

The image features a dark blue vertical bar on the left side, containing the 'aptos' logo in white lowercase letters with a small yellow triangle above the 'o'. Below the logo, the text 'Aptos Assortment Planning & Buying' is written in a yellow-green color. The background of the entire page is a close-up photograph of several metal clothing hangers. Each hanger has a black plastic hanger body and a silver metal wire. Attached to the neck of each hanger is a small, rectangular, colored plastic tag with a black letter on it. From left to right, the visible tags are labeled 'S' (light green), 'L' (light green), 'XL' (yellow), 'M' (teal), and 'L' (red). The hangers are set against a light-colored wooden background. A diagonal graphic element, consisting of a bright yellow-green triangle and a teal triangle, cuts across the bottom right corner of the image.

aptos®

Aptos® Assortment
Planning & Buying

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
- Retail Merchandising
- 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 Assortment Planning & Buying

It's one of retail's toughest yet most critical challenges: building ideal assortments that are perfectly aligned with your locations, channels and seasons, as well as shifting trends, all while working within your budget to drive growth.

Today, more than ever, you need to be able to engage and delight your customers in every different market with on-style, on-point merchandise that appears to have been selected just for them. With so many choices just steps or clicks away, they have patience for nothing less.

At the same time, you must be able to meet the operational and financial demands of your business by buying correctly and efficiently, creating localized assortments that minimize markdowns and maximize sales. With so many competitors—just steps or clicks away—you can afford nothing less. Yet this challenge is more complex than ever – with the increased pace of merchandise giving rise to more assortments, and an increasing number of channels putting pressure on your methods and time.

[Read more](#) about our views on the challenges and imperatives of assortment planning in retailing today.

Mastering the art and science

Aptos Assortment Planning and Buying is up for this challenge in every way. It blends the art and science of planning to let you match flexible product attributes to customer segments, plan collections on a localized basis per delivery window, group stores based on customer preferences, and then create option plans that balance the number of choices to customer tastes, financial requirements and space capacities. You can review by floor, set by store cluster, and view the assortment by defined attributes such as color, sleeve length, activity and more. You can also easily understand the core vs. basic merchandise in a store assortment and review the financial impact when you add or drop a style.

You can conclude the assortment planning cycle with a “virtual style out,” where the look and feel of the collection are tied to the numeric. You will be able to preview your assortment visually, just as your customers do when they shop in your stores or on your website.

With Aptos Assortment Planning, you'll benefit from:

- ▶ Customer-focused assortments that meet localized demand
- ▶ Reduced inventory and improved visibility of excess inventory
- ▶ More sales at full price, and more products in place where they have the best potential to sell
- ▶ Improved turns by optimizing your assortment breadth and depth

With all of this, Aptos delivers an assortment planning solution that ensures collections both look great and result in a predictable financial outcome.

A recognized industry leader...

Aptos is a consistent leader on **Gartner's Magic Quadrant** for retail assortment management applications and was top rated in the Q3 2017 **Forrester Wave** for assortment, merchandise, financial, and inventory planning.

A comprehensive solution

Seven core modules within Aptos Assortment Planning and Buying equip you to create and control an on-target, localized mix of products across your retail chain.

Assortment Planning

The Assortment Planning process begins by documenting assortment and collection goals, as well as strategic guidelines for achieving them. Our Assortment Planning module equips you to do that with a thorough review of recent success factors, fashion and customer shopping trends and other key variables.

Store Clustering

The Store Clustering module lets you accommodate customer-focused differences by store. You can consider a

wide range of factors such as space utilization, sales and margin, as well as shopper attributes, climate and more. You can also dynamically group stores by product segment to support planning activities and in-season management. And if some stores need special treatment, even within a cluster, store exceptions let you accommodate their unique characteristics.

Breadth, Depth and Range Planning

Determining the optimal number of customer choices is pure strategy, but the process of creating that strategy is simplified when you can simulate your options by channel and cluster. The Breadth, Depth and Range Planning module accounts for channel and cluster options

as well as key factors such as open-to-buy, space and capacity, while providing guidance for each scenario and collection

Item Selection

This module enables your plan to reflect recent performance, fashion trends, choices from a manufacturer's range, or net new items to be developed by sourcing and production

Omni-Channel Distribution Planning

Determine which clusters will be assigned the products, expectations for how big a buy each product deserves, and strategies for both the buy and flow plans. You will be able to review and adjust the collection and styles in different ways, both numerically and visually.

Size Decisions

Optimize the buy by size and prepare for allocations. This module automatically takes the assortment decisions down to size level, using your size strategy and calculating the allocation need and replenishment need by size.

Item Lifecycle Planning

With Item Lifecycle Planning you can project the sales of key items and products across time, accounting for price, promotions, receipt flows and exit strategies. You will determine the correct size profiles to use at both chain and store level and prepare to purchase the approved items, with an automated capability to help generate the style information and the purchase order detail for the ERP.

How important is assortment management to your business?

It's important to your competitors! According to Gartner, by 2021, 70 percent of Tier 1 multichannel retailers will have implemented advanced retail assortment management applications.

Proven in use

The Aptos Merchandise Lifecycle Management solution is used by more than 300 of the world's leading fashion, footwear, specialty and luxury retailers—from adidas, Bata and Columbia to REI, Sephora and TAGHeuer. They rely on us to take their critical merchandising functions to the next level and to elevate their results.

What about you?

Fat Face

UK lifestyle clothing brand Fat Face uses Aptos Assortment Planning and Buying to create collections that are perfectly aligned with their brands, customers, markets and financial goals, and to:

- Build more powerful, customer-centric store assortments
- Streamline processes and reduce workloads
- Improve data integrity and analysis for better buying decisions
- Gain a single version of the truth

Fat Face implemented Aptos Merchandise Planning and Assortment Planning solutions to support its fast-growing retail enterprise. With operations in so many different local and international markets—including more than 200 varied stores in the UK, Ireland and the US, as well as a growing array of channels—the company needed to move beyond spreadsheets into a collaborative planning environment that balances strategic goals with merchandise plans to identify ideal product mixes and volumes.

With Aptos Assortment Planning and Buying, assortment plans are now specific to each store grade, graded at a lower level of detail than was previously possible, and tailored by store profile, available space and geographical area.

According to head of merchandising Nick Stevenson, “The software gives us greater visibility and foresight in the planning process, helping us always provide a consistent product assortment across a growing business, no matter

which channel the customer is using. The Aptos solution also fit perfectly with our internal processes and where we wanted to go; we didn't have to teach people a completely new way of doing things.”



The Aptos solution is simple, yet powerful and efficient. Their consultants were quick to understand our needs and to turn our challenges and requirements into solutions.

- Nick Stevenson, Head of Merchandising, Fat Face

A Leader on Gartner's Magic Quadrant

For multiple consecutive years, Aptos (as TXT Retail) has been a leader on the Gartner Magic Quadrant for retail assortment management applications, and have continued to strengthen our assessed strengths for vision, execution and other criteria.



A Forrester Wave™ Leader

Aptos was named a Leader in “The Forrester Wave: Retail Planning, Q3 2017,” receiving the highest score in the category of Current Offering, as well as the highest possible score for:

- Assortment Planning
- Global Vision
- Past Performance
- Market Approach
- Supporting products and services
- Tier-1 footprint

“TXT Retail [now Aptos] shines in assortment, merchandise, financial, and inventory planning,” states the Forrester report. “In our evaluation, TXT [Retail] demonstrated best-in-class functionality in aggregate merchandise financial planning, assortment planning, inventory planning, campaign planning, simultaneous planning, and solution scalability. With a portfolio of international clients, it isn’t surprising that TXT [Retail]’s global vision and supporting products and services are also best in class.”

“Reference clients endorsed its merchandise, financial, and assortment planning prowess. TXT [Retail] is an attractive option for multinational retailers or brands that need to integrate assortment, inventory, and campaign planning across channels and national borders.”

Extend your value

Aptos Assortment Planning and Buying is one of five core components of Aptos Merchandise Lifecycle Management, our comprehensive solution that also delivers advanced functionality for:

- merchandise financial planning
- allocation, replenishment and forecasting
- product lifecycle management
- supply chain management

Used individually or together as a complete solution, the applications within Aptos Merchandise Lifecycle Management enable you to align strategy with execution, synchronize accelerate and coordinate all activities within the merchandise lifecycle, and ensure that consumer demand is met consistently across all channels.

Added value is delivered through **Aptos Analytics**. Its powerful yet flexible and easy-

to-use tools turn merchandising and inventory insights into ideal actions. The solution includes Advanced Store Grading with sophisticated algorithms to accurately cluster stores; Size Curve to align your size mix with demand in each store type and location; Size Pack Recommender to create optimal pack configurations and maximize size selling within packs; and Localized Assortment Planning to create balanced assortments with optimal breadth and depth.

And with the latest release of our Merchandise Lifecycle Management solution, Aptos delivers even greater usability and performance. It provides improved collaboration in assortment planning, stronger visualization and reporting functionality, and enhanced capabilities to support both retail and wholesale buying processes—giving you the ability to create, analyze and socialize plans ever faster and smarter.



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.

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