

7thonlineSM COMPANY OVERVIEW

www.7thonline.com

7thOnline, Inc.
800.775.7571
24 W 40th Street
11th Floor
New York, NY
10018



Merchandise Planning, Forecasting & Optimization for apparel, footwear & accessories

Founded in 1999, 7thOnline is the premiere provider of web-centric merchandise/assortment planning, forecasting and optimization solutions specifically targeted to retailers and vendors in the apparel, footwear, and accessories industries. Since inception, the company's mission has been to build best-in-class merchandising solutions for this sector by leveraging management's industry expertise and by incorporating the ongoing guidance of our user community.

For fashion goods, the merchandising process involves vast amounts of dynamic demand and

supply information and input from multiple parties across various business functions. The ability to coordinate, analyze, and share this information in real-time and to translate it into actionable decision-making is critical to effectively executing a localized assortment plan - i.e. delivering the right styles, colors, and sizes to each store to match local demand.

With 7thOnline's industry-leading merchandising solutions for retail and manufacturing, merchants can be confident that the SKUs they are delivering to each store have maximum profit potential.



7thOnline Retail Solutions

7thOnline Continuous Merchandise Management (CMM) is a suite of merchandise planning, forecasting and optimization solutions that allow merchants to work more intelligently and efficiently at each stage of the merchandising process by leveraging the power of science and technology. With the visibility and business intelligence provided, merchants are able to perform their art of executing optimal assortments driven by current trends, historical performance, financial plans, local demand, and supply constraints. Management can ensure that strategic and financial objectives are met and that they are investing in a merchandise mix that maximizes profit potential.

ASSORTMENT PLANNING with 7thOnline *OptiPlan*

Build merchandise plans and optimized assortment plans - styles, colors, sizes and quantities by store - to meet local demand and satisfy business objectives. The forecast-driven system enables merchants to intelligently build localized assortments based on defined demand drivers, promotional/markdown strategies, historical performance and product/location attributes.

"7thOnline delivers substantial efficiencies through its industry-specific assortment planning solutions. Retailers are better equipped to deliver the right product to the right place for maximum sell-thru. The end result is higher profitability."

Kent Wiley, Vice President, Dillard's, Inc.

IN-SEASON MANAGEMENT with 7thOnline *OptiTrack*

Track in-season performance, forecast sales, inventory, and receipts by week by location, and recommend appropriate markdowns or reorders.

ASSORTMENT EXECUTION with 7thOnline *OptiBuy*

Execute assortment plans from product selection through order placement, supported by comprehensive industry-specific reporting. Collaborate both internally and with trading partners on product data and assortment plans.

OPTIMIZATION SERVICES Determine profit-maximizing assortments with proven optimization engines for sizing, floor space, distribution and assortment breadth/depth.

CONSULTING SERVICES with 7thOnline *RetailInsight*

Targeted consulting engagements that enable a lower cost, lower risk approach to solving various assortment planning problems.

DEVELOPMENT SERVICES Comprehensive IT development outsourcing services.

7thOnline, Inc.
800.775.7571
24 W 40th Street
11th Floor
New York, NY
10018





"The 7thOnline web-driven approach to assortment planning provides immediate improvements in sales, customer service, fill rates, and inventory management. These tools allow for real-time collaboration...and help our brands to effectively manage global demand."

Martin Schneider, VP & CIO, VF Corporation



7thOnline Vendor Solutions

7thOnline's vendor solution suite encompasses visual and analytical merchandise sales planning, in-season merchandise management, retailer-specific order execution, B2B virtual showrooms, and powerful optimization and collaboration engines. Each of the following solutions can be implemented individually or as an integrated package, depending on your requirements.

LINESHEETMANAGEMENT Share real-time product information and images 24/7, both internally and with buy accounts; automatically generate line sheet reports.

SALESPLANNING&EXECUTION Build and execute optimal top-down merchandise plans and visual and quantitative sales plans (for key items, fashion, and replenishment) by retailer by SKU by store. Compare total company demand vs. supply in real-time with production sales reconciliation capabilities. Collaborate among internal divisions and with retail accounts.

IN-SEASONMANAGEMENT Assess and react to in-season POS performance in order to identify additional sales opportunities and to more accurately plan future inventories.

ORDEREXECUTION with 7thOnline RetailConnect Communicate with specific retailers' merchandising systems for streamlined order execution and real-time information exchange in the required format for each party.

ESHOWROOM Conduct business with specialty store trading partners through a user-friendly online product catalog with powerful ordering capabilities.

OPTIMIZATIONSERVICES Determine profit-maximizing assortments for each store with proven algorithms for Assortment Optimization and Size Optimization.

OUTSOURCEDSERVICES Partner with industry experts for business process and technology consulting, development, implementation, maintenance and support.

7thonlineSM

800.775.7571

www.7thonline.com



User Community



UNDER ARMOUR[®]



G-III Apparel Group



LIZ CLAIBORNE ACCESSORIES



Calvin Klein Jeans

STAGE STORES



Calvin Klein



Client Results

- Increased full price sell-thru (up to 14 percentage points)
- Additional sales opportunities realized (up to 25%)
- Reduced end-of-season excess inventory (up to 50%)
- Decreased error rates (50 – 80%)
- Significantly reduced administrative activities (30 – 80%)
- Increased order fill rates (up to 15%)
- Shortened cycle times (4 – 6 weeks)