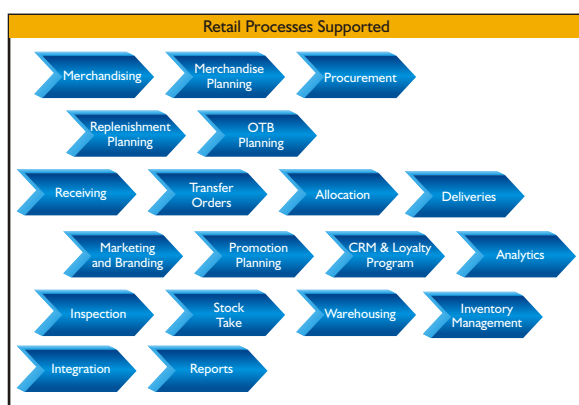




ETP V5

Addressing the needs of the evolving retail industry, the ETP V5 Retail Management Solution covers all the key functionality required for retail companies and is built to help retailers align their business processes with their strategies. Its integrated yet modular approach allows retailers to deploy ETP V5 comprehensively or modularly as per their requirements.

ETP V5 helps to streamline areas such as inventory and merchandise management, customer service and point-of-sale, loyalty and customer relationship management, cash management, marketing and promotion planning, merchandise and OTB planning, CRM and loyalty management, warehousing, inventory allocation and distribution, product life cycle management, procurement and MIS reports. With the components integrated into a single database with a single sign-on, management benefits from an integrated view of people, processes and goods moving at different speeds across different time zones and different languages in different countries at any time. Covering a wide spectrum of functionalities in a retail organisation, ETP V5 also adds value to corporate functions such as human resource and training, finance, marketing, and more



ETP Store

Your POS, CRM and Store operations solution

Customers today are discerning and short on patience. As a retailer, it is becoming increasingly important to increase efficiency not just at the backend but also at the store level. ETP Store helps reduce customer wait time, improve customer service with easy merchandise availability check, customer registration and management, loyalty points award and redemption, automatic promotions execution, all integrated into one easy to use, intuitive and touch screen enabled system at the front end. ETP Store also allows you to exchange, return and order merchandise from the front end. Along with these services, ETP Store also provides a variety of controls that help you manage inventory, cash, customers etc. along with a range of comprehensive reports.

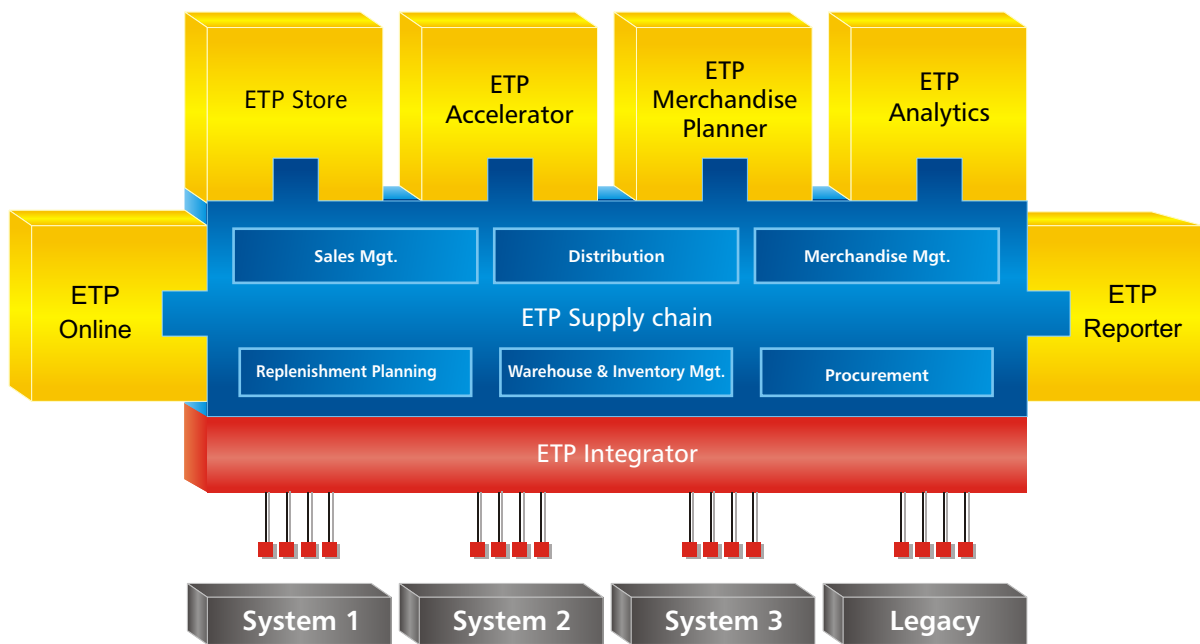
ETP Accelerator

Your powerful marketing and promotions engine

Time to market is just as important as process efficiencies. Traditionally retailers had to plan months ahead for their marketing and promotions so that there is ample time to roll them out to the

stores. However with today's quick changing tastes and markets it is important to be able roll out promotions much faster in days, not weeks.

ETP Accelerator is a proactive tool that manages your marketing and promotions according to the changing business dynamics, reducing strategy implementation time drastically. ETP Accelerator supports promotional strategies and business rules to be set and rolled out across the business operations instantly. It allows for multiple promotions and business rules to run concurrently without affecting the business process efficiencies. More importantly, the retailer can monitor the performance of each promotion strategy and redefine these strategies as and when needed.



ETP Merchandise Planner

Helping you plan your merchandise pre-season and in-season and learn from it

One of the critical functions in a retail enterprise is planning. As a retail organisation grows, it becomes a challenge to integrate multiple levels of planning by multiple people in multiple formats on multiple independent systems into a single organisational plan. The ETP Merchandise Planner captures data from past year performances, enabling planners to make more accurate and speedier planning. Tightly integrated through the multi-level retail hierarchy, it allows the planner and business owner to view the

organisational plan top down, middle out or bottom up. All the way from Business Planning through Merchandise Planning, Assortment Planning, Options Planning to OTB Planning, retailers can expect to minimise excess stock as well as avoid no-stock situations while still keeping a firm hold on the GMROI.

ETP Analytics

Your retail specific Business Intelligence Tool

The changing dynamics in the retail industry makes it critical for the business and process owners to have real-time information to make decisions that could impact the business.

ETP Analytics is a business intelligence solution that extracts information generated from ETP VX and other databases which the business may be using to provide an overview of the different functional areas and generate management reports. The set of pre-configured analytical cubes track key functions and strategies performance and flags warnings should any fall short on targets. This allows for decisions to be made on whether to stop, revise or improve on plans.

ETP Online

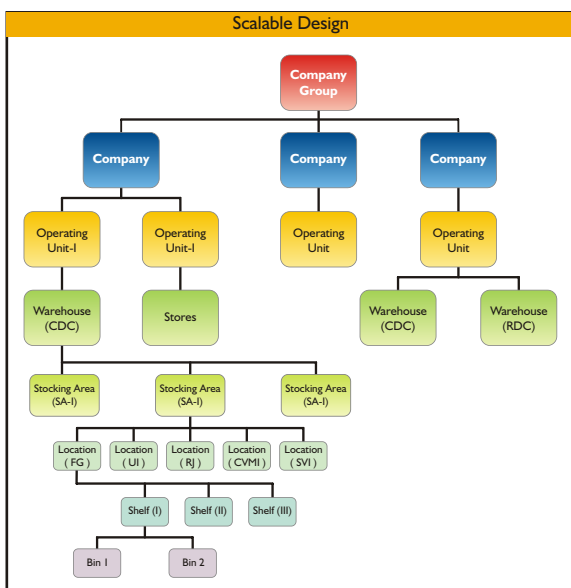
Your store on the web

ETP Online offers a platform for retailers to run their online stores with rich features including collaborative CRM, integrating operations across all the sales channels. Making product cataloguing and maintenance a breeze, ETP Online also incorporates campaign management tools, a fully secured credit card payment process and shopping cart. Reducing logistical nightmares in order fulfillment and management through the integrated operations, the system allows for merchandise returns to be done either by mail or at the store without creating confusion. These features will greatly improve service levels as customers will enjoy the same shopping experience and benefits just as store walk-ins.

ETP Reporter

Build your own reports

Besides having MIS reports for management decisions on the business strategies, real-time information is critical for daily decision-making. The ETP Reporter is a user-friendly, business entity-attribute relation based report designer and generator. The reports generated can be in various forms and formats, tied to the

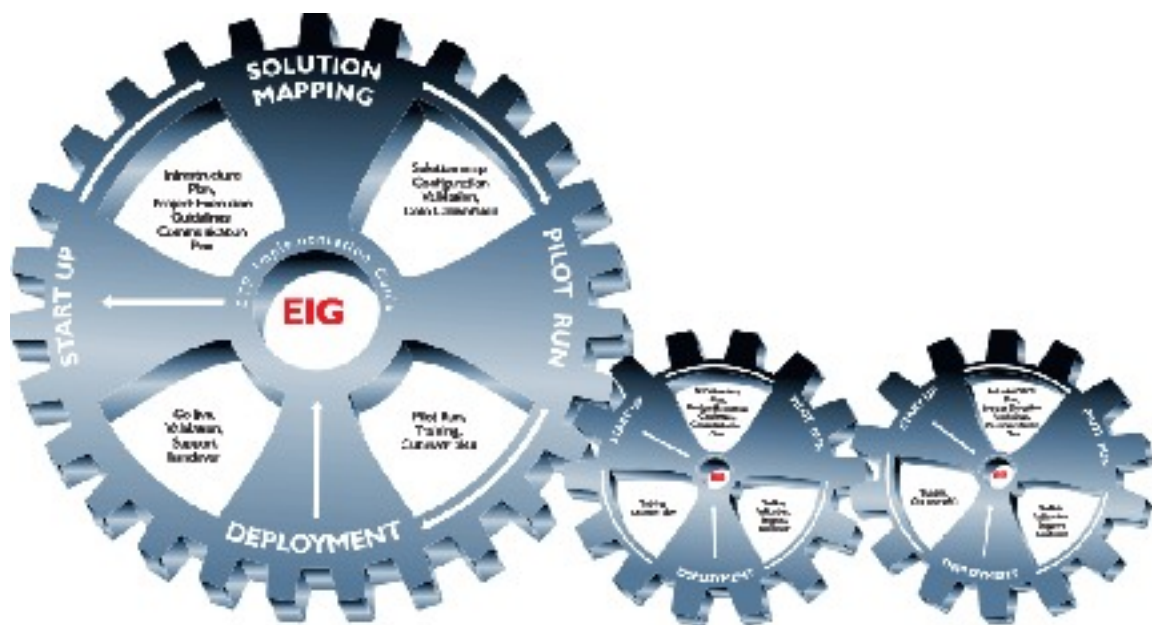


report level user rights. With the flexibility to swiftly generate simple or complex reports as and when needed, the solution is further enhanced with dynamic graphical layouts easily manipulated by the users. Compatible with any of the ETP solutions, this application breaks down raw data into user-friendly meta-data enabling the user to easily identify the data needed for reports.

ETP Supply Chain

Your merchandise management, procurement, warehousing and distribution backbone

Designed to cater to the specific requirements of the retail industry, ETP Supply Chain is a multi-company, multi-currency and multi-



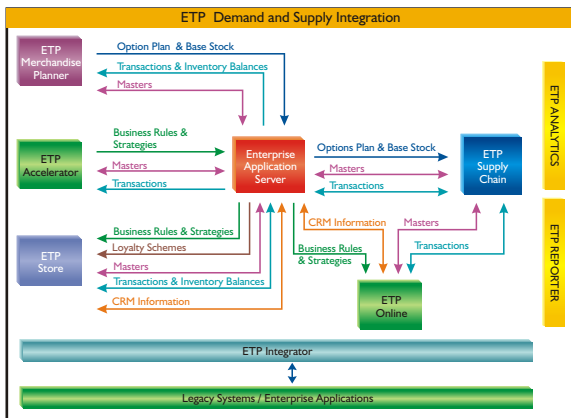
lingual supply chain solution. Streamlining inventory management with key components catered for the retail industry such as merchandising, sourcing, warehousing, sales, inventory management, distribution, replenishment planning, procurement planning, distribution planning and more, the ETP Supply Chain is suited to meet the demands in a fast and dynamic industry without the baggage of traditional manufacturing-based ERP systems. It effectively streamlines retail processes, implements necessary checks and balances, as well as eliminates process deficiencies, increasing time and cost efficiencies.

ETP Integrator

The ETP Integrator is designed to integrate ETP VX seamlessly with any Finance, HR, Manufacturing or legacy application. Leveraging on XML and J2EE technologies, ETP Integrator is platform and format independent and has an easy-to-use menu-based drag and drop interface for smooth integration. With this flexibility, almost any solution component of ETP VX can be deployed independently and integrated with existing applications. This allows you to decide on the level of collaboration and maximise existing investments, reducing the need to write off past IT investments.

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.

Phase I – Start-Up

The project starts with the formation of the Steering Committee which decides the project execution guidelines (PEG), project resourcing, project roles and responsibilities, project plan and budget. The project team then decides the deployment strategy, user-group mapping, project scope and objectives, project completion criteria, change management procedure, quality plan, communication plan and IT infrastructure plan.

Phase II – Solution Mapping

The next step is to map the business requirements onto the solution by finalising the structures and process and doing the solution

design. Any gaps found are reported in the gap analysis and solution map. Test cases are developed and the solution is configured for business validation. The existing data conversion requirement is planned and a quality audit is conducted.

Phase III – Pilot Run

The user groups and roles across the organisation will be established followed by testing of any customisation, interfaces and data conversion routines. Once this is through, the user guide will be updated and key users will be trained on the use of the solution. The key users will test the solution and integration points and approve it. At this point, a cutover and validation plan is prepared. The IT infrastructure should be deployed and tested at this stage.

Phase IV – Deployment

The solution is ready for cutover and go-live. Data in the system will be validated. In the next step, the finalised roll out plan for the solution will be deployed across other areas of the enterprise. A quality audit will be conducted and then the project is closed and handed over to the ETP support team.

Roll Out

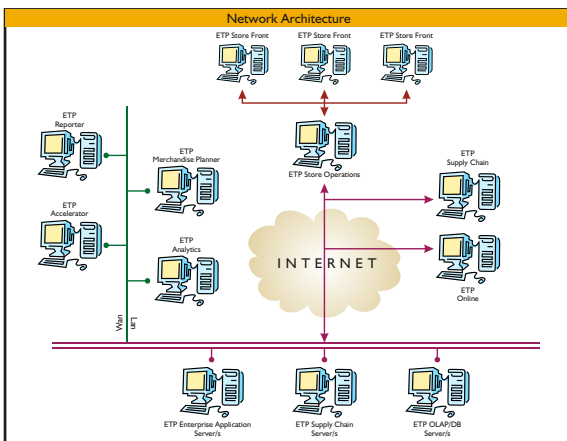
EIG recommends a single solution to be designed by the project team, which can be rolled out across the multiple business units of the customer organisation. Once the four phases of the implementation are completed, the customer team can then roll out the solution to the remaining business units.

Each roll out should be managed as a sub-project. This sub-project would have the following phases of the EIG to be carried out for the individual business units:

1. Project Startup (Phase I)
2. Training and Cutover Plan (part of Phase III activity)
3. Solution Deployment (Phase IV)

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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