

7thonlineSM VENDORSOLUTIONS



Optimize your assortments with 7thOnline - style/color/size by store.

Founded in 1999, 7thOnline is the premier provider of assortment planning and optimization solutions to the apparel, footwear, and accessories community.



The complexity and fast-paced nature of the apparel, footwear, and accessories markets hinder the merchant's ability to

execute profit maximizing assortments. The account planning process involves vast amounts of dynamic demand and supply information and input from multiple parties across various business functions. The coordination, analysis, and sharing of this information both internally and among trading partners is critical to delivering the right styles, colors, and sizes to each store to match local demand. Furthermore, vendors are often forced to commit to production in advance of receiving orders from their retail accounts. Accordingly, it is critical to gather indications of demand as early in the process as possible. Increasing demand and supply visibility and shortening timelines are essential to improving the bottom line.

7thOnline addresses these challenges with its assortment planning and optimization solutions, enabling merchants to work more intelligently and efficiently by leveraging the power of science and technology. Through the visibility

provided by the solutions, management can be confident that financial and strategic business objectives are met and that they are investing in a merchandise mix that maximizes profit potential. The rapid ROI experienced by our customers has led them to continually roll out the solutions to additional divisions year after year.

Solutions Overview



7thOnline's assortment planning and optimization solutions allow merchants to work more effectively by leveraging the power of science and technology. Each of the solutions can be implemented individually or as an integrated package, depending on your requirements. The solutions include:

- Assortment Planning
- Line Sheet Hosting
- Optimization Services
- eSHOWROOM
- Outsourced Services



Assortment Planning

7thOnline Assortment Planning enables merchants to translate complex and dynamic merchandising data into profit-maximizing assortments, style/color/size by store. The solutions begin with top-down/line planning and culminate in bulk order placement, with built-in optimization engines for sizing and assortment breadth and depth. Management has 24/7 visibility into planning activity to ensure alignment with corporate objectives and to react to opportunities and challenges as they arise.

Key Capabilities

- Input or upload financial and unit plans
- Build and analyze visual and quantitative assortments by class, unit, dollar, price point, door and size leveraging industry specific reporting and analytics
- Automatically generate initial plan based on historical data and defined parameters
- Access up-to-date product data and images (automatically updated in real-time across all plans)
- Compare plans to retailers' financial and unit plans
- Compare planned and booked units across all accounts and distribution channels against inventory
- View real-time available-to-sell by style/size/group/class
- Apply optimal size scales to each order
- Generate EDI purchase orders with one-click
- Access system 24/7, from any Internet browser
- Import and export to and from Excel

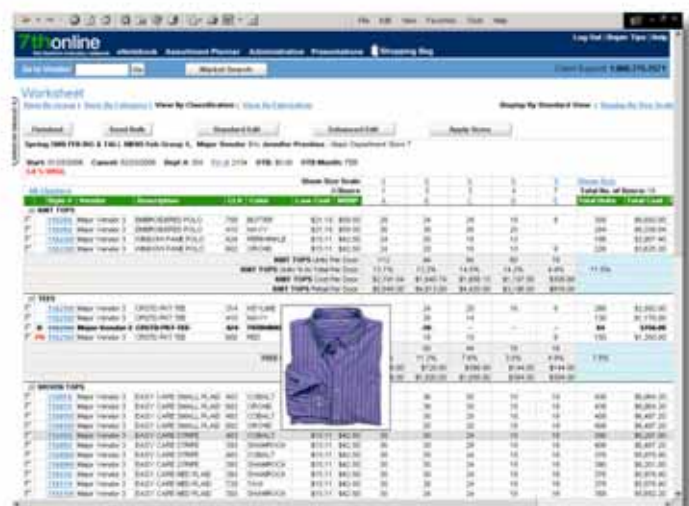
"Our partnership with 7thOnline has enabled us to drive greater profitability through more effective planning and inventory management... It only makes sense to expand our partnership to drive similar value into additional Kellwood divisions."

- Michael Saunders, CIO, Kellwood Company



Key Benefits

- Higher sell-thru/reduced markdowns
- Additional sales opportunities realized due to demand visibility gained earlier in market (up to 25%)
- Reduced end-of-season excess inventory (up to 50%)
- Increased order fill rates (up to 15%)
- Production demand reconciliation 4 - 6 weeks earlier
- Earlier retail order commitments (up to 4 weeks)
- Reduced administrative costs (30 - 80%) & decreased error rates (50 - 80%)
- Ability to shift from cut-to-forecast to cut-to-order





Line Sheet Hosting

With 7thOnline Line Sheet Hosting, vendors can access and export a professional catalog of available products (account specific if needed) for reporting and for external sharing with buyers. Merchants need only an Internet connection to view and download line sheets. For those vendors who do not use 7thOnline Assortment Planning, line sheet information can be uploaded for electronic sharing and for automated population of retailer plans via 7thOnline *OptBuy* (Collaborative Assortment Execution).

Key Capabilities

- Provides 24/7 access to up-to-date product information and images from any Internet browser
- Instantaneous excel/PDF line sheet report generation (including product attributes and images)
- Daily feed from PLM/PDM systems to automatically update added, dropped, or changed styles
- Automated notification of aggregated changes
- Flexible account-specific fields and reports
- Automated upload to retail systems and auto-population of plans via 7thOnline *OptBuy* (Collaborative Assortment Execution)

Key Benefits

- Internal and external sharing of up-to-date product information – one version of the truth
- 24/7 accessibility & portability
- Reduced manual activity and errors associated with creating, maintaining, and sharing line sheets
- Professional and print-friendly format of line sheet information and images
- Improved customer service

Optimization Services

With 7thOnline's powerful optimization engines, merchants can translate otherwise unwieldy data into localized assortments - SKU by store - that provide maximum profit potential. Our proprietary algorithms are currently being used by some of the largest fashion retailers and vendors in the US, with documented results of up to 14 percentage point increases in full price sell-thru.

7thOnline Assortment Optimization

7thOnline Assortment Optimization generates the recommended distribution of purchasing dollars across various categories and classes of merchandise by store as well as the SKU breadth and depth by store required to maximize gross margin.

7thOnline Size Optimization

7thOnline Size Optimization determines the optimal size ratios by location, pre-pack design, and size distribution by store (for both open stock and pre-packs) required to maximize gross margin.

Key Benefits

- Increased sell-thru (up to 14 percentage points)
- Reduced stock-outs (up to 15 percentage points)
- Increased inventory productivity (reduce under-performing SKUs; invest more in strong performers)
- Clients can mirror the size profile of local demand at the style attribute and door level
- Improved customer satisfaction and loyalty through localization of assortments
- Reduced administrative activities and errors



eSHOWROOM

7thOnline eSHOWROOM is a virtual showroom and EDI-enabled order placement application for use between vendors and their specialty retailer trading partners. Sales representatives can access the system 24/7 from an internet browser to manage accounts on the road, at tradeshows, and in the office. Buyers can view real-time product information and images and transmit orders electronically over the internet at any time. The tool enables a more efficient, proactive, and accurate process for managing a large number of smaller buys. Many of the costs associated with manual data entry, order processing, and errors are eliminated.

Key Capabilities

- Easily navigable platform for viewing and ordering
- View up-to-date product images and line sheet data
- Easy to build and maintain eSHOWROOM
- Customer specific pricing and product catalogs
- Communicate product information instantly via batch email with trading partners
- Easy-to-use shopping bag check-out process
- Specialty store orders can be aggregated with other retail demand to compare against the inventory file



Key Benefits

- Proactive selling tool to communicate one-to-many
- Higher sales through increased market exposure to the specialty store retail community
- Significantly lower costs of communicating with and managing specialty store accounts
- Improved customer service – provides buyers with 24/7 ordering capabilities and real-time access to current product information
- Reduced time, expense, and errors associated with manual order entry and order management
- EDI-enables even the smallest specialty retailers without integration

Outsourced Services

7thOnline offers comprehensive IT consulting and development outsourcing services, including Project Management, Business Process Documentation, Requirements Analysis, Design, Development, Quality Management Methodologies and Control, On-going Support and Maintenance, Migration, and Integration. Please contact us to learn how you can leverage our industry expertise for consulting and development.





User Community



To receive a complimentary business analysis on how 7thOnline can help you to increase the profitability of your merchandising processes, please contact:

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