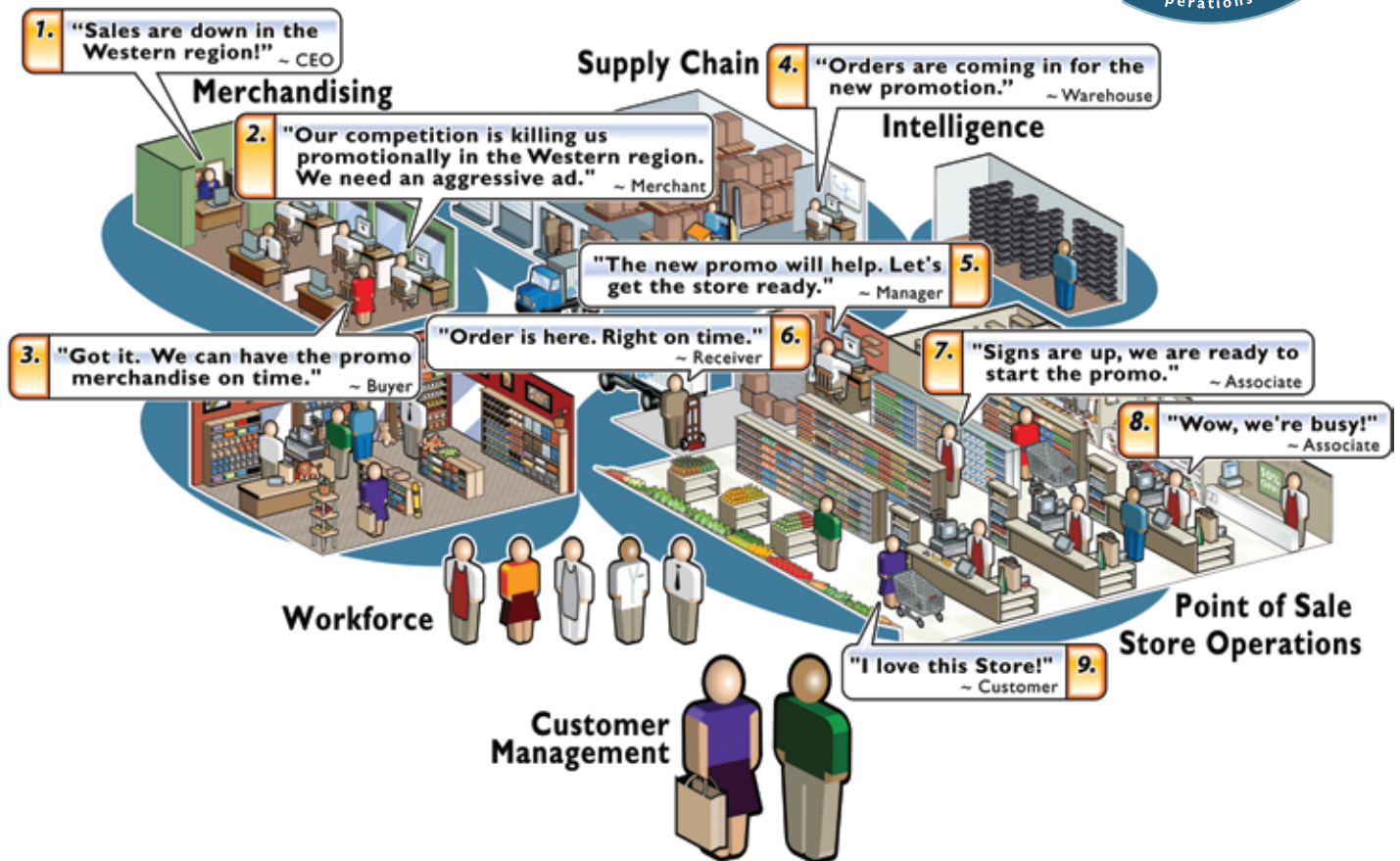


Connecting the Dots

The Demand-Driven Retail Continuum



What's wrong with this picture? It describes the demand-driven Continuum, starting with the CEO questioning performance in the Western region, the reaction from marketing and merchandising, supply chain delivery through store execution to the moment of truth — the customer in the store. It's the way things are supposed to work. But it's not the way most retail chains work today. Most retailers work with a diversity of disparate solutions. People and processes are disconnected.

Tomax and Retail.net offer an alternative based on rapid implementation, outsourcing, and the ability to integrate with retailer's existing systems — all aimed at delivering business value!

Creating and Executing a Business-Driven Retail IT Strategy



The success of Wal-Mart and other leading retailers has been attributed to strategic investment in IT to drive critical business objectives. Managing IT so it supports, rather than obscures, business value is a key challenge. Too many retailers are stymied by software solutions that are over-thought, overly complicated, and unable to flexibly integrate with current systems and processes.

Retailers need to produce business value through discrete solution investments which can be acted on and managed separately but which also support, ultimately, an integrated, cohesive Continuum.

With 25 years of developing solutions exclusively for retailers, we too, have felt the urgent need to fuse our understanding of retail, technology, and prevailing IT environments into what we call the...

Demand-Driven Retail Continuum

Merchandising			Store Execution		
Merchandise Planning	In-Season Merchandising	Merchandise Management	Workforce Management	Store Operations	Customer Management
Top Down Planning Strategic / Financial Planning Category / Assortment Planning Promotional Planning Space / Cluster Planning Bottom Up Planning	Demand Forecasting Revenue Management Promotional Management Price Management Price Optimization Inventory Management Multichelon Inventory Replenishment Allocation Open to Buy	Item Management Hierarchy Management Cluster Management Inventory Control Vendor Management Stock Ledger Purchase Order Management Price Maintenance	Time and Attendance Labor Scheduling Operations Support Task Management New Hire Process Training & Evaluation Forms Library	Cash Management / Reporting Inventory Control DSD / Receiving Transfers / Return to Vendor Store Ordering Instore Merchandising Loss Prevention Handheld Applications	Point of Sale Order Management Special Order Returns Management Resource Scheduling Configurator Linebusting Customer Loyalty Multi-Channel
Merchandising Portals			Operations Portals		

The grid above shows our Retail.net solution suite's breadth and depth. At the same time, we take care to safeguard Retail.net's value which lies not in the complexity or sophistication of any single component, but in its ability to produce timely, relevant, and actionable information for the users across the Continuum.

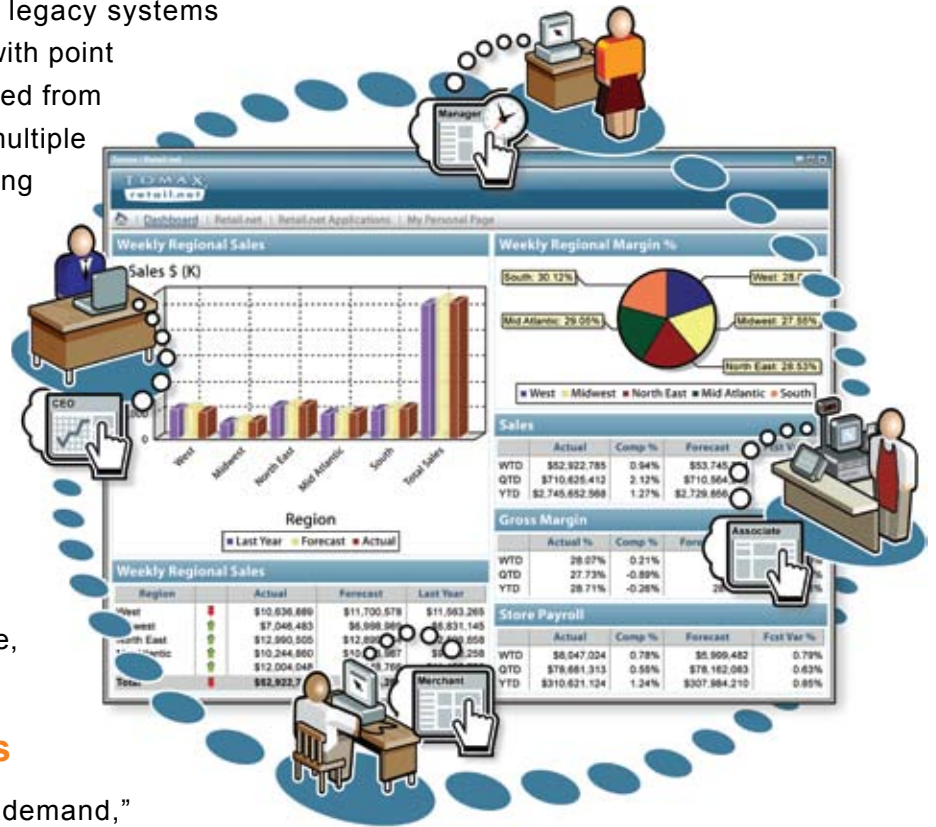
Retailers know that business results improve when the key components of the retail Continuum — planning, merchandising, store operations, workforce and customer management — work with optimal efficiency to produce the best possible customer experience. That's the business side.

On the technology side, retailers need to bring together and centralize all the information required to support these functions. Furthermore, they need solutions that will easily integrate with their existing retail solutions and that facilitate easy, realtime access tailored to each user's position in the Continuum: corporate, store, or offsite. Providing a single, golden thread of information across merchandising and store solutions gives retailers a foundation for improved cooperation, communications, and productivity.

It's a simple vision, but a significant departure from the reality of most retailers' struggle between legacy systems of various ages and capability, mixed with point solutions developed in-house or acquired from third parties. Replicating data across multiple systems is a daily challenge, and trusting the output requires a leap of faith.

Acting on the vision, retailers strive to accomplish the obvious — Connect the Dots. This requires:

- Making sense out of the mix of retail solutions already installed or in the marketplace
- Recognizing the need not only for strategic solutions but also for connectivity between them via flexible, retailer-driven implementations



On-Demand Retail Solutions

Tomax is the leader in delivering “on demand,” or hosted, solutions to retailers, serving over 30 retail chains, spanning all segments — including airport retail, chain drugs, sporting goods, electronics, home improvement, supermarket, grocery, specialty foods, party goods, hair salons, and fitness centers — that have combined annual sales of more than \$8 billion, ranging in size from family owned businesses with 10 stores to public companies and specialty chains with more than 1,000 locations.

Operating from two world-class data centers and maintaining a staff of well trained IT professionals, Tomax serves customers from as far away as Jamaica and Puerto Rico who can focus on running their business with peace of mind. Their Retail.net solutions will not fail if their network fails because of routine hardware failure or more disastrous events such as tropical storms and hurricanes. Tomax outsourced services enable retailers to:

- Reduce implementation time and cost by up to 50%
- Automatically maintain latest software and releases
- Eliminate skill requirements, staffing costs and knowledge of advanced technologies
- Ensure security and failover protection through the use of world-class data centers

Modular implementation opens the door toward an organized and strategic approach to IT, established in concert with the business, according to the retailer's priorities and schedule.



Your business goals need to drive your technologies. Our goal is to work with retailers to make sure business objectives do not dissolve into the complexities of software implementations. It's a trans-organizational approach that requires top-down leadership and total company commitment. The results are worth it.

Business Benefits

What's the value of integrated planning, merchandising, and marketing? Effective promotional management? Carefully managed pricing and markdowns? Effective staffing of stores in concert with the merchandising strategy?

It's simple – and essential: the ability to compete in a world of compressed gross margin, relentless competition, and an increasingly discriminating consumer. Our work with retailers on each aspect of the retail Continuum has focused on implementation time frames and cost to define and ensure generation of ultimate business value.

We welcome the opportunity to work with you to identify key business opportunities, using the Continuum as a template to drive strategic implementation planning to support your business goals.

Eric Olafson
President and CEO
Tomax Corporation

Visit www.tomax.com and find out more.



224 South 200 West, Salt Lake City, Utah 84101

801.990.0909

801.924.3400 fax

info@tomax.com