

The image features a background of various handbags in different colors (yellow, white, brown) and styles, displayed on shelves. The left side of the image is overlaid with a large blue rectangle and a diagonal lime green stripe. The Aptos logo is positioned in the top left of the blue area, and the text 'Aptos Merchandising' is located below it.

aptos®

Aptos®  
Merchandising

## Aptos: Engaging Customers Differently

To succeed in today's demanding retail environments, you must be able to fully understand your customers; to profitably align your offerings with their traits and preferences in every channel and touchpoint; and to support rich, effortless, customer-centric shopping journeys.

Aptos delivers that advantage to apparel, footwear, specialty and general merchandise retailers. Our singular retail platform and innovative Cloud solutions unify complex omni-channel environments with the power of one product, one customer and one order, plus advanced analytics and data management, to enable seamless customer experiences and optimized management of your entire enterprise.

The Aptos retail suite includes:

- Store / Mobile Store
- Enterprise Order Management
- Digital Commerce
- Customer Relationship Management
- Merchandising Suite
- Merchandise Lifecycle Management
- Audit and Operations Management
- Analytics
- Professional Services and Support

Yet the Aptos advantage is about far more than just our solutions. We leverage more than 45 years of best practices; utilize the Cloud to drive efficiency, productivity and growth; support our clients through collaborative, long-term partnerships; and link our compensation directly to your satisfaction. In all these ways and more, we engage customers differently for superior results.

**#1**

Vendor for Tier 1\*

**1300**

Retail Specialists

**1000+**

Retail Brands

**130**

Websites

**130K**

Stores

**\$570B**

Annual Revenues  
Managed

\*RIS Leaderboard



# Aptos Merchandising

Extend your control over all inventory and related functions in all channels.

Underperforming inventory. Out of stocks. An inability to respond quickly and flexibly to shifting consumer trends. These are just some of the top merchandising challenges faced by today's leading retailers. They are especially significant in complex omni-channel environments, where multiple points of sale must align with multiple points of inventory as well as diverse customer preferences and expectations.

For these reasons, it's more important than ever to know exactly what you own and where you own it. But true value comes from being able to manage merchandise efficiently and to optimize where inventory should go to maximize sales, minimize markdowns and avoid out-of-stocks.

The Aptos Merchandising Suite, with optional Warehouse Management, delivers in all ways. It gives you the tools you need to analyze, order, price, distribute and manage merchandise across your enterprise for maximum return on your investment.

The Aptos Merchandising Suite is designed to support the needs of multi-national retailers. Requirements such as currency, taxation, language, and regional preferences are managed to enable a single deployment for multiple

geographies, simplifying your IT infrastructure. Transactions and inventory are valued in both local and home currencies, allowing for local accountability and consolidated reporting. User access to data can be limited based upon access rights to branches in the merchandise and location hierarchies.

Using consistent data to guide all processes, our solution automatically synchronizes and integrates key functions such as purchasing, pricing, receiving, allocation and replenishment, while its centralized transactional database and support tools enable you to make better decisions based on accurate, current and shared information. The result is improved performance and coordination of every process in your retail

cycle, to make your business more competitive and better positioned for growth.

With our merchandising suite you will:

- Tightly coordinate every key merchandising process
- Send exactly the right merchandise to exactly the right stores
- Track the status of all merchandise through shipping, receiving, and distribution
- Alert users to exceptions in performance by merchandise and location
- Analyze merchandising activities and directly initiate changes
- Achieve true flexibility, scalability, and control

Aptos Merchandising supports more than:

100 leading retailers

190 brands

13,000 stores

# A Complete Merchandising Solution

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The Aptos Merchandising Suite gives you all the tools you need to understand what's happening with your merchandise, based on a holistic view of your omni-channel operations, and to respond quickly and effectively to your customers' needs and to changing business conditions. They include:

- Enterprise Data and Product Management
- Purchase Order Management
- Allocation, Replenishment and Forecasting
- Inventory Management and Web IM
- Price Management
- Actionable Analytics
- Accounting

Together with our optional Warehouse Management component, our solution equips you to:

**Run a more efficient business** with a broad range of functionality that will streamline and tightly coordinate every key merchandising process, fulfill store and channel needs quickly and correctly, track inventory performance and effectively manage data.

**Predict and respond proactively to trends** using flexible and interactive allocation and replenishment with open-to-ship by store. This reduces the need for markdowns, end-of-season consolidations and inter-store merchandise transfers.

**Tightly integrate numerous retail functions** by working seamlessly with all your other enterprise and customer-facing applications, to help unify your solutions enterprise wide.

**Support vertically integrated retailer operations** by providing visibility to wholesale inventory and streamlining the ordering, allocation and replenishment of that inventory.

**Drive local and international growth** with Unicode support for multiple languages (including English, French, Spanish and Simplified Chinese), inventory valuations in multiple currencies, as well as global pricing, taxation and localization of select data fields.

# Seven Powerful Applications

The seven core applications in the Aptos Merchandising Suite let you manage inventory precisely according to sales and true demand in every channel and location.

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## Enterprise Data and Product Management

Eliminate costly inefficiencies! Enterprise Data Management enables you to leverage all the core information that defines your operation, including locations, merchandise structures, alternate hierarchies, vendors, countries and jurisdictions, currency

codes, exchange rates and reason codes.

Similarly, Product Management lets you easily track and manage vendor details, packaging, images, and descriptions. Pictures displaying merchandise can

be created as data items, while attributes and alternative hierarchies can be changed at will. These applications support direct-to-consumer engagement and advanced order management functionality.

## Purchase Order Management

Manage your entire purchase ordering process on your terms! Purchase Order Management handles the detailed process of placing purchase commitments with vendors and monitors the progress of buys and their delivery dates, while maintaining financial and open-to-buy control.

The application equips you to buy on your terms by supporting a complete range of PO options including PO type (standalone, blanket/release),

distribution method (bulk, drop-ship, cross-dock), shipment configuration (multiple or single), plus a variety of vendor and delivery options. It is also integrated with key supply chain applications to ensure your buying decisions are sound, your vendor and delivery instructions are clear, and your stores get the right products on time.



## Seven Powerful Applications (cont.)

### Allocation, Replenishment and Forecasting

Get the right merchandise in the right place at the right time! Merchandising's integrated Allocation, Replenishment and Forecasting (ARF) component lets you allocate any items directly to your stores, leveraging user-defined calculations and accounting for all key variables: styles, colors and sizes in demand based on sales histories, sell-through and potential, group rankings, location plans, attributes and other metrics.

Equally important, ARF gives you replenishment you can trust. Configurable, automated processes think like you think to drive everything from forecasts based on past performance and ideal algorithms to model stock updates and the creation and execution of POs and warehouse distributions.

Auto-replenishment is fast, flexible and accurate, so you can:

- ▶ Replenish to forecasted needs
- ▶ Create rules for insufficient inventory
- ▶ Incorporate similar store and location histories
- ▶ Replenish loose units, packs; maintain order and distribution multiples

With Aptos ARF, you can balance the major drivers in your business—merchandise plans as well as sales activity in your individual stores—by responding to past activities, current situations and forecasted trends. You can allocate to plan methodology, open-to-ship methodology and to re-forecasted, in-season store plans, and use intelligent forecasting to drive replenishment. ARF ensures your business avoids stock imbalances and out-of-stock conditions to increase your sales with lower inventory levels and fewer markdowns, boost customer satisfaction and increase gross margins.

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*Since going live with Aptos, we have been able to reduce on-hand inventory by 22% while continuing to achieve positive sales growth and profitability!*

- Matt Ware, The Fragrance Outlet

## Inventory Management and Web IM

This core application ensures the head office, warehouse or stores get direct access to current, real-time inventory information across the enterprise.

Inventory Management lets you track inventory online by SKU, location, quantity and value in any number of user- and system-defined status categories, to provide a single source of reliable data on inventory positions. This empowers you to serve your

customers more effectively while obtaining a true rate-of-sale figure. And with Web IM, persistently connected to your POS using a scanning-enabled mobile device, your store associates can perform their inventory transactions and validations in real time, to get clear, reliable insight into merchandise in transit and inventory stored offsite.

## Price Management

Ensure the price is right! Price Management lets you change and test pricing strategies and localize pricing at different locations and times to effectively market your products. This application protects margins by supporting pricing down to the style, color, size and store level. It equips you to manage pricing with complete flexibility—chain-wide or by country, zone or location—and to incorporate changes at the POS and in ticketing, allocation, forecasting and analytics processes.

With Price Management, you can experiment with a wide range of pricing schemes to determine their impact on

your margins, shoppers and results, and analyze sales and inventory by price status. You can create price changes for styles in inventory and send this information to your stores. Changes can be permanent or temporary, including promotions and deals such as BOGOs, stock up sales, etc.

Price Management equips you to:

- ▶ Analyze sales and inventory by price status
- ▶ Check price status by SKU / location
- ▶ Price by chain, jurisdiction, pricing group, location, color, SKU







## Accounting

The Accounting module within the Merchandising Suite supports integrated invoice matching capabilities and creates a tight connection between merchandising and accounting, ensuring tight controls. The integrated Stock Ledger—which can be maintained based on cost method (weighted average, by chain, country or location) or retail valuation methods with user-defined price and inventory statuses—allows you to clearly see your inventory position

and margins by category at any given point in time. This configurable module can be mapped from transactions based on transaction type, price status, inventory status and reason code to allow very granular transaction combinations that can be summarized in general ledger by company, location group and merchandise group.



## Actionable Analytics

The actionable and customizable decision support tools within our Merchandising Suite let you analyze all merchandising activities, including sales, orders, receipts, distributions, price changes, inventory adjustments, transfers and returns to vendors, then directly initiate changes and inventory transactions. The analytics module provides fast access to data at any level of the location and/or merchandise hierarchies and lets you send scheduled email exceptions automatically. This allows you to determine

and capture opportunities for faster turns, improved margins, better markdown execution and more precise forecasting.

Integration with Aptos Analytics will further extend your analytics and actionable insights to strengthen your management capabilities across a wide range of modules and functions.



# Aptos Warehouse Management (optional)

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Aptos Warehouse Management, an optional component of the Aptos Merchandising suite, is an optional, comprehensive WMS solution that goes above and beyond the integrated module within the Aptos Merchandising Suite. It streamlines your warehouse / DC operations, optimizes your productivity, extends your visibility into the warehouse, and improves the speed and accuracy with which merchandise flows from receiving through distribution to store shelves. As a result, Aptos Warehouse Management equips you to reduce costs and stock-outs, improve your customers' experiences and increase sales.

Warehouse Management is fully scalable, flexible and configurable. The application manages all aspects of the retail warehouse in real time—from receiving, ticketing and inventory management to pick, pack and shipping for both regular warehouse operations as well as order fulfillment. WMS incorporates online, detailed task tracking, system-directed put away (with options of vendor, class, style or SKU storage groupings) and cross-dock options. Manual or event-driven cycle counts and continuous online item and document validations ensure inventory integrity and help reduce shrink.

With Warehouse Management you will:

- Accelerate warehouse operations and flow-throughs in RF, paper or mixed environments
- Optimize inventory handling and distribution to stores and order fulfillment to customers
- Improve order management with real-time order status updates
- Leverage extensive cross-docking capabilities
- Increase chargeback visibility and vendor compliance
- Reduce inventory carrying costs
- Boost the efficiency and productivity of warehouse staff with real-time assignments, prioritizations and reporting
- Drive better picking and packing, supported by wall-to-wall inventory tracking, directed put-aways and location flexibility
- Operate with multiple units of measure and multi-facility configuration
- Optimize your DC operations, inventory and results



Aptos Warehouse Management maximizes the value of your supply chain and inventory. Merchandise and orders can be processed with unprecedented speed, while material handling and personnel costs are minimized.

**Real-time updates** help maintain peak performance through changing production demands and priorities. When used with RF hand-held terminals, the solution provides for immediate validation and instantaneous status updates for all inventory movement in the Distribution Center.

**Date-time stamp tracking** for all activities provides extremely accurate information that is used for FIFO/LIFO pick selection and detailed investigation of inventory discrepancies. As overall accuracy rates improve, management tasks and the frequency of physical counts can be reduced.

**Integration with Aptos OMS** or a third-party order fulfillment solution enables all customer orders to be processed using multiple picking, packing and fulfillment methods: ship-to-customer, ship-to-store for pickup or warehouse pickup.

**Integration with third-party carriers** such as UPS and FedEx, as well as with third-party sortation and packing systems.

**Numerous cross-dock options** decrease the dock receipt to outbound shipment cycle. Extended use of the one-scan ASN carton receipt and pack process, the pack-by-store receipt feature, and vendor case-pack processing promote quick turnover of the critical inbound receiving area.

**Vendor compliance, tracking and confirmation** are supported by automatic capture of standard and customized compliance elements.







## About

### Aptos: Engaging Customers Differently

Aptos is the largest provider of enterprise software focused exclusively on retail. Our cloud-based Singular Retail™ solutions are trusted by over 1,000 retail brands in 55 countries. With industry-leading omni-channel commerce and merchandise lifecycle management solutions, we help retailers develop dynamic and responsive assortments, streamline operations and deliver integrated, seamless experiences...wherever shoppers choose to engage. More than 1,300 colleagues share our collective passion for engaging customers differently, and we are committed to developing relationships built on trust and tangible value by partnering with our clients to create agile retail enterprises that are built to thrive in an era of constant change. Learn more: [www.aptos.com](http://www.aptos.com).

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