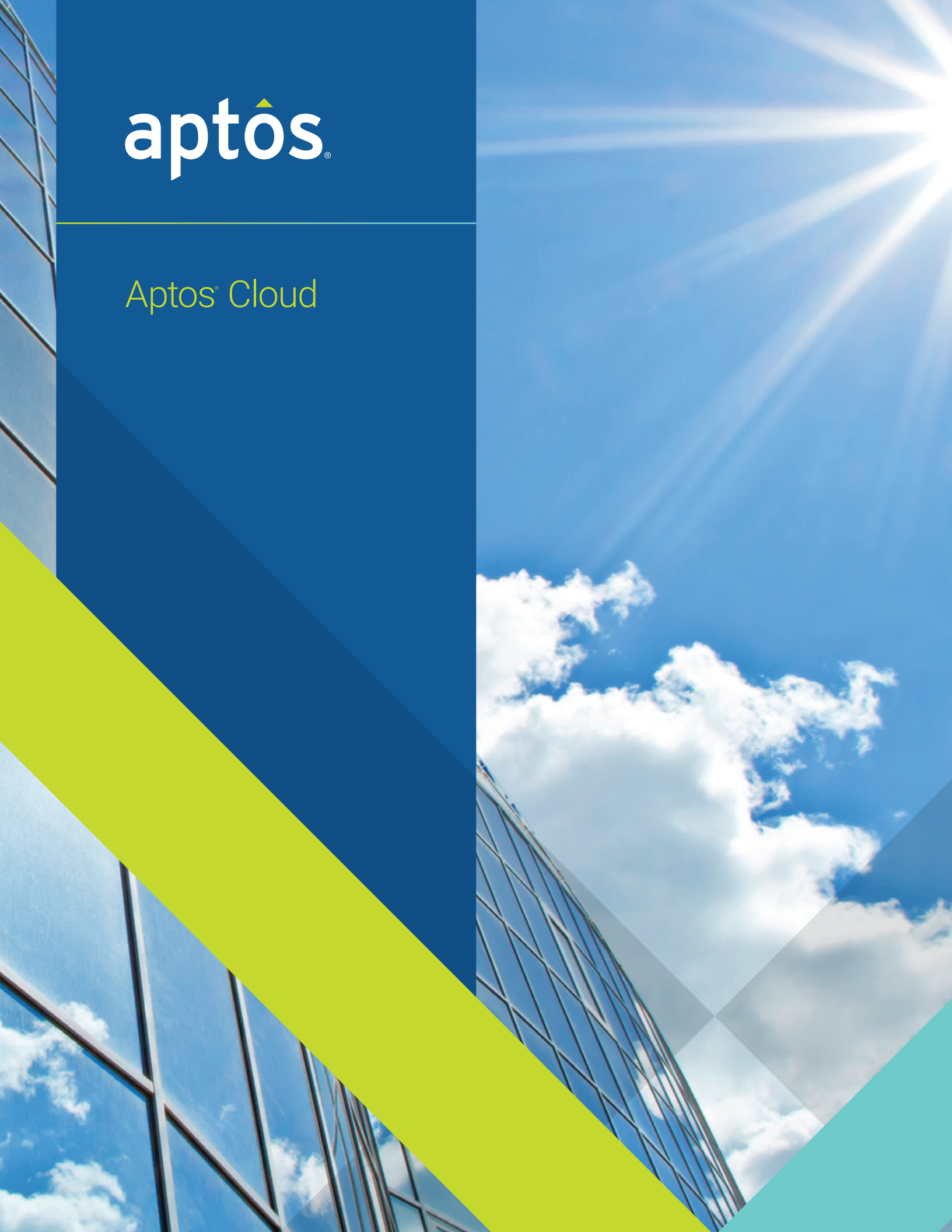




aptos®

Aptos® Cloud



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 Cloud

Step up to the new industry standard for efficient, flexible, scalable and reliable solutions delivery.

Driving growth, managing change

Traditionally, managing your retail enterprise meant managing a ton of on-site technology—and all the staff, costs and risks that went with it.

Today, top retailers are choosing to let dedicated retail

IT professionals handle all of that through the Cloud, so they can focus on growing their business instead of running their IT. And the best of the best are choosing the Aptos Cloud, for proven advantages that go above and beyond.

With Aptos you get:

- A Singular Commerce platform
- The industry's most advanced end-to-end suite
- A faultless delivery record
- "Big retail" IT for all retailers
- Fast implementation—live within six months

It's your choice

Aptos is fully invested in the retail Cloud and unequalled in the breadth, depth and quality of our Cloud offering. As the pioneer in retail SaaS, we have developed Cloud offerings that are :

SaaS

Fully managed, end-to-end "big retail" IT for any retailer

- All-inclusive subscription service
- Pre-configured solutions based on proven best practices
- Delivery, management, and support of all infrastructure and applications

Hosted

Professional operation and support of your licensed solutions

- Hosting your licensed software
- Customized to address your unique business needs
- Delivery, management and support of infrastructure and applications



In moving to the cloud, we wanted scalable, fully integrated solutions from a single partner instead of multiple providers or a third party. Aptos delivered. We've gained deep insight into our business, reduced costs, driven comp store performance and profit, and accelerated growth.

- Shannon Kelley, CFO, The Paper Store





An exclusive cloud, dedicated solely to you

At Aptos, we use a single-tenant model. That’s why we call it the Aptos Private Cloud. You get a dedicated infrastructure exclusively for your business—no sharing with other retailers, so no compromises. The infrastructure is sized for your business needs today, tomorrow, and in the future.



The efficiency of one trusted provider

Eliminate the hassle of managing multiple vendors. Aptos assumes responsibility for all critical retail IT systems and functions under your Cloud service agreement. You get one trusted partner and one point of contact for design, development, implementation, hosting, and support. Aptos Cloud is 100% Aptos and Aptos partners—there are no third-party solutions and hosting vendors.



Fast implementation for fast ROI

The quicker you’re up and running, the quicker you’re creating income. Take advantage of AIM, the Agile Implementation Methodology now in use by our expert Aptos teams. You get highly efficient installation, testing, and training, so that your full end-to-end SaaS (Software as a Service) implementation is complete in less than six months – 70% faster than traditional on-site implementations!

Aptos Cloud: Your Path from Good to Great

Good retailers

- Serve their customers
- Automate processes
- React to challenges
- Employ staff to operate and maintain their IT in-house
- Focus on the mechanics of running their business

Great retailers

- Inspire their customers
- Optimize processes
- Proactively minimize risks
- Leverage experts to host, deliver, and update their IT off-site
- Are free to focus on strategies for growing their business

Superior security, reliability, predictability

Automatic antivirus updates

Aptos Cloud extends Windows® security updates and anti-virus updates into your stores automatically, pushing updates directly to the registers. You avoid system disruptions while staying current and fully protected—another way of saving substantial time and costs.

Rock-solid reliability

The Aptos Cloud has never failed to enable continuous operations at any of our retail clients. We employ:

- ▶ State-of-the-art systems design and components
 - Diskless blade subsystems
 - Compellant disk subsystems
- ▶ Comprehensive redundancy and fail-safes
 - Redundant fiber channel backbone
 - Redundant intrusion detection and prevention systems
 - N+1 cooling subsystems
 - N+1 generator
 - Fuel deposits for 2 weeks supply
 - 24/7 system monitoring and alerts
 - RAMS – Remote Application Monitoring Solution

Predictable, managed costs

There are no variable or hidden fees with the Aptos Cloud. Our Software as a Service is offered on terms that simplify your budgeting process and bring integrated automation well within your reach. An initial, one-time setup fee covers data conversion, implementation and training, payment processing certification, and POS register staging. Thereafter, your fixed quarterly fee is all-inclusive.

Superior agility and unlimited scalability

The Aptos Cloud grows with your retail chain. Adding new stores is as simple as flicking a switch to turn on your solutions. Expansion into new markets, including overseas, becomes problem-free. With Aptos holding up the technology end, you can stay focused on growth, adjusting easily and quickly to any business change.

Worry-free IT is not only good for your peace of mind, but is a valuable guard against unexpected costs.

Unrestricted performance

Our clients have never experienced unintended latency, security, or performance issues when running our industry-leading solutions through our Cloud services.

Certified data security

Your customers can trust you to protect their private information with data security systems certified to the highest standards by the industry's leading authorities.

- SSAE16 Type 2 audits by KPMG
- Redundant firewalls
- Independent monthly vulnerability scans by TrustWave
- Annual penetration tests by TrustWave
- Semi-annual disaster recovery/business continuity testing with SunGard
- BGP (border gateway protocol)

Risk mitigation means worry-free IT

With the Aptos Cloud, you're assured of consistent professional service and unsurpassed retail-specific IT expertise. You are no longer at risk from staffing or technical challenges beyond your control. Combine that with the industry's most advanced solutions and you get reliable performance you can count on 24/7/365, for worry-free operations and sustained ROI.

If business-as-usual is your focus, you can expect business-as-usual results. The Aptos Cloud offers you a different approach. By moving your big-footprint infrastructure to the cloud—even if you choose to retain other applications in house—your key functions become more accessible and your employees more productive across your entire chain.

Get the full power of the Aptos solution suite

Store

Engage customers richly to accelerate sales. Aptos Store equips you to deliver remarkable customer experiences by providing all the product, inventory, and pricing information shoppers need to make confident decisions, and all the resources you need to process their transactions efficiently and on their terms. This scalable, configurable solution, which includes the industry's #1 POS, let you engage and inspire your customers, grow your business, and continually drive sales.

Mobile Store

Accelerating sales. Delivering delight. Aptos Mobile Store leverages and amplifies all the advantages of our advanced Store solution on iOS or Windows mobile devices. Using the same code, logic, and rules as Aptos Store, Mobile Store lets you deliver seamless service, instantly answer questions, and complete transactions without delays—to increase conversion rates, dollars and units per transaction, selling space, and employee productivity.

CRM and Clienteling

Treat everyone like a high-value customer. It pays to know who your customers are, how and where they shop, what they have purchased in the past, and what will interest them now. Aptos CRM and Clienteling make it happen, by letting you collect, analyze, and apply rich, 360-degree customer information from all channels, using a single unified database. The result? Your customers feel valued and understood, your marketing is more relevant and effective, and your sales and brand loyalty soar.

Enterprise Order Management

Meet customer expectations on the spot. When a customer is ready to buy, are you ready to sell? Aptos Enterprise Order Management ensures that you are, even if a desired product is not available in the customer's current location or channel. With this solution, you can instantly see your entire inventory across the enterprise; identify the most profitable fulfillment options; create, execute, and have one view of orders; and meet your customers' expectations on the spot.

Via the power of the Cloud, Aptos gives you a complete set of award-winning solutions, as a suite or a la carte.

Planning and Assortment Planning

Retail planning in real time, all the time. Demanding consumers, faster trends, and shorter seasons mean that retail planning is no longer a periodic process—it happens in real time, all the time. Aptos Planning and Assortment Planning lets you analyze sales trends and other rich data sets so you can always know which merchandise will actually sell in each location, then apply that insight to purchase exactly the right products for every store in every chain, maximizing sales and profit.

Merchandising

Stay on top of trends and maximize profit. Even with the best plans in place, maximizing profit means actually getting the right products in the right locations to meet customer demands and encourage full-price sales. Aptos Merchandising does this efficiently and consistently. It coordinates every merchandising process throughout your retail cycle so you can optimize your inventory, respond to trends, and consistently deliver what's needed to every location, class of store, and channel.

Audit and Operations Management (AOM)

Don't let small errors create big problems. As your business grows, so do your transaction points, channels, SKU-volumes, currency variations, and interdependent systems. It becomes easy for any bad data to set off a chain reaction that turns small errors into big problems. Aptos AOM turns that challenge into an opportunity. Its Sales Audit module validates and consolidates all data up front to minimize errors, delays, and associated costs, while Loss Prevention, Voucher Management and other modules optimize your control over transactions and resources.

Retail Analytics

Transform data into insights and actions. Every hour of every day, your retail business generates reams of data. The challenge is to take advantage of all that information effectively and efficiently as actionable insights. QuantiSense Retail Analytics from Aptos meets that challenge head on. It lets you finally combine business intelligence with industry best practices to ensure the most profitable retail merchandising, direct to consumer, and store operations decisions.

QuickStart

Streamline your implementation and accelerate ROI

You may in some cases prefer to maintain one or more of your Aptos solutions in house. We can accommodate your needs.

But implementing a new, on-premises solution can challenge your limited in-house IT resources. Installation and set-up tasks may distract your staff from their core responsibilities and impair their

abilities to support your day-to-day operations and to prepare your new environment.

QuickStart resolves these issues by temporarily hosting your new Aptos solution in our cloud. We'll take care of standing up a hosted infrastructure and work with our Professional Services Consultants to load and

configure your software. This lets your IT staff focus on other strategic aspects of your project and stay on track to meet your go live date. And by starting in the cloud then transitioning on site, you'll leverage the benefits of your new solution faster, for improved ROI.

Customer Intelligence

Extending your CRM resources

Driving sales and building loyalty with your customers depends on your ability to connect—to match their preferences and needs with your merchandise and offers. The more you know, the more you can grow. But learning who and where your customers are, what they want, and how they shop requires both the right solution and specialized skills.

Customer Intelligence meets those needs. It extends your CRM resources and capabilities with our cloud-based services including data hygiene, customer analytics and segmentation, and loyalty program design and management. Through a combination of best-of-breed software and experienced retail analysts, we provide you with valuable, measurable insights that are both timely and cost-effective.

- 40+** years of best practices solutions
- Users** worldwide
- Rapidly growing,** top retail brands
- Thousands** of devices
- A wide range** of global stores
- Millions of** transactions annually



The Paper Store

The Paper Store exchanged its disjointed legacy systems for the Aptos cloud to leverage an end-to-end suite of advanced, fully integrated solutions without the burden of on-site IT. Since then, they have grown their chain and revenue far beyond their expectations, improved distributions, enriched customer capture and engagement, reduced losses, and gained real-time insight into the business, to improve profitability.



Boot Barn

At Boot Barn, the Aptos cloud has enabled rapid growth. Soon after signing for 30 stores, Boot Barn acquired another chain with 34 more locations. Aptos completed the full 64-store go-live within the original six-month timeframe. Just three years later the chain had doubled its footprint with seamless support from cloud-based Aptos Store, Enterprise Selling, CRM, Merchandising, Planning, Sales Audit, Loss Prevention, and Retail Analytics.





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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