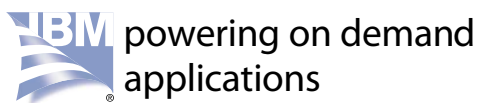




Unlock the business value in your enterprise.

Combining WebConcepts software with flexible hosting solutions from IBM



powering on demand
applications

A Compelling Combination

Executives recognize the tremendous benefits that can be achieved with today's innovative business applications. To optimize the business value of their IT investments, many organizations are choosing software delivered through application hosting services. Hosted application solutions from a reliable provider can accelerate your transition to On Demand Business by helping to reduce risk, lower costs and spread deployment.

WebConcepts has teamed with IBM e-business Hosting™ to offer you a flexible, on demand solution. Enabled to run in an IBM hosting environment, WebConcepts' Retail Inventory Management (iRIM) solution is an industry-leading application, leveraging the technology and business resources of one of the world's top hosting providers. By choosing software delivered with flexible hosting services from IBM, you have access to:

- A global network of security-enhanced, state-of-the-art data centers: IBM e-business Hosting Centers offer high-speed Internet connections, burstable bandwidth capacity and around-the-clock services.
- In-depth business process expertise and industry-specific knowledge: IBM consultants and technicians are among the best in the business and draw on experience gained through thousands of IBM hosting engagements, spanning all major industries.

WebConcepts and IBM offer a comprehensive hosted solution for your retail supply chain planning and replenishment needs. It is designed to provide the functionality, performance, reliability and security features you need to achieve a higher return on investment, speed deployment times, align IT spending to business activity, and reduce solution risk and complexity. In short, WebConcepts-IBM hosted solutions deliver lasting business value.

Achieve your Goals using a Flexible Hosting Solution

A variety of options exist to deliver the power of WebConcepts solutions in a hosted environment. IBM can manage your infrastructure whether it resides in an IBM hosting facility, at your onsite facilities or on the premises of a third-party vendor – regardless of whether your company or IBM owns the assets. Modular, flexible, scalable solutions backed by superior service-level agreements, IBM Managed Hosting services include a wide range of infrastructure; server management; server load balancing; backup and restoration; monitoring and reporting; problem determination and management; and customer support services – all geared to get your solution up and running today and scale your capabilities as needed tomorrow.

Together, WebConcepts and IBM deliver best-in-class retail inventory management and replenishment solutions without large capital expenditures. We are dedicated to enabling you to build a critical competitive advantage in an on demand world.



WebConcepts Retail Inventory Management Solution

WebConcepts' Retail Inventory Management solution, iRIM, allows manufacturers and distributors to plan production and shipments according to actual customer demand. iRIM is the only browser-based solution designed to support the full product life cycle – from new product demand planning and introduction, to retailer change-outs and resets, through special promotions and daily forecasting and replenishment.

iRIM provides state-of-the-art category management capabilities, integrating plan-o-grams and store traits with exceptionally robust replenishment formulas applied at any level of detail. Returns can be targeted as precisely as orders while item, store, DC and retailer constraints help to manage your shipping costs and open-to-buy targets. Managing store resets is greatly simplified as iRIM already has all the information it needs to guide the process, and can readily generate special "to/from" labels to direct the work on the sales floor. The iRIM solution includes a powerful any-format-to-any-format data translation tool that dramatically simplifies data acquisition from customers and suppliers as well as within your own organization.

Modern demand management entails much more than generating a forecast, and iRIM supports the full range of demand management methodologies along with robust data exploration and analytical reporting tools. Beyond providing the complete array of forecasting methods expected by best-in-class organizations, iRIM delivers these techniques through an automated forecast engine proven to be the most reliable and accurate on the market. Event modeling tools bring additional precision to forecasting in a promotionally active marketplace. Properly planning new product demand is a key factor in our customers' profitability and market share success, and iRIM delivers the advanced regression modeling and diagnostic analysis required to ensure success in projecting demand for new products in a rapidly changing business environment.

By providing solutions that address the key replenishment challenges and delivering them in a fully integrated system, iRIM gives you unrivaled control and visibility to your replenishment stream. One fully integrated, web-based system brings the entire supply chain onto users' desktops, combining plan-o-grams, EDI and on-hands, forecasts, initial shipments, replenishment and returns. With iRIM, you now have the power to successfully manage the last 100 feet of the supply chain and "Win at the Shelf." There is no other solution on the market that gives you such control.

Constantly expanding in size and complexity, the consumer goods market is fueled by the rapid introduction of new products. The challenges faced by consumer goods manufacturers, unfortunately, multiply at the same pace. Windows of sales opportunity shrink as the flow of new content accelerates, crowded retail shelves increase the competition for space and complicate the dynamics of inventory management, and retailers continually demand higher levels of accountability for shelf space profitability and inventory performance.

Every challenge, of course, presents an opportunity for your company to capture a greater share of the consumer's purchase dollar – an opportunity your competitors also share. Seizing the opportunity requires intelligent effort in the form of immediate and accurate demand planning, replenishment and inventory management over shorter and shorter time intervals.

The number of replenishment decisions required on a daily basis for even a single customer is overwhelming and demands automation. But automating a substandard decision process merely delivers substandard results faster. Optimizing replenishment, inventory levels and sales performance requires fast, accurate and responsive forecasting and replenishment processes. The tactics must be tailored to the product, its point in the life cycle and the selling environment – including taking into account upcoming space allocation plans for the product. To be successful you must anticipate change, not react to it.

No one can predict precisely what impact tomorrow's retail requirements and technologies will have on your business, except that they will increase the demands for faster and more precise management decisions, at ever lower levels of detail, with higher stakes for you and your customer. WebConcepts' replenishment, forecasting and planning solutions are built with tomorrow's demands in mind.



⊕ **For more information**

With WebConcepts and IBM, you can proceed confidently toward achieving your strategic business goals.

To learn more about WebConcepts visit: wcisoft.com

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