

BLUE AGAVE SOFTWARE

DEMAND-DRIVEN DECISION-MAKING FOR THE RETAIL CHANNEL

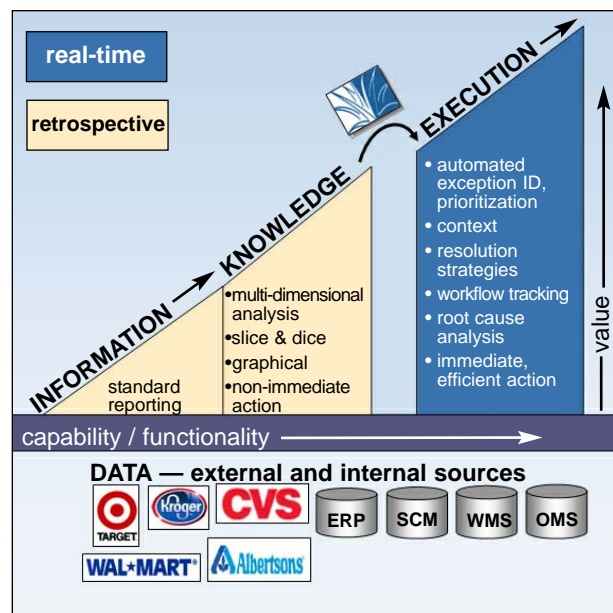
To become a best-in-class Demand-Driven Enterprise, you need timely, accurate insight into actual consumer behavior and the ability to quickly take action when problems or opportunities arise. Retailers and consumer goods suppliers have a wealth of information available — point-of-sale, forecasts, inventory, orders, shipments — but the sheer volume and granularity of the data creates barriers to using it for short-cycle situational awareness and decision-making. Reporting and analysis tools offer only a retrospective view of past trends. Planning and modeling systems offer a look forward. Neither of these approaches, however, delivers the specific insight and capabilities necessary to help you execute in the present, to address the operational issues associated with demand variability which occur each and every day. This is where Blue Agave Software comes in.

Blue Agave helps retailers and consumer goods suppliers proactively sense and respond to consumer demand variability with a family of applications that enable improved replenishment, fulfillment, and demand management execution. Blue Agave brings together all of the capabilities necessary to efficiently and quickly take meaningful action to address potential retail issues before they impact revenue and the consumer experience.

Blue Agave delivers:

- **Automatic capture, correlation and management of all disparate demand signal data** including point-of-sale (POS), RFID, inventory positions, forecasts, orders, and shipments
- **Continuous, automatic analysis** of this data, applying your organization's unique business rules
- **Anticipation and identification of store, SKU, and warehouse issues** falling outside of your organization's acceptable parameters — issues like stock-outs, excesses, forecast variances, replenishment problems and a variety of store-level anomalies
- **Focused recommendations to resolve each issue**, applying your team's best practices based upon the status of each identified issue
- **Informed decision-making, by gathering additional context from other systems and data sources**, providing the full background of the issues at hand to help your team make the most informed decisions as quickly as possible
- **Prioritization of all issues** within a dynamically-updated user environment
- **Tracking of each issue** from inception to resolution, including the strategies taken to address each
- **Workflow and collaboration tools** that walk users through the steps necessary to act, based on your organization's standard processes
- **Real-time monitoring of retail metrics** present zero-latency insight into order, promotion, sales, and instock performance

All of these capabilities are delivered within an intuitive visual user-environment that keeps decision-makers informed and organized every step of the way. With Blue Agave, retailers and consumer goods suppliers can finally make real-time demand signals actionable, and reap the benefits.



Blue Agave picks up where planning, modeling, and reporting solutions end, delivering the timely insight and tools necessary to efficiently execute replenishment, fulfillment, and demand management decisions on a daily basis.

DEMAND-DRIVEN RETAIL EXECUTION

The Blue Agave family of products focuses on critical retail channel execution processes in the areas of replenishment, fulfillment, and demand management. Leveraging your organization's business rules and best practices, Blue Agave guides consistent responses to real-time demand variability.

With Blue Agave, you can:

- **Predict and prevent stock-outs** before the consumer experiences a sub-optimal shelf presentation
- **Anticipate and fix forecast errors** before they result in stock-outs and excesses
- **Expose incorrect replenishment settings** before replenishment cycles are impacted
- **Monitor and manage new product introductions** to ensure desired sell-through is achieved
- **Maximize promotion effectiveness** with daily insight into actual lift and sell-through of promotional SKUs, exposing store-level merchandising issues
- **Achieve a consolidated view of all orders and shipments** between the supplier and the retailer
- **Effectively manage Total Pipeline Supply** throughout the network, ensuring that supply meets demand
- **Improve the accuracy of Direct Store Delivery (DSD) shipments** by providing real-time insight into delivery and takeaway
- Ensure that on-hand inventory consistently meets **Presentation Shelf Minimums**
- **Receive immediate insight into store-level issues** such as stores-not-scanning, SKUs-not-scanning and out-of-tolerance markdowns

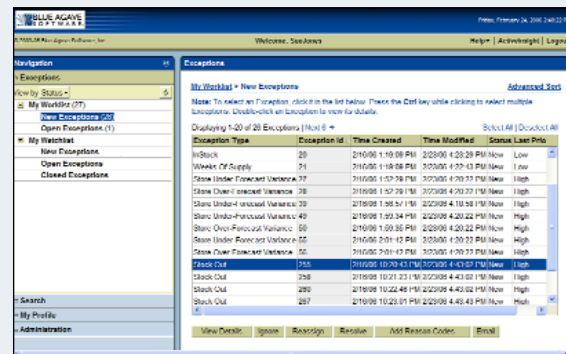
DELIVERING RAPID TIME-TO-VALUE

Blue Agave applications are delivered in a phased approach that ensures immediate, measurable business benefit in less than eight weeks. Blue Agave's well-defined implementation methodology outlines a step-by-step deployment approach that harnesses the best practices of your organization to quickly configure the application to match your business's requirements. Because Blue Agave uses an intelligent, read-only, non-invasive integration approach, implementation is not disruptive and leverages the investments you've already made in your IT infrastructure.

With Blue Agave, the Demand-Driven Enterprise is finally within reach. Contact us to find out how you can get started today.

"The plethora of relevant data available to service environments means the challenge is not just in collecting it, but in using it to drive customer service performance effectively and achieve business success"

source: Gartner, "Analyze Your Customers' Behavior to Improve Your Service,"



The screenshot shows the 'Exceptions' module in the Blue Agave software. It features a table with columns for Exception Type, Exception ID, Time Created, Time Modified, Status, and Last Prio. The table lists various exceptions such as 'InStock', 'Vendor Of Supply', 'Store Under Forecast Variance', 'Store Over Forecast Variance', 'Store Under Forecast Variance', and 'Store Over Forecast Variance'. A search bar and navigation buttons are visible at the bottom.

Exception Type	Exception ID	Time Created	Time Modified	Status	Last Prio
InStock	250	2/10/09 1:18:58 PM	2/22/09 4:22:29 PM	Low	Low
Vendor Of Supply	251	2/10/09 1:18:58 PM	2/22/09 4:22:43 PM	New	Low
Store Under Forecast Variance	27	2/10/09 1:57:28 PM	2/22/09 4:29:22 PM	New	High
Store Over Forecast Variance	28	2/10/09 1:57:28 PM	2/22/09 4:29:22 PM	New	High
Store Under Forecast Variance	29	2/10/09 1:58:57 PM	2/22/09 4:18:58 PM	New	High
Store Over Forecast Variance	30	2/10/09 1:58:58 PM	2/22/09 4:20:22 PM	New	High
Store Under Forecast Variance	31	2/10/09 2:01:42 PM	2/22/09 4:20:22 PM	New	High
Store Over Forecast Variance	32	2/10/09 2:01:42 PM	2/22/09 4:20:22 PM	New	High
Stock Out	258	2/10/09 10:21:23 PM	2/22/09 4:43:02 PM	New	High
Stock Out	280	2/10/09 10:22:48 PM	2/22/09 4:43:02 PM	New	High
Stock Out	287	2/10/09 10:23:07 PM	2/22/09 4:43:43 PM	New	High

Blue Agave automatically identifies and prioritizes all of the issues and opportunities currently occurring in your retail channel — so you immediately understand where to focus your efforts in order to respond to demand variability.



Blue Agave delivers clear, up-to-date presentation of product, category, and store performance — so you can see the numbers at a glance.