

MarketWatch — June 21, 2004

New Blue Agave Tools for CPG Suppliers, Performance Management

Blue Agave Software, Inc. has introduced a product that provides visibility into the extended supply chain of consumer goods suppliers. Combining packaged software and implementation services, the vendor's Retailer Service Excellence for Consumer Goods Suppliers (RSE) captures, organizes and manages disparate data from point-of-sale (POS) systems. And it provides a demand system of record which can be used in combination with operational information from internal transaction and planning systems, to support real-time decisions that improve service and revenue. According to Blue Agave, the system gives CPG companies a complete, real-time view of service performance metrics as the business is running. Ready-to-use and customized reports are based on critical retailer data, including radio-frequency identification (RFID) and POS feeds on sales, inventory and pricing information. Blue Agave has also introduced a system that gives CPG suppliers visibility into their business from factory floor to store shelf. Active Performance Management (APM) 2.0 features two new components, ActiveInsight and ActiveDataStore. Users can view actual performance against key metrics, then access the relevant data to determine why they are in jeopardy of missing targets, or what they must do to capitalize on new revenue opportunities. Another component of APM, ActiveResponse, was launched last October.

<http://blueagavesoft.com>

Visit www.supplychainbrain.com.