

# Build Customer Loyalty with a Demand Driven Supply Chain

## Solutions for Retailers

Building customer loyalty in a market saturated with choice. Creating differentiation in an environment filled with competitors. Managing change to take advantage of emerging technology. How will you meet these challenges to succeed in today's highly competitive retail market?

Today's successful retailers understand that they are only as good as their supply chain partners. Building customer loyalty for sustained growth and profitability means sharing business critical information to manage cross-enterprise processes. Managing cross-enterprise processes requires efficiently working with supply chain partners to ensure that customers' needs are met.

To achieve this goal, it is essential to work a technology partner that understands reducing stock-outs and lean inventories are not mutually exclusive. A great technology partner knows that higher margins, more profitable sales and increased revenues are built through accurate demand planning and tighter execution between retailers and their suppliers.

At GXS, we provide a comprehensive suite of solutions that help retailers, distributors and manufacturers improve the performance of their global supply chains. GXS specializes in solutions that:

- Connect and integrate large and small companies electronically with all their trading partners.
- Manage and synchronize product information to improve time-to-market, reduce cost and increase revenue.
- Provide a common platform and tools for companies to view, monitor and manage any type of data transaction, or share entire business processes anywhere in the world.
- Provide industry processes and process management tools supporting collaborative demand planning in real time.

GXS currently supports thousands of companies representing the global trading communities of leading retailers including JC Penney, Walgreens, Gottschalks, Liz Claiborne and Dixons Group plc.

## Supply Chain Integration

Retailers operate on thin margins and survival in today's competitive market dictates that companies streamline operations as much as possible. This means tightly integrating with suppliers of all sizes and technical capabilities to create a demand-driven supply chain. Retail is a dynamic business and supply chain integration capabilities must be matched and man-



### THE GXS DIFFERENCE

- **Global Reach**—GXS operates in 30 countries with over 1,600 employees.
- **Mission Critical**—More than 35 years of experience managing the world's largest global trading networks, with 75 percent of the Fortune 500 as customers.
- **Standards Focus**—Industry leading product information and data synchronization solutions with proven interoperability with GS1 Global Registry, 1SYNC and third-party data pools.
- **Process Driven**—The GXS Logistics Network, a single source of cleansed logistics data from over 600 carriers and freight forwarders.
- **Innovative**—Patented, award-winning integration technology that serves many of the largest B2B communities in the world.
- **Customer Success**—Proven community implementation services bring trading networks online quickly.

aged according to changing business processes. This requires that any size supplier, from anywhere in the world, can quickly and cost effectively connect and integrate supply chain processes and information flows with your organization. GXS supply chain integration solutions create superior performance through state-of-the-art, fully configurable combinations of software solutions, integration appliances, Web-based services, global networks and data centers. Choose the combination to suit your business needs, then plug in and go!

### Solutions for Large and Small Companies

Large or small, companies can access and use the combination of retail industry-focused processes, intuitive Web-based tools, protocol agnostic messaging, integration plug-ins, visibility and collaboration software to go from “zero integration” to full machine-to-machine integration with any of their trading partners.

In addition, small and medium-sized suppliers that are not B2B-enabled can use Web forms to improve the accuracy of invoices and advanced shipping notices. Barcodes and packing slips can be quickly generated and, with configurable business rules, it is easy to specify data requirements, identify and highlight exceptions and set up e-mail alerts to advise of potential supply chain bottlenecks.

### Fast, Flexible Deployment Options

Supply chain integration solutions can be accessed via the Web in a fully outsourced subscription-based model, or it can be owned and managed “in-house” as a combination of software and services. Supply chain integration capabilities include:

- On-boarding, testing and training
- Secure, reliable and protocol agnostic message generation and delivery
- Communications and translation horsepower to efficiently manage all major communications protocols (from BiSync to Http/s to AS2), standards and message formats (from ANSI X12 to EDIFACT to ebXML or user defined formats).
- Intelligent web forms
- Service Bureau
- Interconnectivity to private and public networks
- Integration plug-ins to large and small enterprise solutions (from SAP to Quickbooks)
- Product and process data synchronization and visibility
- Performance management and reporting
- End-to-end, global, 24x7 support

## Product Information Management and Data Synchronization

To address the critical need for accurate and timely product information, GXS has developed the most comprehensive product information and data synchronization solutions in the retail industry. By combining software for managing and integrating product information, our global capabilities for automating data synchronization with your entire supplier community, and Six Sigma-based implementation services, GXS offers the unparalleled capability to successfully implement a data quality improvement project.

Standards are an essential element to improving data quality and implementing a data synchronization project. Through our UCC Certified solutions, leadership in the Global Data

### BENEFITS

- Single point of accountability reduces IT complexity and management costs
- Ubiquitous access ensures 100 percent supplier participation—lowering costs and reducing administrative effort
- Real-time data exchange reduces information latency empowering better responsiveness to dynamic business environments
- Automated self-testing lowers IT costs and speeds business process adoption
- Managed services provides maximum flexibility to meet unique organizational and budgetary requirements

Synchronization Network (GDSN) task group, and experience implementing data synchronization services in the US, Canada, Australia, and Korea, GXS is the unmatched leader in implementing standards-based product information management systems.

Get EPC Ready. With so much focus on the introduction of RFID into retail supply chain practices, retailers and their partners must prepare for widespread adoption of this evolutionary technology. To take full advantage of the savings in materials handling as well as increased inventory visibility, it is critical that the quality and timeliness of product information be improved. GXS data synchronization and product information management solutions meet this need and lay the foundation for integrating EPC into supply chain processes.

### Product Information Manager

This powerful software application allows retailers to automate the collection and integration of product, price and promotion information from their supplier community to back-office systems. With configurable data validations and process workflows, GXS Product Information Manager eliminates rework and reduces the time required for item setup and maintenance.

### Global Product Catalogue

The world's leading data pool solution simplifies the aggregation and synchronization of product, price and promotion information. With flexible options for integration including Web interface, EDI, XML and simple file upload, Global Product Catalogue leverages EAN.UCC standards to deliver accurate and timely information to your buying organization.

## Supply Chain Execution

### Order Lifecycle Visibility

Order Lifecycle Visibility is a collaborative solution that enables your supply chain community to view, monitor, and manage your order, shipping and invoice processes. With this service, you and your trading partners have Web access to a central information hub and tools that provide process visibility, event management and exception alerts. By removing paper-based interactions and sharing more data with suppliers, you create measurable improvements in reduced cycle time, improved order management and reduced costs.

Users of Order Lifecycle Visibility can view the content and status of purchase orders, ship notices, receipts, invoices and payments. The benefit for users in the buying organization is the ability to have an aggregate view of the status of documents and business processes across the supplier community, regardless of the type of communication method used by the supplier (EDI, XML or Web), the back-office system(s) used (ERP, MRP or legacy), or the type of goods or services provided (direct or indirect).

Whether you are managing a branded or a private label program, your buyers, merchandisers, planners, category managers, product managers and store managers will be able to monitor the progress of order fulfillment and inbound shipments to a distribution center or a store. These business managers will be notified of potential problems with orders and be empowered to resolve issues prior to shipments arriving at your door. In addition, they will be able to measure the performance of their suppliers without additional IT investment.

### BENEFITS

- Reduce item setup and maintenance time and decrease administrative costs.
- Reduce invoice discrepancies—saving time and money reconciling mismatched invoices.
- Improve time-to-market with streamlined and automated item, price and promotion management.
- Reduce stock-outs caused by poorly managed item and case configuration changes.
- Single solution provider reduces project risk and improves speed of adoption, reducing time to ROI.
- Create a solid foundation for future initiatives including Collaborative Planning, Forecasting, and Replenishment, Vendor Managed Inventory, Scan Based Trading and RFID.

### BENEFITS

- Improved supplier relationships through shared view and performance metrics of order-to-cash process.
- Reduced SG&A expenses as a result of shared intelligence reporting and improved processes for invoice processing and accounts payable support.
- Increase supply chain performance through improved information, common processes, event management and a shared view of product and process status.
- Improve private label program profitability through visibility of strategic sourcing process domestically and internationally.

Order Lifecycle Visibility features:

- **Automated, online registration**—Enables the supplier community to build and grow using a self-service registration module accessible via the Internet.
- **Exception-based order, shipment and settlement process visibility**—Allows buyers and suppliers to log in to a Web site to view aggregated supply chain data, exceptions and items that need immediate attention or follow-up.
- **Centralized view**—Allows buyers and suppliers to search and view supply chain documents throughout the lifecycle of the order, from forecast to payment.
- **Configurable business rules and alerts**—Allows buyers to specify data requirements based on their specific business processes.

### GXS Logistics Visibility™ and the GXS Logistics Network

Logistics Visibility from GXS gives you a centralized source for all the logistics information needed about any given order or shipment. We consolidate information across all transportation service providers—and other trading partners such as factories and customs brokers—and extract information from other internal enterprise systems within your company.

Logistics Visibility tracks all of the essential information—from shipment bill of lading down to the order, item and case—of a specific shipment for all of your inventory in motion. As a result, you not only know the exact status, but also the exact contents of a shipment—down to part level detail, before it arrives at its destination. The user-configurable Visibility dashboard provides a summary of shipments, orders and items as well as their status (early, late, or on time) throughout the supply chain.

Logistics Visibility also provides special logistics functionality and value-added information including:

- **Dynamic ETA™**—Get a real-time calculation of estimated time of arrival by assessing the impact of activities, events and dates over the life of each shipment and order.
- **Electronic proof of delivery**—Get automated, electronic verification and confirmation of delivery to help accelerate and lower the cost of customer payment activities.
- **Consolidator visibility**—See information on inventory at rest at key consolidation locations including the presentation of orders, items, shipment tracking numbers, ship dates and status.
- **Transload use**—Get end-to-end visibility for multi-modal and consolidation by combining shipment records for each unique segment.
- **Item/SKU detail logistics visibility**—Captures items on order and shipment records and provide details such as item number, item code, contract, size, color, SKU, season and size.
- **Case/carton tracking capture**—Get details on individual cases/cartons that are often tracked within a given shipment (e.g. case or carton ID, dimensions, item batch, lot and serial number).
- Integration with leading ERP, WMS, OMS and TMS systems including: SAP, Oracle, Manugistics and Retek.
- Logistics Visibility offers more than 500 customizable business rules.

The GXS Logistics Network provides a single source for timely and accurate logistics information on order and shipment status, freight booking, invoices and more.

### BENEFITS

- **Improved internal productivity**—You can reduce the costs of transaction processing by removing paper from your supply chain communications and minimizing the use of costly, manual interactions.
- **Improved inventory management**—By automating interactions with suppliers, you can improve fulfillment rates and accuracy through advanced notification and automated supplier acceptance of order schedules or forecasts. This enables you to reduce the use of “buffer” inventory.
- **Lower transportation costs**—Greater visibility and order collaboration reduce your reliance on expedited transportation.
- **Optimized “goods received” processing**—Your processing of goods received improves as suppliers provide electronic advanced shipping information.
- **Enhanced supplier payment process**—The improved payment process can increase the leverage of your existing trade discounts or terms.

### COMMUNITY ENABLEMENT

With dedicated program managers located throughout the world, GXS Community Link<sup>SM</sup> uses the right combination of high-tech tools and experienced program managers to launch, expand and manage your e-commerce community.

## Collaborative Planning

A demand-driven supply chain starts with collaborative planning. Leveraging the insights of both buyer and supplier to create an informed forecast of future business leads to better assortments, promotions and inventory position. With competition everywhere and new products entering the market faster than ever, planning cycles are compressing and retailers are challenged to make more critical decisions rapidly. In this dynamic environment, automating the planning process and integrating suppliers into the decision making cycle is necessary for the success of retailers to meet consumer demand and build customer loyalty.

While buyers work with their suppliers' everyday to plan the business, this process is very manual and too lengthy. In order to collapse the planning cycle and improve overall communication regarding the plan, buyers and suppliers need to leverage a shared environment. They can review plans together, track changes and view a common finalized plan. By shortening and improving the accuracy of the plan, retailers will be able to increase sales by getting product into their stores earlier than was previously possible.

GXS collaboration solutions deliver the necessary information and application functionality to support retailers' collaborative planning needs. Through our partnership with 7thOnline, GXS delivers the necessary tools to automate the assortment planning process from financial plan to distributed order. Features of the Collaborative Planning solution include:

- Collaborative Merchandising and Assortment Planning match door-level and SKU-level retail plans to real-time production and sales reconciliation.
- Visual Merchandising enables buyers and supplier representatives to use detailed product information and visuals along with comprehensive line list information to gain better understanding of how the assortment meets consumer needs.
- Automated Order Placement ensures that what has been agreed upon in the plan is integrated into each companies order management system seamlessly.

## About GXS

GXS is a leading provider of B2B e-commerce solutions that simplify and enhance business process integration and collaboration. Organizations worldwide, including 75 percent of the Fortune 500, leverage GXS' GS1 certified global interoperability and supply chain execution solutions. Active in the global standards arena, GXS offers solutions, powered by the Trading Grid<sup>SM</sup>, that enable customers both large and small, to connect with global partners, synchronize product information and optimize the execution of supply chains.

Headquartered in Gaithersburg, MD., GXS provides sales and support to businesses and their partners worldwide. For more information about GXS visit [www.gxs.com](http://www.gxs.com).



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## BENEFITS

- Reduce post-market purchase order re-work by matching production plans to assortment plans.
- Increase sales and profitability by identifying opportunities at the category, SKU, and door level through collaborative analysis.
- Aggregate plans in real time to streamline the executive review and authorization process.

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