



Enterprise Technology Partners

About ETP International

“ETP” is an abbreviation of Enterprise Technology Partners, a name coined out of our focus on partnering with our customers to build long lasting technological advantages for their enterprises.

Founded in 1988 ETP has its International HQ in Singapore, R&D centre in Mumbai, India, regional offices in Dubai and Jakarta and a network of partners in over 14 countries, selling and supporting ETP solutions. ETP's growth is driven by the wide acceptance of its solutions by leading retail companies like United Colors of Benetton, Titan Watches, ITC Wills Lifestyle, PT Trikonsel Multimedia, Spice Telecom; Hot Spot, Orra Diamonds, Swiss Arabian Perfumes and many more.

Through the years, the company has partnered with numerous world-renowned IT and ERP companies and implemented large scale projects across the world. In this, the company has gained a global perspective of business, building best practices and incorporating them in its solutions. ETP has a wide range of services fine-tuned over the last 20 years that are delivered by its team of over 100 consultants. These services include Business Process Consulting, Business Intelligence and CRM Services, Software Implementation services, Software Systems Integration Services, and Software Development and Maintenance services.

Serving as a guiding principle for all its business activities, ETP's vision is to be a leading global corporation and brand in the IT industry. It aims to constantly innovate and develop intellectual property, incorporating relevant new concepts by way of business knowledge, products, technology and services so as to deliver effective business solutions and services to its customers.

The vision is underpinned by five core values that drive the company ahead.

Our Values

Value 1: We deliver what we commit.

Value 2: We are passionate about the work we do, bringing creativity and enthusiasm to our work.

Value 3: We believe in achieving results through proactive planning with a sharp focus on quality and time.

Value 4: We believe in maintaining the highest ethical standards.

Value 5: We believe in Partnership.



Head Office - Singapore

Partners

As ETP expands globally, we partner with like-minded local companies in many countries to better support our customers. With an appreciation of differing cultures, languages and values, ETP believes that through our partners understanding of their local culture, customers would be best served.

Alliances:

In pursuit of its customer-centric business focus, ETP has forged strategic alliances with leading technology companies, world leaders in the IT industry, with the aim to provide scalable, robust, reliable and compatible solutions of international standards that will ensure business continuity and integrity.

IBM: As an IBM Premier ISV, ETP has access to IBM platforms for porting, testing and certifying its range of products. This gives customers a solution that is highly stable, scalable, cross platform and international.

Intel: The Intel Software Partner Program provides ETP with a wide range of technical resources including access to the Intel knowledge base, developer resource kits and Intel Development Systems. ETP receives expert advice and consulting on cutting-edge Intel architecture.

Microsoft: ETP is a Microsoft ISV Partner. The Microsoft ISV Partner Program offers technical and business support to help ETP build better software, enhance market presence, and drive more user-friendly technology and interfaces.

Lawson: ETP International has been recognised as a Platinum Partner of Lawson. In 1996 ETP Group cemented a relationship with Lawson (then known as Intenia) when it took over the responsibility of bringing Lawson into India, Sri Lanka and the Middle East. Ten years and over 40 customers later, ETP is a full suite reseller of Lawson. ETP has also done projects jointly with Lawson in 28 countries across Asia Pacific, Europe and the Americas and is recognised as one of the Lawson consulting leaders in Fashion, Food & Retail enterprise solutions in the region, through its expertise in these areas. ETP has implemented the Lawson M3 at some of the largest Fashion, Food and Retail companies like ITC Wills Lifestyle, Brandix Lanka, Prima Foods, and BMA International in the region.

Infrastructure

As a human capital intensive company, ETP is committed to delivering value to all its stakeholders by endeavoring to best serve and partner with its customers in their growth process as well as to



R & D Centre - Mumbai, India

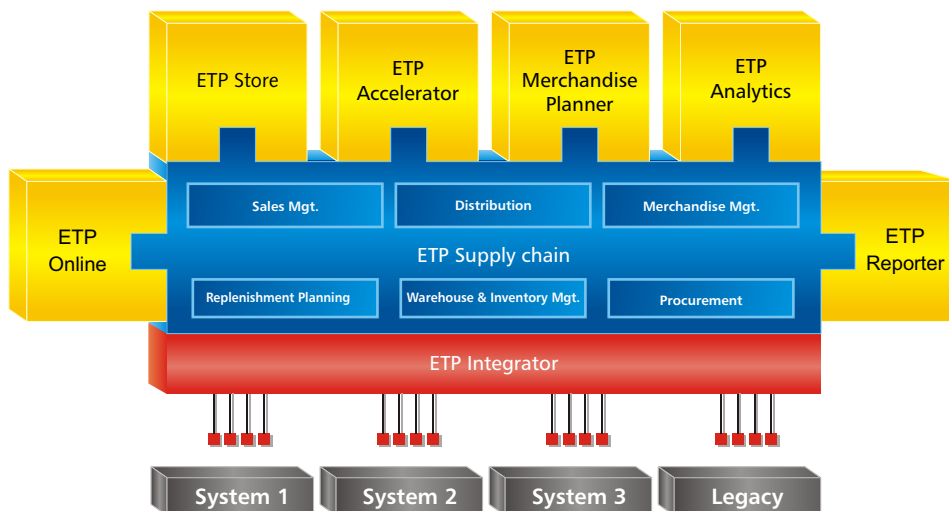
nurture and develop its employees which results in higher quality and productivity at work.

Over the years, ETP's continued investment in infrastructure has helped to create harmonious and energising hubs across the region. Its offices are situated in prime locations, equipped with state-of-art facilities, providing employees with a productive work environment.

The ETP House which houses the R&D centre in Mumbai, India, is a world-class facility supporting large teams of developers and consultants. The R&D, Services and Support centres are based out of these premise, working around the clock to support customers in different geographies and time zones.

ETP V5

The ETP V5 Retail Management Solution is a multi-lingual, multi-currency, multi-store, multi-company solution, ETP V5 has a unique



ETP V5 - Component Architecture

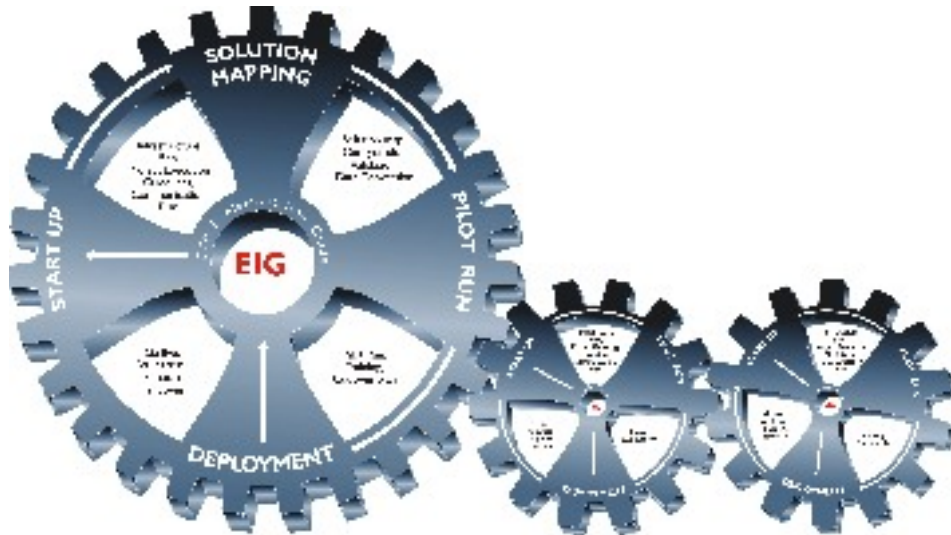
flexibility that allows it to be implemented comprehensively or modularly. ETP V5 helps retailers be more proactive in planning, execution, analysis and decision making. It is seamlessly integrated through POS, CRM, Online Sales, Merchandise Planning, Promotions Planning, Procurement, Distribution, Warehousing and Business Intelligence. Despite the complexities in the retail business, ETP V5 rises up to the challenge to provide a comprehensive solution addressing business needs from operational through to strategic levels of management. With the scalability to support a few thousand stores, the solution is built on a reliable platform so that business operations can avoid growth pains and are not affected as organisations scale.

As a fourth generation solution ETP V5 is stable, robust, scalable and cost efficient. Its open platform model empowers retailers to select the platform best for their business. It can be integrated to legacy or existing applications which maximise past investments and minimises the need for write-offs.

Leading retailers across Asia, India and the Middle East have chosen ETP V5 to power their business operations, enjoying process and cost efficiencies as a result. As the retail industry continues to evolve dynamically, ETP V5 is equipped to support retail businesses regardless of geographical distances and government regulations.

ETP Implementation Guide (EIG)

With the understanding that a large portion of retailers business processes run at distributed locations – their stores, ETP has



established a methodology called the ETP Implementation Guideline (EIG). EIG does not follow the traditional big bang ERP approach but recognises the need to implement processes horizontally and roll them out across the organisation. This enables our customers to capture business requirements, identify improvement opportunities, implement the ETP VX solution and manage the change. Our services team has the in-depth product, technology and retail & distribution industry knowledge necessary to help attain these objectives. We offer an established methodology through EIG and dedicated professionals to address the unique needs of the retail and distribution industries.

Today retail companies are concerned about the returns that their IT investments can give them. Therefore quick, efficient and secure implementation of the business solution leading to visible ROI is

critical. The ETP Implementation Guide is devised keeping in mind these needs of retail and distribution companies.

Consulting Services

ETP has a wide range of services fine tuned over the last 20 years that are delivered by its team of over 100 consultants. ETP Consulting Services addresses the top concerns in retail management ranging from enhancing business efficiencies, improving controls to increasing business stability; transforming your organisation from 'people-dependent' functions to 'process driven' ones. Committed to transforming your retail business process, the innovative business process management approach that we adopt will keep your organisation more agile and competitive.

Consulting Services offered

- Business Process Consulting
- Key Performance Indicators (KPI) Set Up Study
- CRM Services
- Business Intelligence Services
- Enterprise Information Integration Services



Business Process Consulting

Our Business Process Consulting services team offer retail store management, CRM, supply chain management, inventory management, and goal-driven business change implementation studies. The retail store management practice helps retailers to look at maximising returns through space utilisation and store process design improvements. The supply chain and inventory management study helps retail organisations maintain their competitive edge and profitability by looking at optimised merchandising replenishment, logistics, procurement and subcontracting flows, increased inventory turnover and demand management.

Key Performance Indicators (KPI) Set Up Study

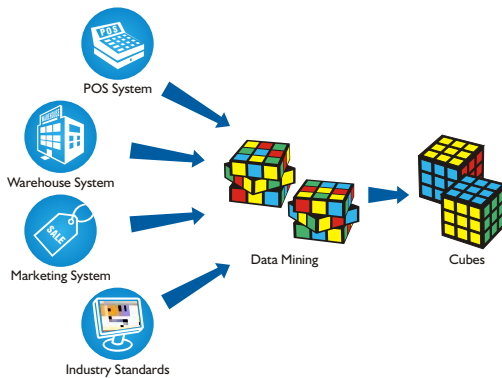
The KPI set up study sets critical KPIs, identifies process changes necessary to achieve the targeted KPIs based on industry benchmarks. Periodical KPI targets and a monitoring framework will be set so that recommendations and action plans can be implemented. Quarterly reviews will analyse the results from each KPI from the last quarter and an analysis will be carried out for non-achievement of set KPI targets. This helps the retailer to maintain performance levels suited to the business and take corrective measures in improvement areas identified.

CRM Services

The CRM Services consulting team will adopt our proprietary four-step 'LOGS' – Landscape, Opportunity and Challenge, Goal and Solution approach to design a suitable CRM solution for your business. This culminates in a single source of information flowing through the retail organisation, allowing customers to be served uniformly across the sales channels. Information can be analysed and incorporated into promotional and retail plans, increasing accuracy in targeted promotions at segmented customers.

Business Intelligence Services

Our Business Intelligence Services team will work with your team to provide the requisite intelligence and information through the current system to the right people to make informed decisions. The health of your business across the strategic processes will be measurable as a result of this study. Information is assimilated from the systems in your organisation using key retail KPIs such as GMROI, GMROF, sell through ratios, etc. Should a business intelligence solution be needed, our team will evaluate and recommend the best suited solution for your business.



Enterprise Information Integration Services

The Enterprise Information Integration Services team ensures that disjointed islands of information in disparate systems are all integrated to provide a single view to your business. Through shared information and integrated business processes across the various networked applications and data sources in your organisation, business and process owners will be able to receive timely and accurate information about business performance. This eliminates the need to refer to various systems and data sources for cross-checking and verification.

Customer Support

With a leading edge retail solution and effective implementation process, the ETP customer support team complements ETP's product and services offerings so that customers truly enjoy a seamless customer experience.

Our team of professional consultants are dedicated to providing application support and service to our customers, anytime, anywhere through a web-based support portal and knowledge repository. The aim is to provide high quality and responsive support to our customers, ensuring the smooth functioning of their business operations.

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