

## Company Background

### Core Business

Blue Agave Software ([www.blueagavesoft.com](http://www.blueagavesoft.com)) enables consumer goods suppliers to **understand, predict, and respond to daily consumer demand** for every item at the store level.

Our real-time approach drives millions of dollars in incremental revenue and cost savings and helps companies meet the most demanding service requirements by proactively resolving the most common retail execution issues, including stock-outs, excess inventory, forecast variances, and store-level anomalies.

### Market Need

Consumer goods suppliers are struggling with escalating pressures from a consolidating retail channel. Large retailers, like Wal-Mart®, Target®, Best Buy®, and others are squeezing margins and impacting revenue with aggressive replenishment programs that demand higher fill rates, management to the store-level, dramatic reductions in network inventory, and lower overall costs from their supplier base.

To be successful, companies must fully exploit consumer demand signals – including point-of-sale (POS) and RFID – in order to quickly take action when issues and opportunities arise, before sales are lost and customers complain.

### Benefits

With Blue Agave, suppliers can:

- Eliminate stock-outs
- Drive down excess
- Reduce inventory without sacrificing sales or service
- Fix forecast errors
- Quickly respond to store-level anomalies
- Improve new product introductions
- Run more successful promotions

### Competitive Differentiators

Blue Agave is the only company to provide:

- **Real-time analysis of daily demand signal data at the most granular levels**, using an organization's business rules to anticipate and identify retail execution issues at the store/SKU level;
- **Resolution capabilities**, going beyond notifications to recommend the best course of action based on the organization's business practices and current business conditions;
- **Contextual information** that arms users to make the best decision about issues as they arise and at the same time gain valuable insight into patterns and root causes of process breakdowns that drive continuous improvement;
- **Workflow and tracking** that guides users step-by-step through the actions necessary to efficiently respond to issues and provides the tools to effectively collaborate with team members as well as communicate with retailers.

## **Transforming Real-time Data into Actionable Information**

Blue Agave's Retail Channel Execution™ software transforms real-time data from internal transaction and planning systems and the most up-to-date data from external sources, such as retailer-provided sales and inventory information (point-of-sale data) and RFID, into actionable information and recommendations that arm suppliers with the tools and knowledge necessary to dramatically improve performance.

Retail Channel Execution's family of real-time applications focuses on high impact issues within the following customer-facing business processes:

- **Replenishment:** stock-outs, instock, store forecast variances, promotion variances, stores not scanning.
- **Fulfillment:** warehouse stock-outs and excesses, fill rate, on-time delivery, invoice settlement.
- **Demand Management:** forecast variances, finished goods stock-outs, total pipeline supply shortfalls and excesses, demand trend.

## **Founding and Funding**

Blue Agave was founded in 2001 and is headquartered in Cambridge, Mass.

Blue Agave has received \$18M in venture funding from Sigma Partners ([www.sigmapartners.com](http://www.sigmapartners.com)) and Flagship Ventures ([www.flagshipventures.com](http://www.flagshipventures.com)).

## **Executive Team**

Doug Percy, president and CEO  
Mark Wick, senior vice president, engineering  
Mike McMahon, CTO  
Jim Morganstern, vice president business development  
Frank Murphy, vice president sales

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