

Special Report: RedPrairie Extends Workforce Optimization Offering With StorePerform 12/14/06

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The wave of mergers and acquisitions among technology vendors continues unabated. This week, [RedPrairie](#) announced its second major acquisition of 2006: [StorePerform Technologies](#). The deal, which will be consummated in the next 30 days, will incorporate StorePerform as part of RedPrairie's Retail Productivity Solutions division (formerly BlueCube Software). The venerable provider of warehouse and transportation management solutions now finds itself right in the middle of the action-in the body of the store.

Task Management: A Critical Component of Workforce Management

The importance of workforce management solutions that integrate store execution management solutions with optimized labor scheduling, time and attendance, learning management, and employee self service solutions is undeniable. RSAG's recent benchmark report "[Workforce Optimization: Boosting Store-Level Productivity & Top-Line Performance](#)" highlights the top and bottom line opportunities associated with including task management as part of a retailer's workforce management software portfolio.

Prashanth Palakurthi, CEO of Reflexis Systems, StorePerform's major competitor and only remaining independent task management provider commented, "One thing this deal does is validate the importance of task management. Workforce management systems are essentially planning tools. Task management goes the last mile to insure that those planned tasks are actually accomplished".

The acquisition is certainly good news for customers of StorePerform. The company's sales have been slumping the past few years, and the deal insures both continued support as well as eventual integration into labor forecasting, scheduling and optimization. Similarly, users of RedPrairie's Retail Productivity Solutions can expect eventual integration of task management into their workforce management systems.

Where Does RedPrairie Go From Here?

Even after two acquisitions in less than six months, RedPrairie has indicated that its spate of purchases is not over yet. The company has a vision: "consumer driven optimization" that drives products and people from the point of manufacture to the store shelf. RedPrairie expects to make additional announcements over the coming months that demonstrate its commitment to this vision.

Their goal is ambitious. Along with the technology hurdles involved in piecing together its various acquisitions, the former warehouse management vendor must assimilate a whole new set of cultural variables: the dynamics of the in-store environment. The company is taking a wise approach by keeping the employees it "inherited" from both StorePerform and BlueCube. We hope it can incorporate their knowledge into the overall corporate heritage along with integrating the software products. Retail is a deceptively complex enterprise and the store might just be the most complicated piece of the puzzle.