



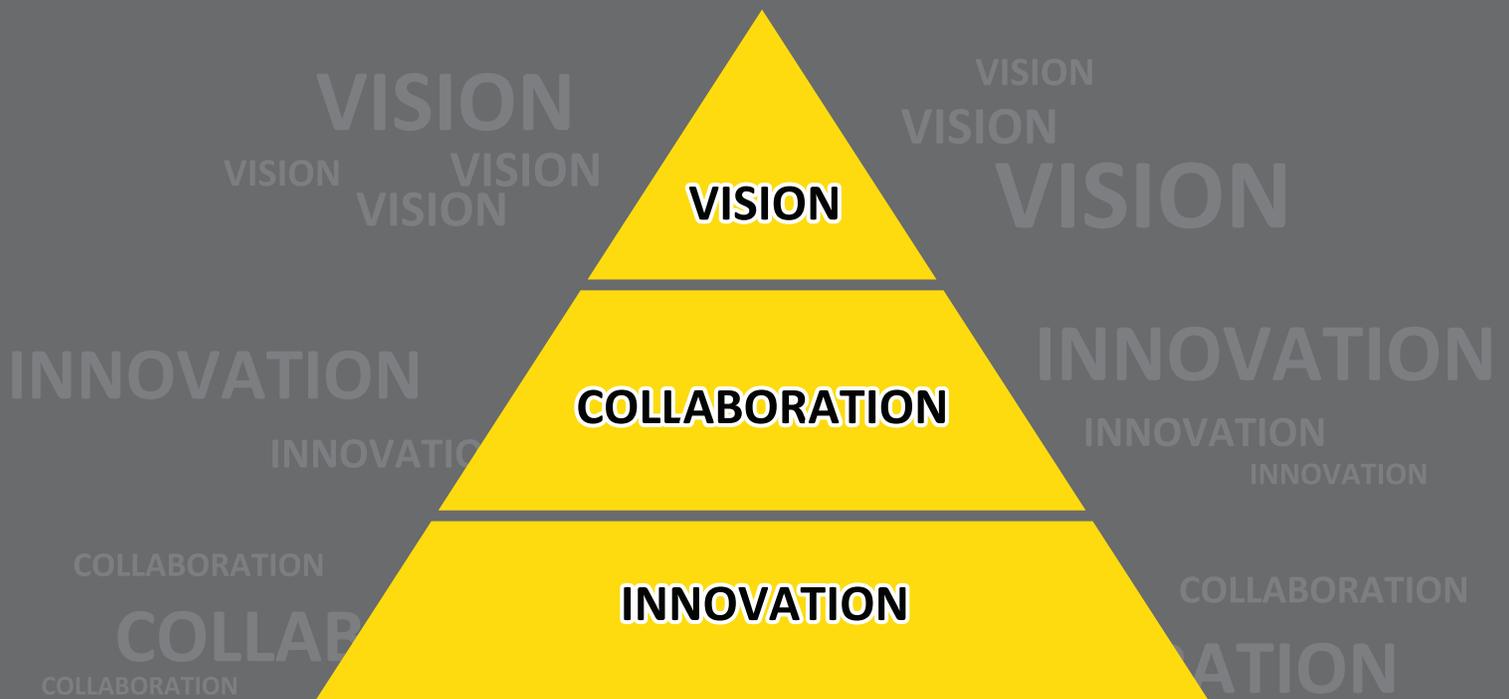
## **EMPOWERING MARKET LEADERS**

Transform Your Business With  
Strategic Supply Chain Solutions

The Softeon Advantage

## The Supply Chain Challenge

Supply chain operations are the heartbeat of a business. Every customer touch-point is driven by a link in the chain from order to product delivery. Global commerce and technology advances are increasing the speed of business while driving complexity into supply networks, warehousing or fulfillment and pushing the limits of outdated systems. Customer responsiveness is at risk and brand loyalty is at stake.



## The Softeon Advantage

Softeon is a key partner for companies looking to innovate their supply chains from platform modernization to unique feature combinations or beyond.

Our approach begins with a vision quest for supply chain strategies to differentiate your business. We collaborate with your team to configure innovative solutions that drive your supply chain and empower your company to become a market leader.

We are on the leading edge. Let us take you there.



*“Softeon Supply Chain Enterprise solutions enabled Sony DADC to create clear market differentiations and to gain a competitive advantage in our industry – whether that’s physical distribution to high street vendors or digital distribution services for online retailers.”*

**Dietmar Tanzer**  
Senior VP/Global CIO  
Sony DADC

## Driving Business Value

Market leaders are driven by a distinctive vision of the future. As your partner, Softeon will share your vision and leverage modern capabilities to enhance your business objectives. We apply our technology and domain expertise to driving higher business value and achieving it faster.

### **Strategic Supply Chain Solutions**

Softeon enables our clients to achieve business goals that range from a focus on efficiency to exploiting SCM as a strategic source of competitive advantage. The heart of our ability is a passion for innovation and we bring creative ideas to every client engagement.

We consider every aspect of a customer’s operations, fine-tune business processes and configure or re-engineer the landscape to obtain incremental benefits at every stage. Our goal is a cumulative ROI that far exceeds customer expectations.

Strategic solutions:

- **Retail leader** implemented distributed order management to optimize order delivery and win customer loyalty;
- **3PL leader** leveraged warehouse management in the cloud to onboard customers for rapid global expansion;
- **Entertainment leader** expanded their traditional SCM implementation from physical to digital distribution to speed media delivery for competitive advantage.

# VISION



*“The Partners in Transformation award recognizes our top-performing suppliers as true partners in transformation. By providing the quality services, products and experiences that exceed our customer’s expectations and build lifetime relationships, we can reach our company’s goal of becoming the leader in integrated retail - in-store, online and in the home.”*

**Lou D’Ambrosio**

President and Chief Executive Officer  
Sears Holdings

## Streamlining Solution Delivery

Softeon partners with our customers from strategy through solution to deliver a stream of ROI.

### **Business & Technology Alignment**

Softeon has deployed solutions in a wide range of industries and environments. Our success is based on a continual alignment of business strategy, information technology and business process change.

Collaboration is our guiding principal for change management. We engage our clients throughout the process in a systematic framework of gradual change that reduces disruption, gains acceptance and validates the solution at each stage.

### **Rapid Implementation**

Softeon configures, customizes and integrates components from various modules of our solution platform to build a specific solution that meets customer requirements. Our iterative implementation methodology engages users at every stage of the process for hands-on experience to mold the solution into a perfect fit.

The iterative approach shortens the time-to-benefit by structuring projects into phases for a continuous delivery of results. Long projects suffer from the length of time before a customer sees a return on their investment. We eliminate the risk associated with large-scale, all-at-once delivery.

# COLLABORATION



*"We strongly believe the Softeon product suite provides us with the technology framework and ability to offer leading-edge logistics solutions. We now have the capability to attract new business while responding to customer demands more rapidly."*

**Emilio Fantozi Temple**  
CEO Ransa Comercial S.A.,  
Lima, Peru

## Powering Strategic Supply Chains

Softeon empowers our clients to reach new levels of business agility. Our agile platform adapts to changing business needs and accelerates adoption of emerging trends to continually transform your business.

### Modern Supply Chain Platform

With the Softeon platform, customers can incrementally achieve their business goals in manageable and cost effective steps. We make it easy to solve warehouse-specific challenges or to deploy a complete order-to-delivery system.



### Flexibility and Ease-of-Use

Softeon supply chain solutions range from planning through execution. Each solution module is configurable and extendable providing a breadth and depth that is unmatched. Rich functionality and best practices enable our solution architects to configure unique designs that derive maximum value for strategic advantage.

### Speed and High Performance

Our elegant platform is engineered to reduce complex problems into simple solutions for faster implementation and lower cost of ownership. Configurable modules and a component-based architecture provide the agility to develop solutions in record time.

INNOVATION



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