

**Helping retailers consistently carry out corporate vision with
a fully integrated retail execution management solution**



Delivering value

Next-generation retail execution management capabilities that enable you to deliver corporate strategies consistently across the entire enterprise



Reflexis Retail Execution solutions

A suite of four integrated, Web-based retail execution management solutions that helps retailers turn strategy into action, increasing sales, decreasing costs and driving consistency

IBM Store Integration Framework

A flexible, scalable Java EE operating environment and component-based architecture built for retail stores that facilitates real-time, people-to-people, people-to-process and process-to-process connections and capabilities using industry-leading, open standards-based IBM middleware

Reflexis and IBM.

To differentiate themselves, retailers invest significant time and resources developing corporate strategies for new product rollouts, promotions, customer service programs and other initiatives. However, retailers lose millions of dollars in potential annual sales when that corporate strategy is executed inconsistently at the store level. Store managers receive multiple, often contradictory instructions from the corporate office, leaving them to prioritize tasks on their own and to come up with their own execution plans. The results are decreased efficiency, lower customer service levels, brand dilution and, ultimately, lower revenue.

Reflexis, a leading provider of next-generation retail execution management solutions, and IBM have teamed to offer a complete solution that addresses these challenges. The solution combines a suite of four applications from Reflexis (Task Manager, StoreWalk, KPI Activator and Workforce Manager) with IBM Store Integration Framework software—an open standards-based, store-level Web services architecture. This joint solution enables you to turn corporate strategy into consistent action across the entire retail enterprise.



Consistent strategy execution

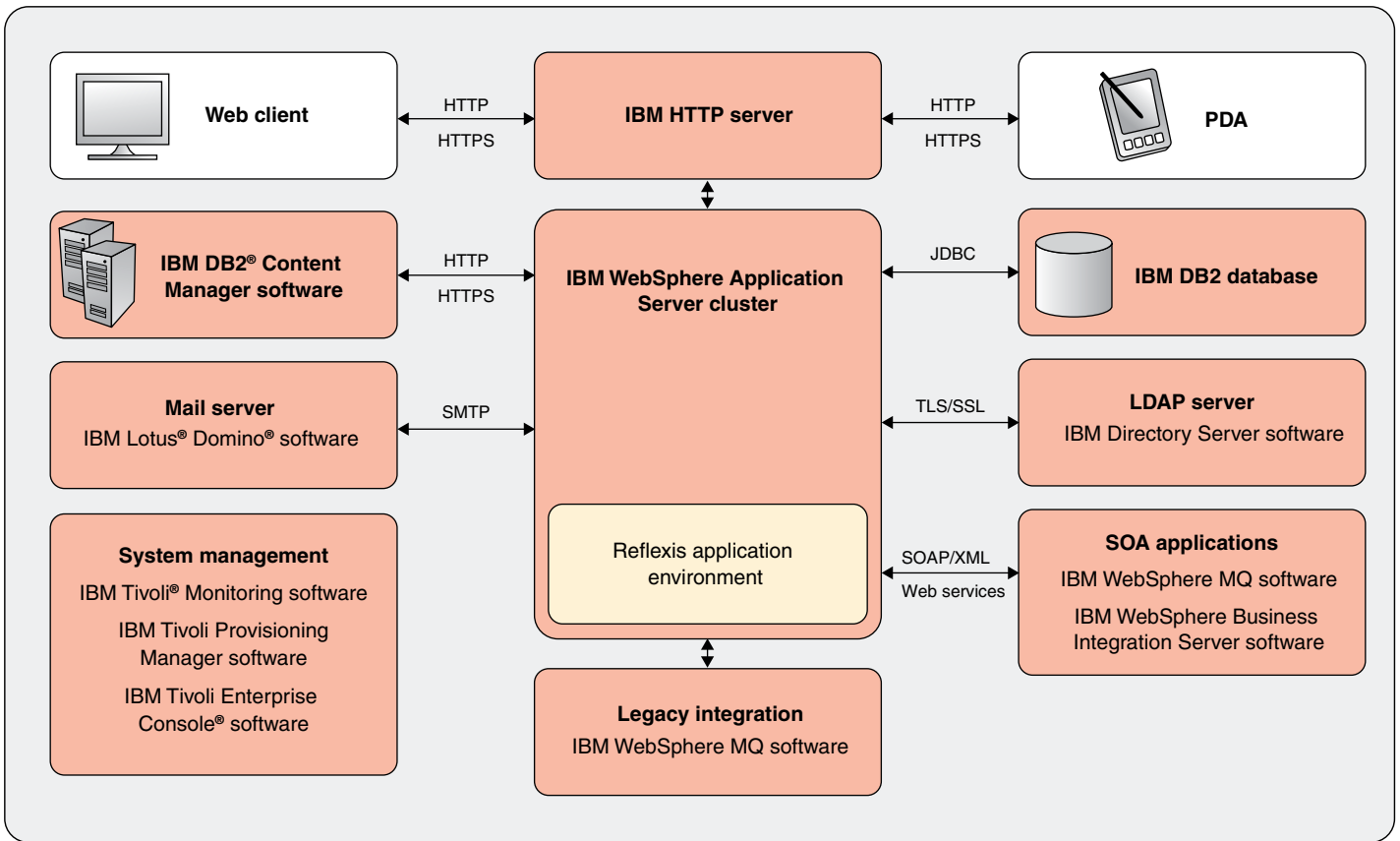
By helping to ensure corporate vision is implemented uniformly across the enterprise, retailers can recover the lost sales that suboptimal execution can cause. The solution also:

- **Identifies both problems and opportunities in real time.** The Reflexis tools help you identify issues in real time and automatically issue tasks in response.
- **Supports role-based task assignment.** If the person originally assigned to a task is unavailable, the solution automatically assigns the task to the next available employee with the skill level and availability to complete it.
- **Includes proven best practices.** The Reflexis solution includes best practice templates to help you manage promotions, emergency product withdrawals and other common retail initiatives.
- **Facilitates more time with customers.** Reflexis solutions free employees from the inefficiencies of traditional management systems, leading to more time on the sales floor.

The Reflexis and IBM solution: a closer look

Reflexis and IBM deliver a solution that is built on open standards, so you can easily integrate it into your existing environment. In addition, the solution is customizable, so it can be configured to suit your unique needs. The solution also:

- **Leverages open standards.** Both the Reflexis Retail Execution suite and the Store Integration Framework are based on Java™ Platform, Enterprise Edition (Java EE) technology, allowing you to run the solution on desktop and handheld devices, and to integrate it with existing enterprise resource planning applications.
- **Enables end-to-end integration.** The Store Integration Framework includes the IBM WebSphere® Remote Server platform, which provides Web services that allow you to tightly integrate the Reflexis solution with other enterprise applications.
- **Features hundreds of configurations.** The solution is highly configurable to support your particular business processes without the need for custom programming that can be costly to develop and to maintain.
- **Supports proof-of-concept implementations.** The Reflexis and IBM solution is prebundled for proof-of-concept implementations, allowing you to test the solution on a small scale before committing to an enterprise-wide rollout.



A sample architecture of Reflexis Retail Execution applications running on IBM Store Integration Framework

Relying on Reflexis and IBM expertise

Reflexis, an IBM Premier Business Partner, and IBM have already implemented joint solutions for a number of shared customers.

Reflexis

- **Industry recognition.** For three years in a row, Reflexis customers have been recognized for outstanding business achievement combined with best-in-class IT execution, receiving the 2007 RIS News Supermarket Leadership and the Retail Systems Achievement Award in 2005 and 2006.
- **IBM validation.** The entire Retail Execution suite is validated on the IBM Store Integration Framework as part of the IBM Retail Store Innovations – Store Integration Framework initiative.

- **Proven track record.** To date, Reflexis has a 100 percent success rate implementing its Retail Execution solutions at some of the world's biggest and most respected retail companies.
- **Commitment to research and development.** Reflexis invests in researching the retail environment and developing innovative technology solutions to meet retailers' needs.

IBM

- **Global experience.** IBM works with more than 7,500 retailers worldwide.
- **Innovation.** Deployed in more than 20,000 stores, the Store Integration Framework is only one example of innovative new technologies IBM is developing specifically for the retail industry.
- **Worldwide support.** IBM has a vast services organization and a global network of more than 1,500 IBM Business Partners in the retail industry.
- **Industry leadership.** IBM is a founding member of the Association for Retail Technology Standards XML executive board.

For more information

To learn more about Reflexis and IBM solutions for retail, please contact your IBM representative or visit:

reflexisinc.com

and

ibm.com/industries/retail



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