



WELCOME!

Enhanced Retail Solutions (ERS) proudly welcomes new clients **Isaac Morris LTD, Weatherproof, SGA LTD, Block Sportswear, Summit Resources and Extreme Linens.**

WHAT'S NEW

New Interface in Desktop Analyst 2007

Based on your input from our recent survey, we've incorporated many of your suggestions into the latest version of Desktop Analyst (DA)! The first major change is a more-user friendly interface, with most functions just 1 click away! We have also added a "dashboard" where you can easily manage (open, modify, delete) any report you have run in DA. Other features include a more flexible item management database, a variety of sales forecasting tools and a new file selection tool with search capabilities.

Production Needs Application

This new web based application automates the rigorous task of accurately determining production needs. It integrates work in process, ship projections and other key details to determine what to buy, and when.

While the Forecast Master in DA focuses on estimating sales, and creating a retailer's buy plan, this application focuses on wholesale inventory management. The main objective of the Production Needs Application is to order minimal order quantities that will stock the warehouse(s) while maximizing potential sales. Another key feature includes determining a percent to total style/color for each size by utilizing available to sell and a desired model.

Weekly Sales and Inventory Tracking

You may not know that ERS has the capability to provide a wide variety of weekly sales and inventory tracking reports to your organization. If you're not finding the time or resources to develop a simple and logical reporting capability to stay on top of sales at a high level we can help. Let us compile and organize your retail account data in one central repository.

ENHANCEMENTS

- Dashboard and "My Reports". Now all reports generated via Desktop Analyst are organized in one place. Open files directly from DA, or store them in another location.
- Ability to link an image (jpeg, gif, bmp, tiff) to an item for reporting. Weekly Analyst and Demographic Profiler automatically add images to their reports.
- More item information for skus including: Item Number, Description, Color, Size and Vendor Style.
- Unit Cost, Unit Retail, Gross Margin Dollars and Percentage, Initial Mark Up, Total Units Shipped, Average Unit Retail and Weeks of Supply Including On order added to Weekly Analyst.
- New Item Forecast- A tool to help determine initial ship and up to 3 replenishment quantities for new items. Using a bottoms-up approach, get a more accurate understanding of how much you can sell, and the inventory required to do so.
- User-Defined adjustment column in Forecast Master. Gives the user the ability to incorporate "unknowns" into a forecast.
- More item information available in Demographic Profiler.
- Ability to upload item information into Item Management console to speed up import process. First week of sales, cost and retail are included.
- Store rankings- an average of units sold and sell through for each store for an item or group of items. Also included is user defined Top and Bottom store lists.
- Integration with Microsoft MapPoint 2004- create a map of Top and Bottom performing stores from within Desktop Analyst.
- Balance Buy Report (based on the ratio comparison of sales and wholesale ownership) in Forecast Master.
- Web Portal- built into Desktop Analyst 2007 this portal will enable the user to take advantage of future web services from within DA.



FREQUENTLY ASKED QUESTIONS

Why do I find items/sku's in my weekly xml (created from EDI 852) that do not contain relevant information?

The issue is that the raw data provided to you (which you then provide to ERS) contains all POS transactions, even the ones that are recorded incorrectly at the cash register! For example, if a tag falls off a piece of merchandise, and the person at the cash register enters an inaccurate sku number, it will still appear in the download. It may contain only 1 transaction in 1 store. If you find this to be a recurring problem, please let us know and we can apply user-defined business rules to each week's data.

Can Desktop Analyst generate EDI documents from reports I run?

This functionality is available through customization. In order to fully be able to take advantage of Vendor Managed Programs, we realize the need for an easy to use, 1 step ability to generate a reverse PO (or other documents) right from Desktop Analyst. Please contact us for more information.

Please define the "# Weeks of Sales" field in Weekly Analyst.

For xml generated by ERS from your weekly EDI 852:
It is an average across all stores for a SKU of the number of weeks on hand has been recorded.

For xml generated via the user in Desktop Analyst:
It is user defined- you can select (and change it) via the Item Management Tool in Import manager in Version 2006, or Item Management Panel in Version 2007.

What is an "HRESULT" error?

This error generally occurs because DA is trying to create a new worksheet in an existing MS Excel workbook, but the number of worksheets set up in MS Excel has been exceeded. To solve this issue, open MS Excel, go to Tools> Options> General Tab and change the "Sheets in new workbook" to 12. Not all DA Modules require 12 worksheets, however many require at least 4.

Questions or comments? Talk to us!

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OLD DOG: NEW TRICKS

By Jim Lewis, CEO

As you can see by the length of the enhancement list on page 1, we have been very hard at work significantly improving our software products. We are always looking at the business and learning how to turn the power of information into more sales and profit for you and your retail partners.

One of the biggest challenges we see today is how to help a manufacturer stay profitable amidst all the constraints and games played by the retailers. Auctions (dictation of what the cost has to be) and end of season financial assistance alone tell me that the old costing model doesn't work anymore. To remain profitable, a manufacturer must improve how it delivers goods- the logistics infrastructure, cost of capital on inventory and being an active participant in distribution of goods to the retail stores. In other words, the most profitable manufacturers will be those that find a way to become more efficient internally.

I was a buyer when it was all about the product, and everything else was secondary. If we could pick a great shirt, sales took care of everything. Not so today. Now it's about managing to a profit number and developing skills to collect money.

For many years, ERS has expressed our belief that helping the buyer do their job will in the end help both manufacturer and retailer. In 2006 I think we proved that over and over with many of you. It takes an open mind, and a new way of thinking within your organizations. When you start to think about your own business differently, and try new approaches with your retail accounts, chances are the payoff will be big. **JL**

CHARGEBACK TIP

By Charlie Miller, Retail Compliance Consultant

The new Fill Rate chargeback (CB) is on the way at JC Penney. It shows up on the Scorecard even if a chargeback has not been issued yet.

The Fill Rate CB will occur when JC Penney receives a shipment that is not complete at **SKU level**. For example – the PO is for 24 units of SKU 12345. If we only ship 20 units of the SKU the PO will be considered short 4 units and subject to a fill rate CB. The Fill Rate CB will be incurred even if the invoice for the 20 units shipped and all the EDI documents are perfect.

The bottom line here is that a shipment must be **exactly** as ordered or a CB will be issued. Actually, the odds are that you will actually receive multiple CB's. Supplier inventory forecasting, maintenance, and availability to ship are of ever increasing importance. Call today for a no obligation review of your chargebacks.