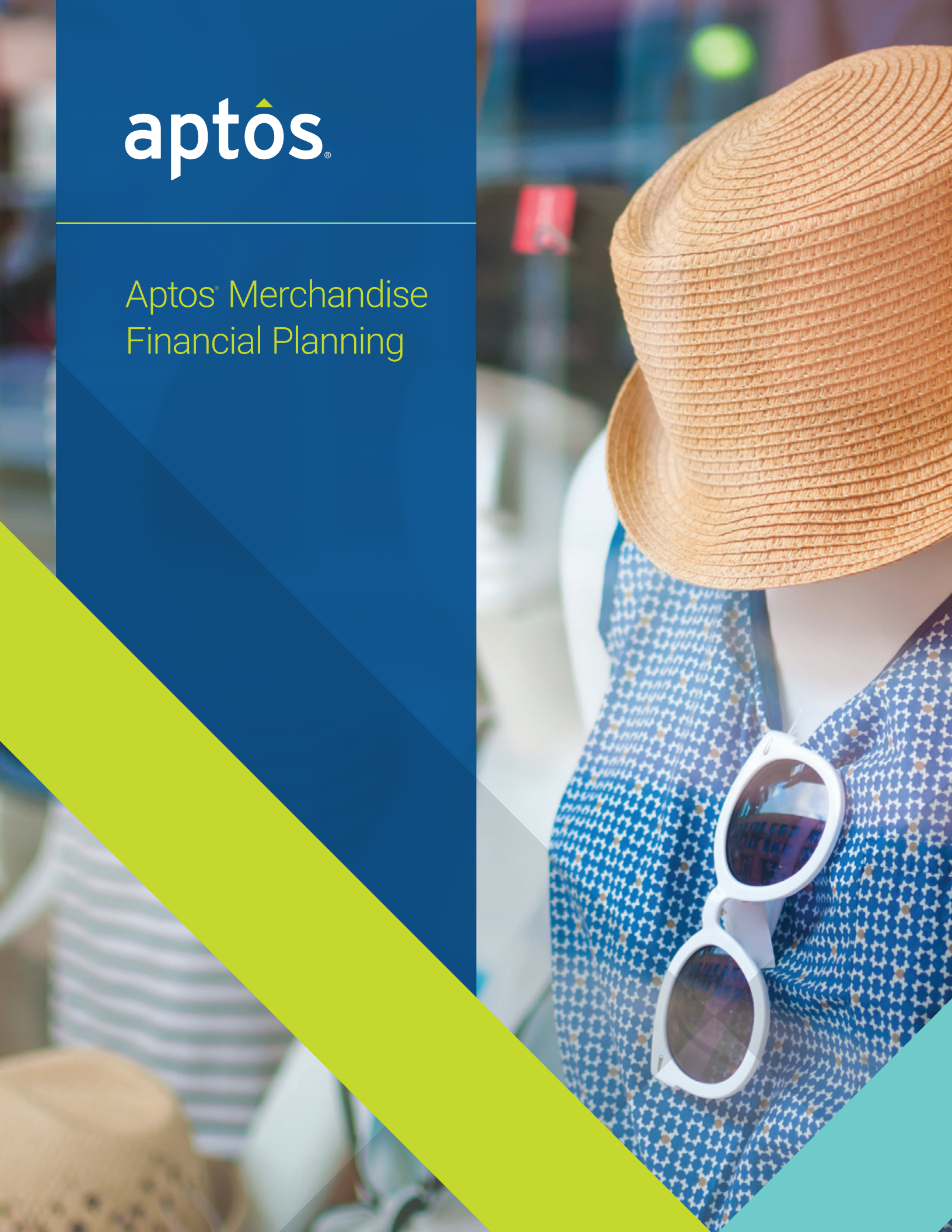


aptos®

Aptos® Merchandise
Financial 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 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 Merchandise Financial Planning

It's retail's high-wire balancing act—and among your most complex business challenges: delighting your customers with exactly the right merchandise, season by season, while consistently meeting your financial goals. It's not for the faint of heart. And today, with so many channels, markets and variables to account for, it's certainly not for the ill-equipped.

Aptos Merchandise Financial Planning lets you meet this challenge with confidence and control. It provides end-to-end support of all your merchandise financial planning activities—from strategic planning to planning by attributes, to keeping your financial plans and open-to-buy controls firmly in place. And as each season progresses, this solution helps you easily simulate your options and make course corrections to keep moving forward and on-track toward your margin and inventory investment goals.

A complete MFP solution

Merchandise Financial Planning handles a complete range of functions critical to meeting both changing consumer demands and your target margins. With Aptos Merchandise Financial Planning, you'll gain:

- Full understanding of the potential for each category based on the analysis of past performance and the overall strategic direction
- Improved synergies across channels and a seamless customer experience
- Reduced average inventory levels and fewer out of stocks for optimum inventory performance
- More sales at higher margins



The collaborative working relationship between Aptos and Finish Line sets the stage for success. We valued their planning expertise and willingness to implement the Merchandise Financial Planning solution to fit the needs of our customers and business, under budget and on schedule.

- Brad Eckhart, SVP, Planning & Allocation, Finish Line

Strategic Planning and Budgeting

At its highest level, the Merchandise Financial Planning process begins by planning the key factors and investments that will drive your business to success. With Merchandise Financial Planning you'll view future growth possibilities from any angle, by brand or channel, individually or in any combination. You can create a unified starting point for the entire planning cycle and test assumptions using intelligent calculation engines.

Open-to-Buy / WSSI

To ensure flexibility when managing your business both pre-season and in-season, the powerful open-to-buy features in Merchandise Financial Planning enhance enable you to pursue opportunities as they arise while maintaining complete control. You can view and manage OTB by channel, at the aggregate level, or any combination required.

Planning by Attributes

Transition from management and control to strategy as you turn the primary OTB values into customer focused directives to determine which products meet the needs of both your financial plan and your customer-driven assortments. With Merchandise Financial Planning, attribute-based OTB creates a bridge between your new (or existing) plan capabilities and your product selections within a customer sensitive framework. Attributes also play a key role in helping you cluster stores and channels into manageable groupings as you head into the assortment planning, allocation, and replenishment activities.

Location Planning

Location planning helps you determine the opportunities that exist at a macro level by store by reviewing and tuning up product mix in concert with the forward-looking merchandise plans.

This feature of Merchandise Financial Planning lets you create the starting point for additional store budgets so that weekly/daily goals and staffing schedules can be synchronized to the merchandise budgets and have the entire organization working from the same game plan.

In-Season Management

No plan remains static. As reality unfolds and business conditions evolve, Merchandise Financial Planning lets you adjust to change productively through versioning and simulation. You can create a best-case, next-case alternatives and review options to determine the best path forward.



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?

Finish Line

Premium sports footwear and apparel retailer The Finish Line, Inc. chose Aptos to gain world-class merchandise financial planning capabilities across its 950 locations in the United States, as well as its digital channels. They depend on it to help set global targets for

all the brands and channels they serve, harmonize buying decisions to expected demand, make course corrections as needed, and keep a firm handle on their margin and inventory goals.

“By partnering with Aptos, Finish Line has advanced our merchandising processes to better serve our customers,” said Brad Eckhart, Senior Vice President, Planning & Allocation, Finish Line. “The use of Aptos’ industry-leading solution supports our objective

to provide seamless customer experiences and the best, localized product selection to our shoppers. At the same time, we have optimized our inventory investment to deliver the most profitable product mixes.” [Read more here.](#)

GiFi

GiFi, the leading brand in France specializing in home and family products at affordable prices, chose Aptos Merchandise Financial Planning to improve their business operations and pursue expansion to 1,000 stores by 2027. Aptos MFP is helping GiFi manage its merchandise financial planning process in a highly

collaborative, integrated manner—from weekly budgeting to the definition of the commercial action plans (including the planning of promotional and media activities) to sales planning and the allocation of the selling space to the different product categories.

“The use of the Aptos Merchandise Financial Planning has enabled us to integrate Merchandise Financial Planning processes while leveraging the contributions of all departments involved,” said Christophe Naimi, commercial director at GiFi. “With a vast assortment, fast product innovation and an aggressive

store opening program, the Aptos solution ensures the best product selection for our customers, in full alignment with our business objectives and chain growth.”

€4.3 billion French retail chain Monoprix uses Aptos Merchandise Lifecycle Management to support their MFP and Assortment Planning operations across multiple channels and banners on an international scale.



We needed to collaborate with partner who was able to promote the right guidelines and best practices along the way. Aptos' understanding of our needs and constraints was a key differentiator for us.

- Guillaume Delestre, Planning and Optimisation Director, Monoprix



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

- **assortment planning and buying**
- **forecasting, allocation and replenishment**
- **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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