

Merchandise Optimization

In today's competitive marketplace, consumer-centric merchandising (CCM) is essential to attract and retain customers. The need for CCM is being driven by:

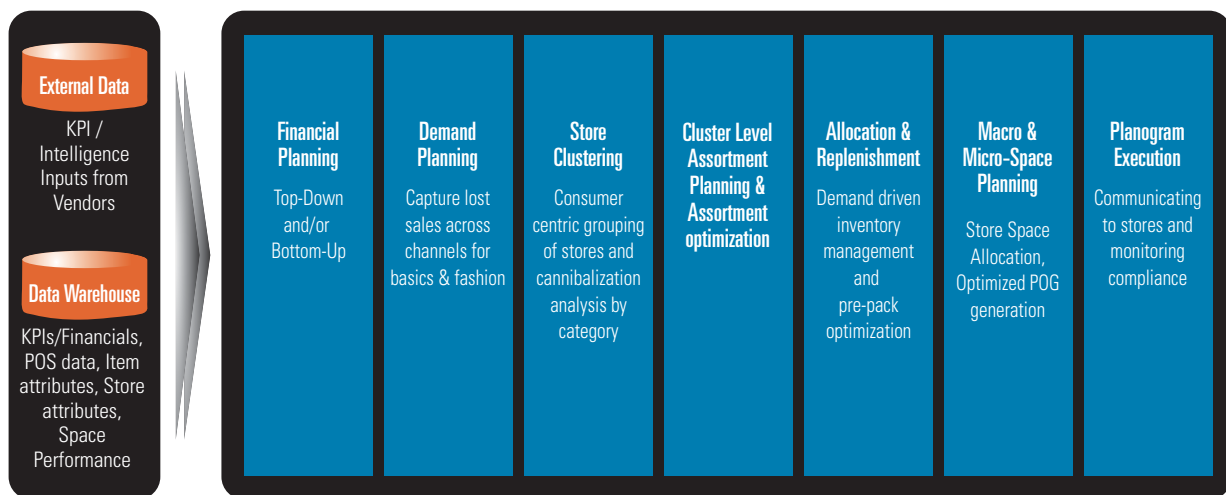
- Blurring of channels and proliferation of products
- Declining shopper trips
- Changing consumer demographic profiles
- Large, low priced competitors

Infosys Merchandise Optimization Solution

The Infosys Transportation and Logistics practice has long-term strategic relationships with clients worldwide and provides end-to-end business solutions that leverage cutting-edge technologies delivered by 2000+ strong team. The specialized Railroad industry development group within the practice, partners with major Class I Railroad companies and provides industry-specific business consulting, IT services and solutions that address strategic and operational needs of the Railroads industry.

Our solution enables retailers to:

- **Plan efficiently with store clusters**
Reduces effort and investment required to plan for an increasingly diverse customer base by allowing retailers to plan effectively by identifying a practical number of clusters of like stores
- **Optimize assortment and space productivity**
Utilize powerful optimization tools to leverage product, store fixture & performance data, enabling retailers to plan localized assortments based on store clusters and maximize space productivity
- **Achieve store-specific space plans**
Done without increase in manual effort. Enables smart automation of planograms with option for manual review and fine-tuning
- **Achieve localized assortment without straining supply chain**
By managing geographical & distribution factors
- **Ensure last mile compliance**
Measure & refine assortment & space plans at store - shelf level using compliance monitoring processes & tools

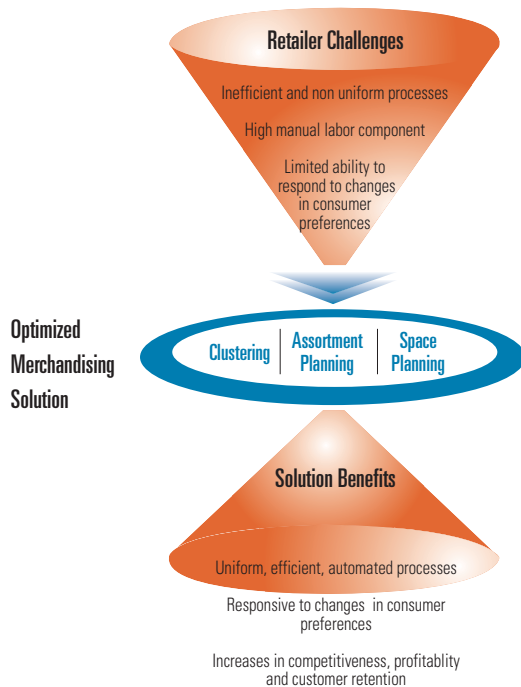


Solution Benefits

Infosys' Merchandise Optimization solution helps enhance business performance with:

- Higher sales growth and customer satisfaction due to customer centric assortments
- Higher Gross Margin Return on Space (GMROS) due to inventory productivity & optimum use of space
- Reduced markdowns in seasonal and promotional merchandise
- Faster time to market for new product introductions
- Reduced store labor and planogram distribution costs
- Speedy & relevant business insights in the merchandising space

Solution Approach



The Infosys Merchandise Optimization solution helps retailers implement business processes supported by integrated merchandise planning tools. Our approach to client issues involves the following range of services:

- Analysis to identify process issues and opportunities
- Identification of industry best practices and key application capabilities
- Definition of future state merchandising processes to help achieve business objectives.
- Detailed package evaluation to determine tools required and review tool capabilities via gap analysis
- Definition of solution options - package, custom build, and process enhancements
- Definition of implementation road map to identify and sequence implementation initiatives

Infosys Retail & CPG Practice

Our Retail & CPG Business Unit provides business solutions to the industry's leading firms to enable them to become more competitive. Our client base spans all major segments of the value chain, from leading retailers to distributors and CPG manufacturers.

The 3000+ strong practice provides services that include business process conceptualization, process engineering, package selection and implementation. We are an active member of EPCglobal and ARTS (Association for Retail Technology Standards).

Allied services

Business Consulting

Provides you with strategic differentiation and operational superiority, assessments, proprietary industry analyses & projects structured around beating the competition.

Business Intelligence

As data volumes grow, extracting knowledge from the data will be a challenge. Our business intelligence solution is designed to deliver that power to you enhancing your customers' experiences, by designing real-time data warehouses.

Enterprise Application Integration

Make the whole of your IT applications much greater than the sum of their parts. Infosys can leverage the Global Delivery Model (GDM) to deliver immediate and dynamic productivity growth like no one else can.

RFID Implementation

The success of your RFID program depends on selecting the right processes and technologies. Our RFID reference architecture and phased approach mitigate your risks and ensure seamless integration with your existing enterprise systems.

Global Presence

North America

Atlanta, Bellevue, Bridgewater, Charlotte, Detroit, Fremont, Houston, Lake Forest, Lisle, New York, Phoenix, Plano, Quincy, Reston, Toronto

Europe

Brussels, Copenhagen, Frankfurt, Geneva, Helsinki, London, Milano, Oslo, Paris, Stockholm, Stuttgart, Utrecht, Zurich

Asia Pacific

Beijing, Hong Kong, Mauritius, Melbourne, Shanghai, Sharjah, Sydney, Tokyo

India

Bangalore, Bhubaneswar, Chandigarh, Chennai, Hyderabad, Mangalore, Mumbai, Mysore, New Delhi, Pune, Thiruvananthapuram

For more information, contact Retail&CPG@infosys.com

About Infosys

Infosys Technologies Ltd. (NASDAQ: INFY) defines, designs and delivers IT-enabled business solutions that help Global 2000 companies win in a flat world. These solutions focus on providing strategic differentiation and operational superiority to clients. Infosys creates these solutions for its clients by leveraging its domain and business expertise along with a complete range of services.

With Infosys, clients are assured of a transparent business partner, world-class processes, speed of execution and the power to stretch their IT budget by leveraging the Global Delivery Model that Infosys pioneered.

