

# 7thonline<sup>SM</sup> COMPANY OVERVIEW

www.7thonline.com

7thOnline, Inc.  
800.775.7571  
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10018



## Assortment Planning & Optimization for apparel, footwear & accessories

Founded in 1999, 7thOnline is the premiere provider of web-centric assortment planning 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 delivering the right styles, colors, and sizes of merchandise to each store to match local demand.

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



## 7thOnline Retail Solutions

7thOnline Continuous Merchandise Management (CMM) is a suite of assortment planning 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 decision support provided, merchants are able to directly impact merchandise productivity by SKU by store through optimal localized assortments. Management can ensure that strategic and financial objectives are met and that they are investing in a merchandise mix that maximizes profitability and customer satisfaction. Each of the following solutions can be implemented individually or as an integrated package, depending on your requirements.

### ASSORTMENTPLANNING with 7thOnline *OptiPlan*

Build and analyze optimized assortment plans - styles, colors, sizes and quantities by store - to meet local demand and satisfy business objectives. The system enables the merchant to intelligently seed localized assortments based on defined drivers, historical performance and product/location attributes. Sophisticated analytics and 24/7

**"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.**

organization-wide visibility enable management to react to opportunities and challenges as they arise.

### ASSORTMENTEXECUTION 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.

### IN-SEASONMANAGEMENT with 7thOnline *OptiTrack*

Track in-season performance and forecast sales, inventory, and receipts by week by location.

**OPTIMIZATIONSERVICES** Determine profit-maximizing assortments for each store with proven optimization engines for sizing, floor space, distribution and assortment breadth and depth by location.

**OUTSOURCEDSERVICES** Partner with industry experts for business process and technology consulting, design and development, project management, implementation, integration, migration, training and support.

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"Our partnership with 7thOnline has enabled us to drive greater profitability through more effective planning and inventory management...It only makes sense to expand our partnership to drive similar value into additional Kellwood divisions."

Michael Saunders, CIO, Kellwood Company



## 7thOnline Vendor Solutions

7thOnline's merchandising solutions enable vendors to build and execute optimal store assortments for retail channels and to balance supply and demand in real-time. Sophisticated analytics and earlier access to aggregated retail demand enable vendors to proactively drive sales and more effectively manage inventory. The process automation allows merchants to focus on product while greatly reducing cycle times, errors and operating costs.

Each of the following solutions can be implemented individually or as an integrated package, depending on your requirements.

**ASSORTMENT PLANNING** Translate financial and strategic objectives into profit-maximizing assortments - styles, colors, sizes, and quantities by store - incorporating historical performance, local demographics, inventory availability, and retailer preferences. The solutions begin with line planning and culminate in bulk order placement. Robust reporting and 24/7 visibility enable management to react to opportunities and challenges as they arise. The

production sales reconciliation capabilities provide an instantaneous comparison of aggregated demand vs. the inventory file for more accurate and timely decision-making. The collaborative environment allows users to share real-time plan information, both internally with colleagues and externally with trading partners.

**OPTIMIZATION SERVICES** Determine optimal size distribution by store, allocation of purchasing dollars by category/class, and assortment breadth and depth by location with 7thOnline's proven optimization algorithms.

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

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

**OUTSOURCED SERVICES** Partner with industry experts for business process/technology consulting, development, project management, implementation, training and support.

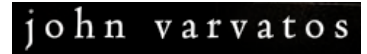
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## User Community



## 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)