

## Press Release

### WebConcepts Granted U.S. Patent for Collaborative Demand Planning and Replenishment

June 30, 2011: WebConcepts was recently granted a U.S. Patent for its unique design incorporating dynamic planogram information into its inventory management and replenishment planning methodology. The design enhances inventory management and replenishment planning capabilities by integrating multiple layers of capacity planning strategies over variable time periods, and provides robust support for all Vendor Managed Inventory (VMI), Collaborative Demand Planning and Replenishment (CDPR) and Retail Inventory Management (RIM) relationships between supplier and customer. The approach, exclusive to WebConcepts, enables its iRIM application to automatically adjust key parameters in the replenishment calculation in response to changes in the planogram. Multiple planograms with different capacity constraints for the same item/store/fixture can be scheduled with different effectivity dates, allowing the replenishment system to plan appropriately for upcoming changes in item capacity, as well as anticipate changes in product assortment. Users can now implement strategic replenishment plans incorporating multiple layers of capacity constraints over specified time periods for the same any item/store/fixture across the entire enterprise. Real-time, dynamic response to rapidly changing merchandising strategies is just one of many key factors differentiating WebConcepts from its competitors. Coupled with flexible plan formulas, the innovation provides an unmatched capability for precise replenishment of ever-changing product assortments.

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 media industry, WebConcepts has grown rapidly into a leading solution for media and entertainment, consumer electronics and other high-velocity consumer goods. For more information, visit the WebConcepts web site at [www.wcisoft.com](http://www.wcisoft.com) or email [information@wcisoft.com](mailto:information@wcisoft.com).

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