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Aberdeen's research shows Best-in-Class companies are striving for closed loop inventory management practices.

- A New study by the Aberdeen Group, underwritten in part by WebConcepts -

Los Angeles, CA – May 29, 2008 – <http://www.wcisoft.com> - WebConcepts, a Los Angeles-based solution provider dedicated to employing forward-looking processes to reliably anticipate and fulfill demand, combining proven forecasting and replenishment tools with a customer's own specific knowledge and understanding of the market has underwritten a research paper by Aberdeen Group titled "[Technology Strategies for Closed Loop Inventory Management.](#)"

Inventory continues to be the lifeblood of supply chains, especially in times of economic difficulties. Properly managed, it drives revenue and efficiency for companies by reducing working capital while increasing customer service levels. Aberdeen benchmarked the people, processes, technologies, and metrics associated with inventory management in over 200 companies taking part in the March 2008 survey.

The report introduces the concept of Closed Loop Inventory management, a process encompassing Demand Analysis, Inventory Segmentation, Inventory Optimization, Replenishment, Event Management, and Responsive Execution. The metrics used as indicators of Best-in-Class performance are forecast accuracy, customer service level, cash-to-cash cycles, initial customer order fill rate, and perfect order percentage. The report cites numerous Best-in-Class differentiators in the inventory management process.

"Only 31% of organizations are looking at inventory management as a competitive differentiator. By adjusting the existing processes to configure a closed loop inventory management process, organizations can gain significant improvement in customer service levels and reduced inventory carrying costs," said Nari Viswanathan, research director, Aberdeen. "This report details the process, organization and technologies which need to be considered in order to effectively achieve this."

"Our entire business is centered on building solutions that enable best-practice demand-driven planning and replenishment," observes Ray Young, WebConcepts' founder and Chairman. "Sponsoring Aberdeen research is another way for us to help companies improve their performance, and we see it as another aspect of customer service. The better a company understands what constitutes best-in-class inventory management practices, the more value they can derive from our solutions."

WebConcepts – 2/2

WebConcepts' innovative advanced planning and replenishment tools include solutions for the full spectrum of supply chain environments, from small to mid-sized manufacturing and distribution operations, to multinational manufacturing and retailing. WebConcepts offers a line of fully web-based applications for Inventory Management, Replenishment, VMI and Demand Planning & Forecasting, all available as either fully-licensed or SaaS implementations. All modules are fully integrated in a common framework and deliver advanced methodologies in a highly configurable package.

Incorporating powerful statistical and new product forecasting techniques, state-of-the-art category management capabilities, configurable business rules and replenishment formulas, and sophisticated user-friendly reporting tools, WebConcepts solutions provide the ability to effectively manage supply and demand at any level of the supply chain.

To obtain a complimentary copy of the report, visit:

<http://www.aberdeen.com/link/sponsor.asp?spid=30410981&cid=4739>

About WebConcepts

WebConcepts is a widely-recognized developer of innovative supply chain planning and replenishment applications, noted for its leadership in shelf-level planning and replenishment. From its origins in serving the home entertainment industry, the company has grown rapidly into a leading solution for media & entertainment, consumer electronics and other high-velocity consumer goods. For more information, visit the WebConcepts website at www.wcisoft.com or contact WebConcepts' Marketing Department @ 1-626-820-8600 x401.

About Aberdeen Group, a Harte-Hanks Company

Aberdeen is a leading provider of fact-based research and market intelligence that delivers demonstrable results. Having benchmarked more than 30,000 companies in the past two years, Aberdeen is uniquely positioned to educate users to action: driving market awareness, creating demand, enabling sales, and delivering meaningful return-on-investment analysis. As the trusted advisor to the global technology markets, corporations *turn to Aberdeen*TM for insights that drive decisions.

As a Harte-Hanks Company, Aberdeen plays a key role of putting content in context for the global direct and targeted marketing company. Aberdeen's analytical and independent view of the "customer optimization" process of Harte-Hanks (Information – Opportunity – Insight – Engagement – Interaction) extends the client value and accentuates the strategic role Harte-Hanks brings to the market. For additional information, visit Aberdeen <http://www.aberdeen.com> or call (617) 723-7890; or to learn more about Harte-Hanks, call (800) 456-9748 or go to <http://www.harte-hanks.com>.