve warehouse productivity and resource utilization with more effective tasking, picking strategies and labor management 	<p>WAREHOUSES</p>	<p>WAREHOUSE MANAGEMENT (WMS) & INVENTORY OPTIMIZATION</p>
<ul style="list-style-type: none"> To execute pricing strategies by store, geography, market, product or other specific business objectives To improve control, accuracy and management of critical item, vendor, store, and other order information To centrally define and execute vendor trade and incentive programs and increase margins on trade events and promotions 	<p>HEADQUARTERS</p> <p>STORES</p>	<p>ITEM & PRICE MANAGEMENT</p>
<ul style="list-style-type: none"> To increase focus on sales by integrating merchandising functions To manage assortments based on consumer trends, demand and competitive data To develop profitable, market-driven promotions with improved decision-support 	<p>HEADQUARTERS</p> <p>STORES</p>	<p>MERCHANDISE MANAGEMENT & OPTIMIZATION</p>
<ul style="list-style-type: none"> Forward and backward traceability and real-time control to address customer, industry and regulatory requirements Access to supply chain information 'anytime/anywhere' in order to resolve issues before they impact customer service or operational costs To enable trading partners to more effectively coordinate logistics activities 	<p>HEADQUARTERS</p> <p>WAREHOUSES</p> <p>STORES</p> <p>VENDORS</p>	<p>SUPPLY CHAIN VISIBILITY</p>
<ul style="list-style-type: none"> To improve control over deals, conditions, invoicing and logistics with suppliers To give suppliers visibility into demand in order to minimize delays, missed promotions and transportation costs Invoice matching to minimize administrative costs for managing invoices 	<p>HEADQUARTERS</p> <p>WAREHOUSES</p> <p>STORES</p>	<p>SUPPLIER MANAGEMENT</p>
<ul style="list-style-type: none"> A single solution with one data model to centrally manage business processes and information across financial, commercial and logistical activities The flexibility to manage multi-channel, multi-format, multi-geography and data synchronization as business requirements change Scalability to support real-world retail challenges and volumes 	<p>HEADQUARTERS</p> <p>WAREHOUSES</p> <p>STORES</p>	<p>BUSINESS MANAGEMENT & SUPPORT</p>
<ul style="list-style-type: none"> To align corporate and store operations around revenue and profitability goals To create loyalty with the right offer and products across multiple retail channels To manage operational and inventory costs by benchmarking critical transactions including inventory levels and orders 	<p>HEADQUARTERS</p> <p>WAREHOUSES</p> <p>STORES</p>	<p>RETAIL INTELLIGENCE & ANALYTICS</p>

The Aldata Solution

INTEGRATED DEMAND & REPLENISHMENT OPTIMIZATION

Even though planning may be centralized at the corporate level, most retailers still have different, and sometimes conflicting, strategies at the store and in the warehouse. The result is significant excess inventory and cost. With Aldata, retailers are able to streamline and optimize commercial, logistical and financial processes across their headquarters, warehouses and stores via a single solution.

KEY BENEFITS:

- Reduce out of stocks, excess inventory and logistics costs
- Improve forecasting accuracy and inventory cycle times
- Increase service levels and profitability

STORE EXECUTION

Today's successful retailers are fanatically focused on the customer. Their supply chains are seamless and their business models enable them to react with lightening speed to consumer demand. Yet, pressure from increased volume, extended operating hours and a growing number of store formats combined with shortened lead times and product life cycles, make it difficult for many retailers to balance profitability and customer service. Aldata enables retailers to increase customer service levels without adding costs to the bottom-line.

KEY BENEFITS:

- Efficiently increase inventory availability through perpetual inventory and suggested orders
- Reallocate labor from the back room to the selling floor via mobile solutions to yield improved customer service
- Improve in-stock positions with integrated warehouse and store replenishment

“Through 2008, 20 percent of the global Fortune 100 retail operations will cite integrated demand and replenishment as key to revenue growth and improved customer service.”

SOURCE: GARTNER GROUP

“Connecting the Retail Store to the Factory Door”

MERCHANDISE MANAGEMENT & OPTIMIZATION

In today's global market, achieving aggressive profit goals and streamlining merchandising costs across channels is an increasingly complex challenge. Aldata enables retailers to consolidate buying and merchandise management in order to optimize purchasing, replenishment, allocation, sales and logistical flows across all business functions.

KEY BENEFITS:

- Increase sales and market share through integrated merchandising
- Improve control over assortments, products and inventories
- Reduce markdowns and response times
- Proactively execute profitable promotions

SUPPLY CHAIN VISIBILITY

Retailers face consumer, industry and regulatory pressures to provide real-time traceability of product information. These demands don't need to be merely a cost of doing business. Aldata helps retailers translate this perceived overhead cost into real value.

KEY BENEFITS:

- Improve visibility, exception-based management and alert handling with technologies including RFID
- Track and prioritize supply chain events to ensure customer satisfaction
- Trace and track products from the farm to the fork to adhere with the Bioterrorism Preparedness and Response Act and other regulatory requirements



The Aldata Solution

WAREHOUSE MANAGEMENT (WMS) & INVENTORY OPTIMIZATION

Retailers need a supply chain execution solution that gets the right product to the right place at the right time while minimizing receiving, storage, shipping and transportation costs. Aldata helps retailers optimize product and information flows for effective inventory and warehouse execution in a centralized or decentralized network.

KEY BENEFITS:

- Reduce the need to perform physical inventories
- Increase productivity with optimal resource utilization and the deployment of voice and mobile technologies
- Maximize stock replenishment strategies
- Comply with bi-directional traceability requirements from customers, the industry and regulatory bodies

SUPPLIER MANAGEMENT

Supply variability may be more of a challenge than its demand counterpart. The better the communication and coordination is between retailers and their suppliers, the happier the customers will be. Aldata provides key capabilities to help retailers streamline administrative overhead, supplier interaction and logistics costs.

KEY BENEFITS:

- Manage deals, rebates and trade funds
- Maximize returns on deals and promotions by performing invoice matching
- Balance cost of supply with lifecycle value

BUSINESS MANAGEMENT & SUPPORT

Relying on a multitude of databases to manage high volume retail is a fundamental challenge. On top of being difficult, it adds time and money to the deployment and maintenance of the solutions. Aldata believes in the power of one – ONE DATA MODEL – to run a flexible, scalable and profitable retail operation.

KEY BENEFITS:

- Leverage best-practices across all areas of the business
- Ensure commonality of data, processes and flows
- Guarantee data uniqueness and integrity
- Minimize administrative tasks, paperwork and rework

ITEM & PRICE MANAGEMENT

Intense competition for customers online and in the stores increases the need for smarter, more creative selling strategies. Aldata allows retailers to capture more sales through pricing strategies that consider demographics, competition, sales and other factors. It also enables consistent and accurate item information throughout the enterprise to efficiently manage promotions and inventory, thereby reducing out-of-stocks and maximizing profitability.

KEY BENEFITS:

- Establish a consistent pricing reputation and brand image
- Reduce waste and spoilage
- Boost profit margins



RETAIL INTELLIGENCE & ANALYTICS

What is not measured cannot be improved. Aldata provides retailers with the essential financial, commercial and logistical information they need to optimally balance supply and demand.

KEY BENEFITS:

- Establish KPIs that continuously improve business processes from source to consumption
- Improve customer loyalty by identifying trends and responding to buying needs and behaviors
- Decrease operational costs and inefficiencies



The business of retail is trendy.

Your software solution shouldn't be...

Founded in 1986, Aldata is a leading global supplier of retail software solutions. With more than 300 customers in over 50 countries, we understand the details of retail.

Today the software industry is undergoing a massive consolidation spree. This trend means many of today's software 'giants' offer a collection of disparate, stand-alone systems.

Aldata's approach is different. Our solution's architecture provides one integrated database environment for all master data, information flow and supply chain operations – a feature that truly differentiates us from all other retail software solutions on the market. Our desire to stay true to our architecture means we focus on growing through internal development and thoughtful, strategic acquisitions that can be leveraged into our solution.

Aldata is powered by a vast network of professional resources spread across Europe, the Americas and the Asia Pacific region. And, our team can be supplemented when required by our global partner community. The Aldata solution and our services are entirely dedicated to helping retailers manage and fulfill consumer demand today *and* tomorrow.



Different companies, different countries... same success. Aldata customers include 11 of the Top 30 Global Retailers:

COMPANY	2005 GROUP SALES (USD/MIL)	HQ
CARREFOUR S.A.	117,451	FRANCE
ROYAL AHOLD N.V.	80,165	NETHERLANDS
TESCO PLC	72,576	UNITED KINGDOM
CASINO	53,809	FRANCE
AUCHAN	51,424	FRANCE
EDEKA	50,157	GERMANY
ALDI	47,156	GERMANY
ALBERTSONS	42,457	UNITED STATES
LECLERC	39,539	FRANCE
ITM (INTERMARCHÉ)	37,296	FRANCE
DELHAIZE	24,858	BELGIUM

Source: PlanetRetail.net



The comprehensive and rich functional coverage of the Aldata solution, the company's deep understanding of our operational needs and its proven references as a global software supplier to daily supply chains were the main drivers behind our decision to partner with Aldata. In this industry it's vital to work with a software supplier who understands our unique business environment, the competitive challenges we encounter and our strategy for future growth and success. Aldata gets it all.

Russell G. Ross, CIO **GIANT EAGLE**

Aldata's solution replaces aging systems at Smart & Final that did not support our diversification and growth. To date, the solutions buying optimization functionality has provided us with an initial 18% reduction in stock we carry in the warehouse.

Zeke Duge, SVP and CIO **SMART & FINAL**

Our goal is to give guests an ultimate service experience, providing high-quality products at competitive prices, supported by superior performance from our team members. Aldata's solution will support this goal by enabling our team members to provide a more responsive, flexible service for our guests, while at the same time enabling us to manage planned growth.

Peter Wellman, CIO **UNITED SUPERMARKETS**



Ahead of the curve is a very good place to be.

An analyst recently said that Aldata “has been a well-kept secret” in the United States, so we wouldn’t be surprised if we’re new to you. (1) And if that’s the case you may be wondering how we stack up against the competition. According to independent research performed by Headstrong, a global consultancy with specific expertise in operational performance improvement, Aldata is ahead of the curve. In fact, when benchmarked against SAP, JDA and Oracle, Aldata ranked tops in merchandising and supply chain management execution.

Furthermore, according to Gartner’s 2006 Magic Quadrant for Warehouse Management Systems, Aldata “has a good position in the market of being the primary vendor of an integrated retail suite that isn’t owned by SAP or Oracle.”

It seems the best kept secret in retail is out of the bag!
We look forward to partnering with you in the future.

1: Aberdeen Market Alert / May 16, 2005

	<i>Aldata</i>	SAP	JDA	RETEK*
ORGANIZATIONAL STRUCTURE	17	14	15	13
MASTER DATA	20	15	12	17
MERCHANDISING	15	14	11	11
SUPPLY CHAIN MANAGEMENT	18	16	13	18
STORE OPERATIONS	15	12	13	11
SALES CHANNEL	11	10	11	14
BUSINESS SUPPORT	16	19	13	14
	[112]	100	88	98

Data provided by Headstrong / 2005
*Now Oracle



Aldata

Retail today. Retail tomorrow.

Locations include: Atlanta, Bangkok, Cologne, Helsinki, Ljubljana, London, Paris, Stockholm, Stuttgart

Aldata Solution, Inc.
1800 Peachtree Street, Suite 720
Atlanta, Georgia 30309
USA

Tel. 1 404 355 3220
www.aldata-solution.com