

Item Synchronization Retailer Solution

Business Needs

The problems with inaccurate, inconsistent product item are well known - product unavailability, inaccurate pricing, chargebacks, extensive time spent on correcting item, warehousing delays because of inaccurate measurements and so on. The retail industry loses billions each year due to inaccurate documents processed by business partners –Grocery alone loses \$40 billion a year because of inaccurate item. An A.T. Kearney analysis for the GMA and FMI found companies can gain \$1 million in additional earnings for every \$1 billion in sales through item synchronization.

With hundreds or thousands of items in catalogs or databases internally and externally, the promised benefits of item synchronization has been somewhat elusive to many retailers and large suppliers. Companies have spent millions on professional services and internal resources building demand solutions for item synchronization from piecemeal solutions available in the market. So far, there has been no comprehensive item synchronization solution to address the needs of enterprise level customers dealing with hundreds of suppliers and SKUs. While item pools such as UCCnet, Transora and WWRE support item and even some relationship specific information, getting the item from the item pools is just the first step for effective item synchronization. The item needs to be aggregated from multiple sources, validated, and routed to suitable people within the organization in different departments such as merchandizing, store management etc for approval, before finally being delivered to internal systems of the company. nuBridges Item Synchronization Demand Solution is built to address these issues and present a comprehensive view of your item synchronization efforts.

nuBridges solution works across your product lifecycle from purchasing to external logistics to internal logistics to point of sale to help maximize the value you derive from your item synchronization efforts.

Retailer Product Lifecycle

Point of Sale

- Eliminate fines from incorrect pricing
- Remove expired products from shelves

Purchasing Process

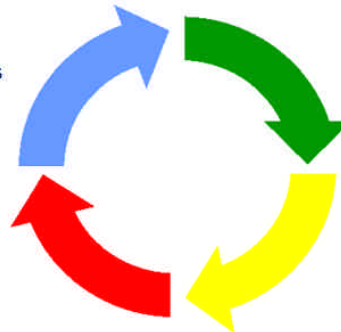
- Provides reliable information to allow accurate purchasing decisions

Internal Logistics

- Reduces insurance costs based on accurate package weights
- Eliminates inaccurate product ordering due to inaccurate space planning

External Logistics

- Reduces product liability of expired products



The nuBridges Item Sync Retail solution has three major components

Solution Components

- **Communications** – the communication to and from the item pool
- **Item Management** - the management of items and associated workflows
- **Internal Integration and Synchronization** – seamless integration and synchronization with your ERP systems.



- **Rapid Implementation**
- **Comprehensive Item Pool Support**
- **Intelligent Workflow**
- **Management Dashboard**
- **Auto Flow Through**
- **Response Interpretation**
- **Direct Item Access**
- **Immediate ROI**



**UCCnet
Full Solution
Partner**

1000 Abernathy Road, Suite 250
Atlanta, GA 30328
Ph: (770) 850-6966
Fax: (770) 850-6974
www.trailblazersystems.com

Communications

nuBridges solution is designed for secure and reliable communication of your item information with item pools. Unlike most other solutions in the market, nuBridges solution has the foresight to include other type of communication beyond item pools such as web forms, extracting information from supplier web services and internal systems etc.

Comprehensive Item Pool Support

- Item Pool Agnostic - Support for all item pools, source and recipient
- UCCnet Certified
- Transora Certification in process

Secure Communications through AS2

- Full support for EDI-Int
- Communication via AS2 to any item pool
- Ensures that all item information is encrypted while being exchanged via the Internet
- Security features help compliance to Sarbanes-Oxley mandates

XML Translation of item information

- XML translation of item information
- EAN-UCC GDSN XML support
- Item Pool-specific XML support - e.g. WWRE, UCCnet
- Proprietary XML support - e.g. item image, pricing information

Extension Options

- Extracting item information from web services exposed by supplier
- Collecting item information through web forms
- Collecting item information from internal systems

Item Management

Beyond just collecting information from item pools and multiple sources, nuBridges solution lets set up workflows to route and manage your information. Some of the key features of our item management tools include:

- Information Validation
- Item Workflow
- Dashboard-based Item Management and Approvals
- Real-time Notifications
- Role-based Authorization
- Supplier Scorecarding

Information Validation

nuBridges solution allows you to set up validation rules to make sure that the item you spend time on is clean and adheres to your standards. You can set fields as mandatory, set valid ranges for your values, valid units and other validation rules.

Item Workflow

Using nuDesigner, our graphical business process management tool, route the item information to key users in different department, set up approval processes and finally route the item information to backend applications. Our set of templated item management processes make our workflow solution easier to implement. Our 'drag and drop' UI makes it easier to view and modify your business processes.

Dashboard-based Item Management and Approvals

nuBridges Item Sync Retail solution also includes Dashboard based interface to access and manage your item information. Using nuBridges Dashboard you can:

- Manage item worklists: Users can categorize and view items by supplier, brand and category as well as by type of action such as initial load, change, discontinued items etc.
- View exceptions: You can view item and process exceptions including item details, details of exception etc. For example, if an item approved by one user has been routed back by another, you can view the details under exception management. The Dashboard also provides a summary view of all notifications you receive.
- View Summary and statistical information: The Dashboard interface also makes it easy for you to view and report statistical and item information about your items by brands, suppliers, categories etc.
- Track project status: nuBridges solution allows you to set up projects with your supplier community around specific promotions, initiatives etc.
- Approve/Modify item information: The Dashboard allows you to perform multiple actions with the item information such as approve, pend, modify, forward etc.

Real-time notifications

You can subscribe to real time notifications of item exceptions. In addition you can send notifications to suppliers in case of issues with item details and your comments. The notifications can be delivered via email or nuBridges Dashboard.

Role-based Authorization

nuBridges solution provides the ability to set up role based access to the system. Only users authorized to see information for a particular category or brand or supplier will be able to view that information. You can also restrict access to perform certain actions such as approvals etc based on the users level in your organization.

Supplier Scorecarding

nuBridges solution allows you to set up score cards to monitor your supplier on key metrics such as number of errors, changes over a period etc. This allows to you to assume a metrics driven approach to item management, as well as keep track of supplier performance.

Internal Integration and Synchronization

nuBridges solution allows you to synchronize your item information with your internal ERP, WMS and other systems. This removes the need for manual processes for importing and exporting Integration to enterprise applications as well as maintains single repository for item information. This ensures full effectiveness of your demand solution as clean, validated, approved information in synchronized with your backend systems.