



BENEFITS

- Improves decision-making and increases speed and efficiency in ongoing business-process execution through data integration and information visibility.
- Increases shelf availability, thereby increasing sales.
- Improves stock turnover and reduces working capital requirements.
- Integrates business processes across traditional "silos."
- Increases demand/supply chain efficiency and effectiveness.
- Reduces supply chain and IT overhead, and increases net operating margins

A TARGETED CORE MERCHANDISING SOLUTION FOR RETAIL

EDS, an HP company, launched an end-to-end core retail solution designed to help North American retailers compete more effectively and improve profitability. The new solution enables retailers to better manage local consumer demand with relevant store assortments through improved ordering, merchandising, demand/supply chain management and supporting analytical tools. The approach combines EDS' expertise with that of retail-industry solution leader Aldata to provide retailers and wholesalers a single, integrated retail demand/supply chain foundation that works across all stores and operations.

Balancing service, margins and costs in a tough economy

The current economic climate, increasing food costs, rising fuel prices and declining consumer confidence and spending are creating challenges for U.S. retailers. It's difficult to maintain margins as product costs increase and to limit inventory without sacrificing service levels as carrying costs rise. The success of today's retailers will depend on their ability to proactively adapt to changing market conditions, fulfill local consumer demand and respond to operational and technological challenges affecting the entire demand/supply chain.

Integrating the demand/supply chain

The EDS and Aldata approach addresses some of these challenges by helping retailers gain business agility and the ability to fulfill local demand more effectively - all while reducing the cost of ordering, assortment and inventory management, invoice management and general information technology (IT) support. The core solution is powered by EDS' experienced retail industry and technology consultants, the EDS Designed for Run™ methodology, and the Aldata G.O.L.D. retail suite, which links retail store, merchandising and supply chain business processes.

A synergistic relationship

EDS and Aldata offer an integrated solution that delivers visibility and responsiveness while providing the highest level of customer service.

- **Retail focus** - The EDS and Aldata team is a dedicated source of experts focused on retailers' unique challenges and business issues.
- **Flexibility and simplicity** - We provide comprehensive solutions tailored to retailers' business needs and capabilities, making change achievable and simplifying retail's complexities.
- **Speed** - Our unparalleled experience enables us to listen to retailers' business needs, recommend practical solutions and quickly transform their operations.
- **Single point of contact** - We remove the complexities from retailers' jobs by offering practical solutions through one team and one contact.



An industry-renowned methodology for success

The ERP approach uses the EDS Designed for Run corporate strategy, which considers the function and expense of the client's IT systems and applications as a whole, thus lowering the overall total cost of ownership. It charts a course to meet the organization's goals and implements a modernization process while anticipating the client's costs to operate the system over its lifetime. The strategy is designed to help clients gain the visibility and responsiveness necessary to respond to current and future challenges.

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Solid technology foundations

Often, a retail organization's success in driving business agility is hindered by complex, outdated legacy IT environments that limit a retailer's ability to easily transform their business processes to remain competitive. EDS' targeted retail ERP solutions approach encompasses managing information complexity, integrating legacy systems, creating a service-oriented architecture and providing an ITIL® support model. The result is a highly scalable, secure, centralized data management, simplified end-to-end business processes and an enabling integration platform - all designed for flexibility and responsiveness to changing business needs.

EDS applications modernization approach addresses the key needs of any stage of IT modernization to better enable the business. When combined with Aldata's expertise, clients can improve store ordering, demand/supply chain and merchandising productivity, reduce their IT maintenance budget through a rationalized portfolio, and transition IT budgets from a fixed to a variable cost structure.

Key Services and Capabilities

- **Aldata Software Suite** - Includes integrated demand and replenishment optimization, store execution, warehouse management and inventory optimization, item and price management, supply chain visibility, supplier management, business management and support, and retail intelligence and analytics
- **Aldata Services** - Application consulting services, application implementation, application architecture, G.O.L.D. modification development, support services (integration and training) and post-implementation support
- **EDS Implementation Services** - Includes program/project management, business process consulting, applications implementation and integration, enterprise architecture, change management and training, data conversion/migration, production planning and rollout, and network design and deployment
- **EDS Operation Services** - Includes application hosting and management, application support, network hosting and management, data center hosting, business process outsourcing and managed services