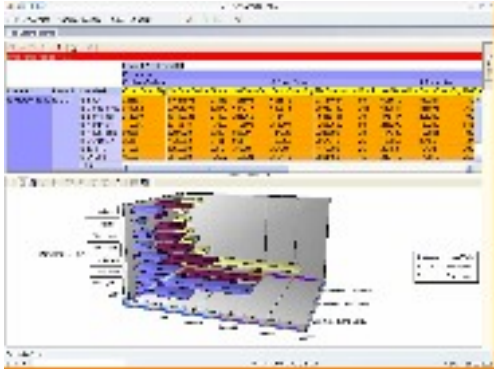




ETP Services

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

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

CRM Services

Our consulting team strives to listen to our customers, working with your team to design a sustainable solution that is specific to your business scenario.

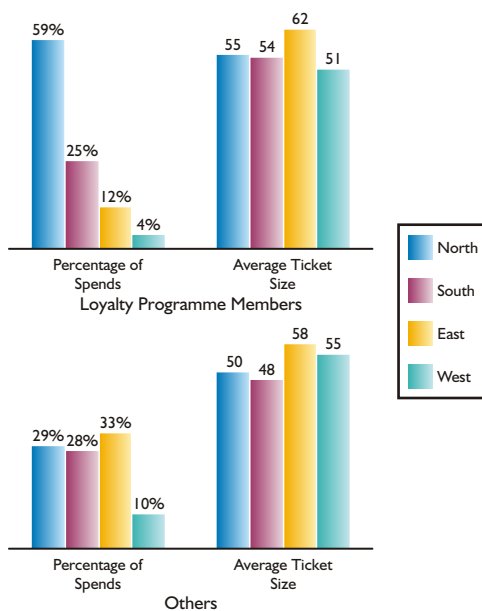
We have developed a proprietary four-step 'LOGS' approach.

Landscape: This is the study of the business landscape which includes the current context and environment in which your business is operating.

Opportunity & Challenge: The top management of the organisation is involved at this stage to help us understand the opportunities and challenges that the organisation faces.

Goal: The goals for the study are defined based on the opportunities and challenges findings in order to maximise the opportunities and minimise the challenges. These goals are then translated into the achievable goals for the intended CRM system.

Solution: While most CRM solutions allow small levels of flexibility, we, on the other hand, believe in taking an out-of-the-box approach. Our consultants will work with your team to develop a collaborative CRM solution that is designed to fulfill the defined goals right down to the minutest details such as the design of the CRM form. The loyalty programme will also be designed as a logical extension of the CRM programme.



Certain parameters are taken into consideration in the solution designing process.

- Industry standards and competitive scenario
- Long term sustainability
- Medium term challenges
- Ease of use and rollout
- Inclusion of latest technologies being used



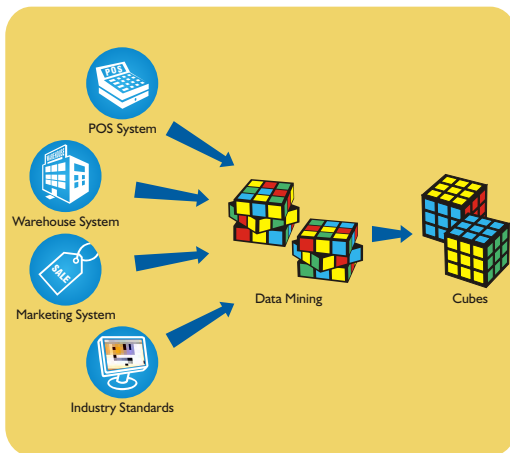
CRM Programme Deployment

The end result is a single source of information allowing your customers to be served uniformly through any of your sales channels.

Our Approach

The approach taken by our consulting services team is an all-inclusive one. The stakeholders in your organisation will be involved in designing the solution so as to ensure that all business processes are covered. We understand that you may already have made some level of investments in your current system and to scrap the system for a new one can be a tedious and expensive exercise. Our team works objectively to help you optimise the current investment you may already have or leverage their experience to evaluate other suitable solutions. Recommendations will be made for appropriate tools required to deploy the solution effectively and cost-efficiently.

A successful CRM programme cannot be just implemented and left to run on its own. As such the final phase of the programme involves monitoring the ROI of the solution so as to ensure that mid-course corrections can be taken as and when needed.



Business Intelligence Services

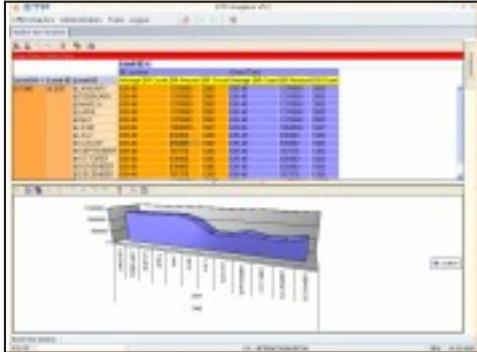
Working collaboratively with your team, our consulting services team will provide the requisite intelligence and information through the current system to the right users. We can also assist in evaluating and recommending the business intelligence solution best suited to your business needs.

The business intelligence services study follows a process which is outlined as follow:

DSS: This is a process in which the key Decision Support System required by the management is mapped. It will provide an insight into the scope of the study and establish the key requirements for the project.

Process Output Study: The process output study studies the

'output' or the end result of every process undertaken in the organisation. Having an in-depth understanding on the dependencies of each process provides the right perspective to ensure that the right granularity of information is collated into the right business intelligence.



System Study, Data Warehousing and Data Mining: This step involves studying of the existing system and designing the integration process. Recommendations for suitable data warehousing and data mining techniques will be made to derive an optimum performance.

Business Performance Measurement: The end result of a thorough study would be a solution that is able to measure the health of your business across the strategic processes.

Some areas which it would address include:

- Demand Fulfillment: The respond rate of the supply chain versus the demands from the stores as well as warehouses and can this be further improved?
- Stock Cover Planning: Taking into account the sell through percentages, are the stock account in the stores over the last few months adequate? Can the Product Life Cycle be managed based on the rate of reported store sales ?
- Improved Store Performance: Can stores sales be increased by increasing the conversion rate or is the store a high value but low volume one? Is there are a marked difference between the basket sizes of stores in malls and on high streets.
- Improved Inventory Realisation: Should the inventory through promotions be cleared directly and what is the impact of reallocating merchandise between stores? Can a hub and spoke distribution model reduce stock aging?
- CRM and Loyalty Programmes: Uncover who are the top 20% of your customers and the popularity of the loyalty programme with each category of customers. What are their shopping frequency with us and when do they redeem their points?
- Warehouse Fill Rates: What is the fill rate that each warehouse is able to achieve and is a low fill rate due to a long replenishment cycle? Is another regional distribution centre needed to service far out stores?
- Replenishment Accuracy: How good is the merchandise mix being maintained in the Class A stores? Do you maintain the right base stock or should you increase the re-order point?
- Vendor Performance Analysis: Which vendor is providing the optimum combination of quality, time and costs?



- Vendor-wise Product-wise Margin Analysis: How can we increase the bottom line by sourcing from the right vendor?
- GMROF, GMROI, and GMROL: Which merchandise yields the highest return per square foot? Which group of employees are more productive and ensure high customer retention?
- Marketing & Promotions: Which are the most successful promotions for a new store launch?

Our Approach

The approach taken by our consulting services team is an all-inclusive one. The stake holders in your organisation will be involved in designing the solution so as to ensure that all business processes are covered. We will assimilate information from the systems in your organisation to present to users using key retail KPIs such as GMROI, GMROF, sell through ratios, etc. Some level of investments may have already been made in your current system which will be expensive and tedious to scrap for a new system. Our team will work objectively to optimise the existing investment you may already have as well as evaluate other suitable solutions. We will make recommendations for the appropriate tools required to deploy the solution effectively and cost-efficiently.



Business Process Consulting

Retail Store Management

The Retail Store Management practice is aimed at improving the store process design and stock planning to maximise returns. The process covers the entire span of category management, from pricing and promotion management to merchandise inventory control and supply chain management during launches and replenishment.

- Implement merchandise planning process and tools
- Define business processes for store, warehouse and merchandising
- Define store layout, space allocation and retail channel
- Carry out customer service audits
- Retail operations improvement

The study will assess the current level of performance across various retail operations and identify shortfalls. It will define the KPIs that align the performance with the organisation's overall strategy.

An assessment will also be carried out on the overall operations and planning processes to remove communication barriers and bottlenecks for a more effective and efficient fulfillment process. Action plans will be drawn to maximise throughput and minimise non-productive capacity.

The study comprises of:

- Review of retail operations and standardisation
- Category management
- Merchandising planning
- Operational surveys

Customer Relationship Management

We help our clients in two distinct areas under the Customer Relationship Management practice: aligning your CRM strategy with the overall retail strategy as well as information modeling to support the CRM strategy and designing customer-centric business processes.

The CRM study includes:

- Customer satisfaction surveys
- Design/review of loyalty schemes
- Designing common CRM programmes across different sales channels and tools selection
- Co-branding strategies such as tying up with credit card or air miles programmes
- Market survey of competitors and benchmarking against their CRM strategy



Supply Chain and Inventory Management

In order for any retail organisation to maintain a competitive edge and profitability, the most important ingredient is getting the right quantity of the right products to the right markets at the right time in the most cost effective manner.

We assist clients in optimising the complete supply chain by working in the following areas:

- Devising an optimum merchandising replenishment model for various categories based on JIT, Push-Pull and VMI strategies
- Designing an optimum procurement and subcontracting flow
- Increasing inventory turnover to reduce inventory carrying cost
- Logistics flow optimisation
- Dead Stock / Stock Out analysis
- Sourcing and vendor management
- Space requirement analysis
- Designing and implementing value-added technology such as RFID and source tagging
- Efficient warehousing and inventory management in relation to EOQ, Min Max and base stock of each SKU
- Forecasting, demand planning and demand management

Goal-Driven Business Change Implementation

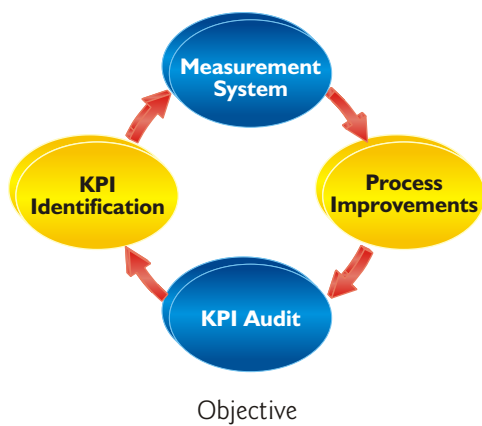
The Goal-Driven Business Change Implementation exercise begins with the identification of current critical problem(s) or challenge(s) for the organisation and setting up the goal(s). An analysis will be carried out to identify the root cause for the past non-achievement and develop an improvement plan. The business changes will be executed as recommended in the improvement plan.

Critical change requirements will result in improvements in possible areas such as:

- Sourcing cycle time reduction
- Inventory reduction
- Reducing logistics cost
- Increasing service levels

Key Performance Indicators (KPI) Set Up Study

For an organisation to remain competitive and profitable, management need to constantly monitor and rectify performance discrepancies across the demand chain in order to manage the business effectively.



The KPI study targets critical KPIs in your organisation, identifying the process changes that need to be carried out in order to achieve the targeted KPI levels set out in a measurement framework. Industry benchmarks will be set in the measurement framework such as inventory turnover ratio and high unplanned cost. The objective of the study is to help you monitor performance levels suited to your business processes and identify improvement areas if any, and take timely corrective measures.

Methodology

The first step of the study involves intensive dialogue with the process owners to find out the quantifiable performance indicators for their respective processes. This includes analysis of historical records pertaining to these performance indicators. We will derive three or four most critical performance indicators through these studies. After that, studies will be carried out to ascertain the current level of achievement and analyse each KPI to understand current performance levels and the underlying reasons for performance or non-performance. Our consultants will derive the means of measuring the KPIs and the measures that need to be taken to improve each KPI. Periodical KPI targets and a monitoring framework will be set so that the final recommendations and action plans to achieve the KPI targets can be presented.

Once the KPI framework has been set in place, a separate quarterly KPI review study will be carried out by our consultants. The aim is to review the performance of each KPI and decide on new mid-course measures should the need arise.

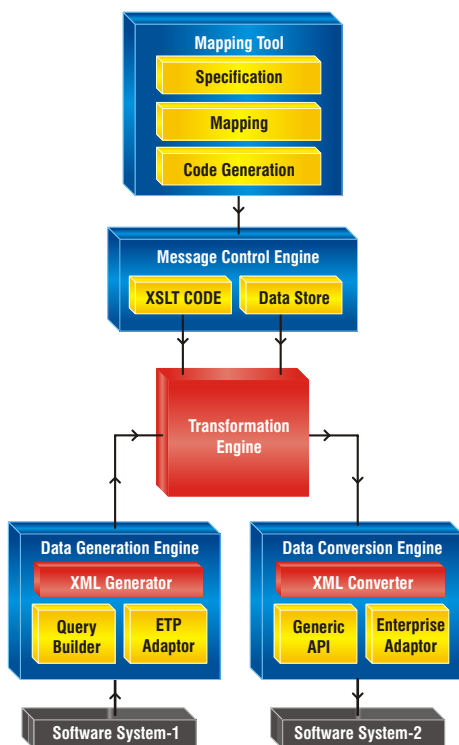


The quarterly KPI review study will help you analyse the results from each KPI from the last quarter. To ensure that KPI measures are followed, an audit on the processes will also be carried out. Should a KPI achievement fall short of expectation, an analysis will be carried out to examine the possible reasons for non-achievement of target. Through this study, new recommendations and action plans will be drawn for the next quarter.

The Enterprise Information Integration (EII) services

The Enterprise Information Integration (EII) services are divided into four major categories:

- Database Integration: This enables disparate sets of databases within the organisation to be integrated into one set of data which can then be used in the business.
- Application Integration: This method connects both internal and external systems to each other, allowing the retailer to link with its vendors, customers, service providers, agencies and banks systems.
- Data warehousing: This service will help you build a storehouse of data for your analysis using internal and external data sources. The critical information required for management reports can be generated through the automated upload of internal data into your business intelligence solution.
- Common virtual system: The common virtual system is helpful in pulling or pushing data to and from external web services, mobile services etc. This is useful in the instance of pulling real-time exchange rates for raising purchase orders and invoices, CRM, etc.



The Service

ETP's Software Systems Integration Services leverages its ETP Integrator as a means to integrate data sharing and business processes throughout the networked application sources in your organisation.

Functioning as a middleware between any two applications or databases, the ETP Integrator leverages the reliability of the Application Programming Interface (API) concept to allow the application to access the functionality of a pre-built software module and the XML format which is used as a medium for data transfer.

The ETP Integrator has a multitude of features:

➤ **Integrator Transaction Scheduler:**

Minimising the need for valuable time and resources, the Integrator Transaction Scheduler is capable of uploading or downloading data from system to system automatically at a determined time, whether it is daily, weekly, monthly or a preferred time that is most convenient to you.

➤ **Integrator Mail Alerts:**

Keep updates on the status of transactions upon completion of tasks that were scheduled to run on the ETP Integrator, eliminating the hassle for the user to log in to the system to check from time to time.

➤ **Integrator Logger:**

In the event that a particular transaction has failed, the application allows for the user to trace the reason for the task failure easily by retrieving the detailed message so as to debug the error.

➤ **Real-time Data Integration:**

The ETP Integrator allows for real-time data integration to take place between systems. Data uploading and downloading from specific applications can be carried out by embedding a single line command in the application and pointing to a batch file that contains the specific command line.

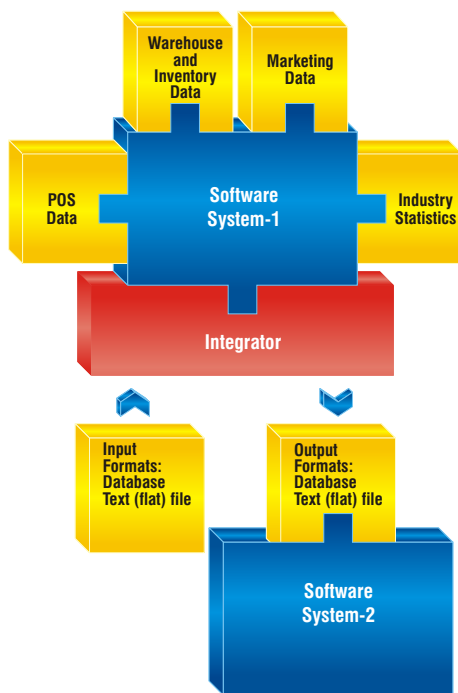
➤ **Scalability and Reliability:**

The platform independent ETP Integrator allows the client to select any platform for it to run on. Developed on third generation technology, the ETP Integrator is designed to scale with and support your business needs and growth reliably.

➤ **Data Exchange Formats:**

The ETP Integrator V5 is capable of integrating data formats in the following types:

- Database to Database
- Database to CSV file
- CSV file to Database
- Database to Excel file
- Excel file to Database
- Database to XML file
- XML file to Database



ETP Integrator Process Flow

ETP Express

For Small to Medium Enterprises

10 stores, POS, procurement, distribution and business Intelligence, up and running in less than 60 days starting from 25,000 USD!

ETP V5 Express is an easy-to-use, comprehensive, affordable and scalable retail solution. With capabilities spanning from point of sales operations to smart merchandising through to business intelligence for informed decision-making, it is a small solution with big capabilities to help in your retail growth plans.

Feature Highlights

- Express implementation
- Easy to operate and short learning curve for users
- Single source development, implementation and support
- Modular and upgradeable
- Smooth integration with bar-coding
- CRM
- Fast and configurable lookups for customer and merchandise
- Flexible charge model to handle complex tax scenarios
- Sourcing and distribution
- Warehouse & inventory management



Benefits

- Express check-outs which result in shorter waiting time and happier customers
- Increased sales as a result of better inventory control, reduced stock-outs, lost sales and happier customers
- Increased profit margins through better understanding of buying trends and stocking based on consumer preferences
- Control of inventory helps to streamline your warehousing and store space
- Control on pilferages through intelligence gathered on pilferage-prone items and locations so that more checks and measures can be implemented
- Managing the merchandising mix so that it reduces over stocking or under stocking
- Minimum stock outs which lead to increased sales as customers are able to purchase what they want instantly
- Understanding customer purchasing pattern to plan an optimum merchandise mix
- Tracking customer buying history allows you to discover who are your loyal customers and execute targeted promotions
- Discount administration allows only designated persons to award discounts at their discretion
- Procurement is controlled and visible across the supply chain

from the system

- Integrated supply chain operations
- Complete inventory visibility from warehouses to stores

ETP EIG for Express implementation consists of three phases:

Start-up and Solution Mapping

The first phase begins with the solution mapping in which the client's business requirements are mapped on to the ETP V5 Express application. This is a critical phase of the implementation which sets the foundation for a 'new way of working'.

The next step is to integrate the business process, data, software, systems and people. The ETP V5 Express application will be configured to function according to the finalised business processes and structures. .

Training & Pilot Run

The next phase of the project is the training and pilot run. We will conduct the pilot run on the configured test environment with key users who were involved in the business structures and process finalisation. The key user team will be trained by our consultants and will in turn train the end users.

The most critical project activity during this phase is the cut-over planning from the legacy system to the ETP V5 Express solution to ensure a smooth transition for your daily business activities.

Deployment

At the final phase of the project, our consultant will establish the 'live' environment. Data buildup templates, the masters and opening balances of individual business locations will be collated which forms the start of going 'live'.

Upon going 'live' successfully, the user groups will carry out necessary validations to ensure that the data captured is accurate. The project will then be closed and handed over to the ETP Customer Support team for post-implementation support.

All these in as little as 60 days!

Why ETP?

Our team of over 100 consultants has worked in diverse retail segments ranging from hypermarkets to fashion retail. With more than 10 years in retail IT management and international exposure in over 12 countries between them, the team is ready to take on the challenges you face in your growth plans and provide a solution for them.



Head Office



ETP - Singapore

Middle East Office



ETP - Dubai

R & D Centre



ETP - Mumbai, India

Conference Rooms



Think

Work Areas



Act

Cafeteria



Relax

- ETP (Enterprise Technology Partners) is a software solutions company focused on partnering with its customers to help them manage and grow their business profitably using information technology
- ETP has its international HQ in Singapore, R&D in India, and offices and partners in over 14 countries across Asia Pacific and the Middle East
- ETP solutions are used by leading retailers like United Colors of Benetton, Titan Watches, ITC Wills Lifestyle, Trikonsel Multimedia, Hot Spot, Orra Diamonds, Swiss Arabian Perfumes and many more
- The ETP V5 Retail Management Solution is seamlessly integrated through CRM, POS, Merchandising, Supply Chain Management and Analytics
- ETP services include Business Process Consulting, Business Intelligence and CRM Services, Software Implementation, Systems Integration, Development and Maintenance



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