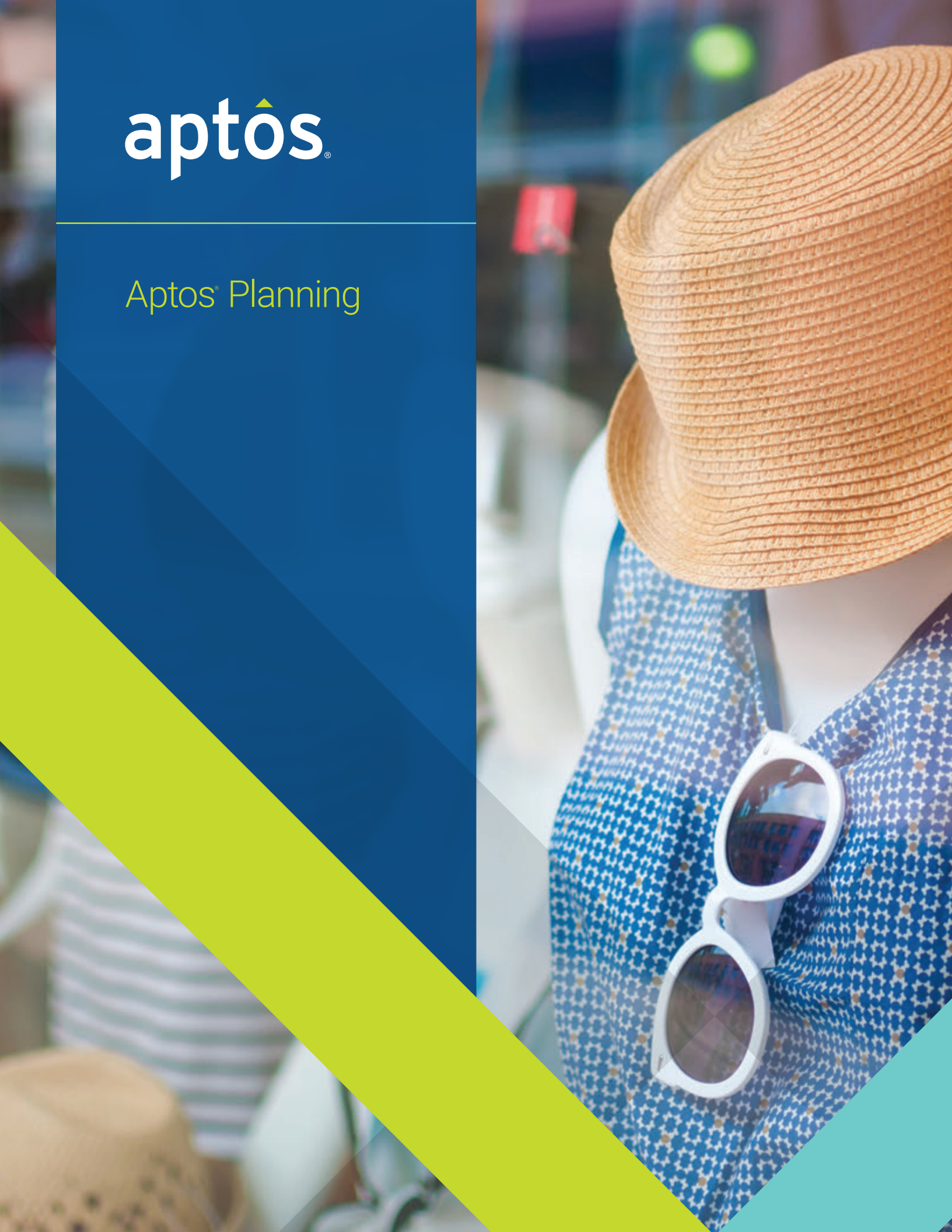


aptos®

Aptos® Planning



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 commerce platform and innovative Cloud solutions unify complex omni-channel environments with the power of one interaction, one order, one customer, one inventory, one truth and one view, 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 / Clienteling
- Merchandising
- Planning and Assortment Planning
- Audit and Operations Management
- Analytics
- Payment and Secure Data Management
- Professional Services

Yet the Aptos advantage is about far more than just our solutions. We leverage more than 40 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 Market Share*
1000 Employees
130 Web Sites
130K Stores
\$570B Annual Revenues

*Store and Mobile Store, per IHL and Boston Retail Partners

Aptos Planning

The Power of One Inventory

Gain control over all inventory and related functions in all channels.

Within an environment marked by shorter seasons, faster fashion cycles, a growing array of channels and ever-shifting trends, effective retail planning has never been more challenging or critical to your success. Getting it right, by creating accurate, actionable demand forecasts across your chain aligned with your financials, can make all the difference between grief and growth.

That's exactly what Aptos Planning is designed to do. By correctly assessing which products, quantities and attributes will be in demand in each market, channel and type of store, Planning enables you to purchase exactly the right mix to drive peak performance and maximize the return on your merchandise investment.

Aptos Planning combines proven modules for **Merchandise Planning** and **Assortment Planning** that link with your financial plans, buying plans and individual store plans, so you can identify what's needed at both the chain and store level.

With integrated merchandise and assortment planning you will:

- ▶ Clearly understand sales realities
- ▶ Identify what's needed at both the chain and store level
- ▶ Create an accurate inventory model from the top down and/or bottom up
- ▶ Build and view your assortments with simple point-and-click functionality and compare them against your financial plan values
- ▶ Automatically generate allocations and easily execute purchase orders
- ▶ Leverage plans across the retail enterprise
- ▶ Respond quickly to shifting conditions and consumer demands

Aptos Planning

Manage The Art And Science Of Retailing

Retail planning is no longer a pre-season exercise focused exclusively on a company-wide financial plan. In today's dynamic markets, planning has become an ongoing, highly involved process that requires the integration of numerous plans, analyses at all levels, and the synchronization of multiple channels to accurately predict and respond to trends. Aptos Planning addresses all these needs.

Automate Complex Tasks

Aptos Planning uses a sophisticated calculation engine and offers many different ways to obtain and analyze information so you can know what's selling where, respond quickly, and always get the right merchandise in the right place at the right time. And by automating the complex tasks associated with planning, it allows you to invest more time in running your business day to day.

Empower Your Personnel

With Aptos Planning you can compare plans to actuals throughout the season, so your planners can stay on top of what is happening in your business now and take appropriate action without delay. You can also automatically re-forecast plans based on what your customers in each location are buying—both preseason and in-season.

In all these ways, Aptos Planning equips you to strengthen your brand and bottom line, and to fully realize your unique retail vision.

Merchandise Planning

Aptos Merchandise Planning ensures that exactly the right merchandise is planned for the most appropriate stores and selling channels to meet your financial objectives. It enables you to accurately and profitably set your sales margins and inventory targets, while synchronizing your high-level business plans with channel and location-specific trends. You can leverage unlimited merchandise hierarchies with the flexibility to aggregate and disaggregate data to create, view and measure your plan at any level and across all channels of operation.

Synchronized Open-to-Buy

Calculate the current trend and apply it to your budgeted figures for a trended, in-season open-to-buy.

Multichannel Planning

Plan for products and locations across all channels and roll these up to a higher level, monitoring all channels of business within a single plan.

Flexible And Robust Calc Engine

Implement a “quick start” process with proven standard planning elements and business rules, or implement elements and rules that support the specifics of your business.

Integrated Chain and Store Plans

Tie merchandise plans to the financial plan and balance these with channel, store, merchant and supply chain needs.

Dynamic Balancing and Synchronization

Resolve differences between total of individual store plans and merchandise plans, corporate plans, financial plans, budgeting, assortment plans and average store plans.

Automated Store Planning and Forecasting

Incorporate current trends in the market with your historical data using our store planning tool to automatically forecast sales and inventory plans.

Exception-Based Queries and Reporting

Layer multiple conditions in user-defined exception queries that enable you to zone in on merchandise or stores not performing as planned.

Unlimited ‘What If’ Scenarios

Compare alternative versions of plans to explore various options for meeting expectations within the business and in the marketplace.

Overlapping and Rolling Seasons

Accommodate your financial or merchandise planning periods with user-defined seasons at various levels in the hier-archal structure.

Adaptable Company Hierarchy Structure

Define an unlimited number of alternative hierarchies and a merchandise structure that enables the use of several structures simultaneously for planning top-down and bottom-up to any level.

User-Friendly Interface

Enable user configurable views, drag and drop options, drill downs, roll-ups and on-line sorts of planning elements and store data.

Standards-Based Platform Support

Run on a Microsoft® SQL Server® database and use the Microsoft Windows® or Unix® operating system for a robust, scalable, configurable and standards-based support system.

Store Status

This optional feature gives you subtotals for future, new, non-comparative and comparative stores.

Sales Modifier

Merchandise Planning lets you assign a sales value to a new store based on the performance of comparable existing stores, and to modify expected performance by any percentage.

Assortment Planning

Aptos Assortment Planning simplifies the process of building ideal assortments that are perfectly aligned with your locations, channels, seasons and budget. Using visual tools linked to merchandising data and buying and store plans, this powerful application enables you to develop lines with perfect breadth and depth (number of styles and quantity per style) to meet your financial plan objectives

With Assortment Planning you can define styles in complete detail, see each assortment clearly using product pictures or catalogue images, and automate the entire assortment planning process from store clustering through to the lowest level of product and store planning. The application also lets you richly evaluate your offering, compare plans across the hierarchy, make revisions quickly, and translate your assortment directly into a purchase order and pre-allocation.

Integrate Assortment Planning Processes

Aptos Assortment Planning lets you determine exactly which products to purchase, which stores should carry them, and in what quantities, to offer merchandise that will move—without being marked down! The application includes everything you need to define and manage your merchandise mix end to end, efficiently and automatically.

Assemble a Product Library

Start with photos of your own merchandise or images and product descriptions imported from vendor catalogues. From these, you may wish to identify key items, which basic items are going to be carried over, and any new items you may wish to consider adding to your existing assortment.

Initialize Your Plan

Assortment Planning uses a start-up “Wizard” that takes you step-by-step through the process of creating a template for your plan. This simplifies the task of grouping your data and establishing your timeframe. Begin by importing or entering a target plan or just by using merchandise without financial targets—which can be introduced later on. The Wizard then steps you through the process and prompts you for information to set the criteria for the collection of merchandise to be assorted.

Configure Your Assortment Environment

Assortment Planning lets you choose how you wish to view your plan. For example, how do you want to orient the data—merchandise and elements as rows and time and clusters as columns or vice versa? You can view the assortment at various degrees of detail and manipulate what is important to you. You can use predefined views or change on the fly and the assortment is adjusted immediately.

Create Your Styles and Packs

Once you have initialized your plan with style placeholders you can begin to build your assortment by creating new concept styles or using existing styles. You can then define your assortment to style/colors. Assortment Planning includes size profiling for spreading style/color quantities to SKU-level by store.

Visually Balance Your Assortment

View your assortments by grouping your images using any criteria such as style attributes, range of price points, receipt dates, location clusters, vendors, and so on. Being able to actually see your selections makes it easy to identify where changes are required and perform actions directly in the image view to adjust the plan.

Analyze Your Plans

Assortment Planning also makes it easy to view and analyze multiple assortments. You can analyze your assortments numerically and visually at any hierarchy level or across hierarchies using ratios, values or percent contribution. For example, what are my top to bottom ratios, or what percent contribution is my plan to the total department.

Create POs and Pre-Allocations

Aptos Assortment Planning provides you with the tools to make the correct decisions about should be bought and how it should be distributed in the right mix for each selling channel and location. As a final step, they solution eliminates duplication by closing the loop as it translates your assortment into a purchase order and pre-allocation.



About

Aptos: Engaging Customers Differently

In an era of virtually limitless choice, sustained competitive advantage only comes to retailers who engage customers differently—by truly understanding who they are, what they want and why they buy. At Aptos, we too, believe that engaging customers differently is critical to our success. We are committed to a deep understanding of each of our clients, to fulfilling their needs with the retail industry's most comprehensive omni-channel solutions, and to fostering long-term relationships built on tangible value and trust. More than 500 retail brands rely upon our Singular Commerce platform to deliver every shopper a personalized, empowered and seamless experience... no matter when, where or how they shop. Learn more: www.aptos.com.



Offices

United States

Aptos, Inc.
945 East Paces Ferry Road, Suite 2500
Atlanta, GA 30326 USA
+1.866.493.7037

400 Venture Drive
Lewis Center, OH 43035 USA
+1.614.840.1400

15 Governor Drive
Newburgh, NY 12550 USA
+1.845.567.1234

Canada

Aptos Canada Inc.
9300 Trans-Canada Hwy, Suite 300
Saint-Laurent, QC H4S 1K5 Canada
+1.514.426.0822

Mexico

Aptos Mexico
Ricardo Margain Zozaya 575, Suite 5642
Corporativo Santa Engracia
San Pedro Garza García, N.L. 66267 Mexico
+52.81.1551.7100

United Kingdom

Aptos UK & EMEA
Marlow International
Parkway, Marlow
SL7 1YL UK
+44 (0)1628 362252

Sandwell Business Centre
4th Floor, 1 Providence Place
West Bromwich, B70 8SZ UK
+44 (0)8708 506880

Contact

 1.866.880.4200

 info@aptos.com

 www.aptos.com

 [linkedin.com/company/aptos-retail](https://www.linkedin.com/company/aptos-retail)

 twitter.com/aptos_retail

 [facebook.com/AptosRetail](https://www.facebook.com/AptosRetail)

The contents of this document are for informational purposes only and are subject to change without notice. Aptos, Inc. makes no guarantee, representations or warranties with regard to the enclosed information and specifically disclaims, to the full extent of the law, any applicable implied warranties, such as fitness for a particular purpose, merchantability, satisfactory quality or reasonable skill and care. This document and its contents, including the viewpoints, dates and functional content expressed herein are believed to be accurate as of its date of publication, March 2017. The usage of any Aptos software shall be pursuant to the applicable end user license agreement and the performance of any consulting services by Aptos personnel shall be pursuant to applicable standard services terms and conditions. Usage of the solution(s) described in this document with other Aptos software or third party products may require the purchase of licenses for such other products. Aptos, Engaging Customers Differently, and the Aptos logo are registered trademarks of Aptos, Inc. Copyright © 2017 Aptos, Inc. All rights reserved.