

attune for e-commerce™

In today's challenging and turbulent fashion-industry environment, it's more crucial than ever to manage the relationships with your customers. While exceeding their heightened expectations for accessibility, accuracy and response.

Leading-edge CRM functionality. Driven by the capabilities of SAP® AFS™.

attune and SAP have collaborated on successful fashion-industry implementations for over ten years. *attune for e-commerce* is one of the latest examples of how we've been able to preconfigure and productize the advances made through this exceptional partnership.

Designed and developed specifically for apparel, footwear, sportswear and accessories companies, *attune for e-commerce* is a web-based business-to-business (B2B) platform that offers a number of key advantages. A crucial component of the *attune demand cycle*™ strategy, the tight integration of this multifaceted solution provides:

- The sales, ordering and production transparency needed to provide extensive self-service capabilities for retail customers and distribution partners
- The real-time data needed by internal staff to maximize production and service quality
- Leading-edge connectivity to dramatically streamline costs and timelines throughout the entire demand cycle

A cost-effective, preconfigured solution. Delivered in an exceptionally compressed timeframe.

Pre-proven in terms of both implementation and results, *attune for e-commerce* unites the off-the-shelf capabilities of three industry standards: the SAP Apparel and Fashion (SAP AFS)™ application, the SAP Customer Relationship Management (SAP CRM)™ application and the SAP NetWeaver® Exchange Infrastructure (SAP NetWeaver XI)™ component. The result of this synergy is the ability to empower revenue growth across a broad range of products, while providing access to partners across the globe.



Designed to maximize the rich functionality and exceptional scalability of the SAP® Apparel and Footwear (SAP AFS)™ application — *attune for e-commerce* is a unifying element that maximizes the collaborative effects of customer relationship management (CRM) throughout the entire demand cycle. It helps companies to effectively manage and respond to today's unprecedented needs for accurate real-time data, system transparency and global connectivity.

attuned to the vision.

The attune group was created through the synergy of a major apparel production conglomerate, leading fashion & apparel consultancies, and senior SAP corporate executives. With over a decade of experience as an SAP® solution provider — and a comprehensive offering of full lifecycle services for manufacturers, brand owners and retailers — its mission is to make great fashion companies greater.

A precedent-setting online channel.

Through *attune for e-commerce*™, customers and customer-facing employees gain faster and better access to a wide range of mission-critical data. The platform's ease-of-use and immediate success factors also encourage rapid user adaptation. As a result, our standard post-go-live goal — to handle 65% of global company sales and up to 80% of reorders within a year — is a realistic expectation.

Industry-leading self-service capabilities. Online 24/7.

In areas such as product availability and order status, customers are demanding a more intense level of transparency than ever before. The web-empowered functionality of *attune for e-commerce* includes a multifaceted sales channel offering benefits such as:

- Web-based order, invoice, logistics and delivery management
- Browseable online product catalogs, equipped with intelligent search capabilities
- Virtual shopping carts with built-in sales-grid determination, size conversions, SKU net-price calculators, online ATP and early allocation options
- Greater reorder control to ensure restock availability during peak seasons

Energizing the sales process. From end to end.

With direct and easy access to accurate customer information, sales representatives are able to spend more time anticipating needs — and developing stronger relationships — rather than servicing individual transactions.

This also translates to a greater degree of effectiveness across the board. For instance, a sales rep can take the initiative to tailor an online product offering to a specific retailer — based on its account history and unique selling propositions. Value-added results from recent *attune for e-commerce* implementations include:

- A 25% to 35% increase in order value per customer-service staff member
- Up to a 30% decrease in the time needed to enter preseason orders, enabling faster and more accurate planning
- Reduced manual effort in order processing, resulting in fewer mistakes and shipment errors, increasing customer satisfaction

A new standard for synchronized planning and procurement.

As more and more customers utilize the self-service features of *attune for e-commerce*, your company gains greater visibility of immediate and aggregate demand. This, in turn, enables you to plan production lines to ensure high-capacity utilization and product availability.

Since the use of online transactions minimizes handoffs, planning data is usually available 30 to 45 days earlier. Which enables greater accuracy in model-mix and size-mix planning across the typical 8-month planning cycle.

AUSTRALIA
attune Australia Pty Ltd.
Level 1, 499 St. Kilda Road
Melbourne, VIC 3004
Australia

GERMANY
attune Germany GmbH
Parkring 2
85748 Garching
Germany

HONG KONG
attune Hong Kong Ltd.
8/F Bank of America Tower
12 Harcourt Road
Central
Hong Kong

INDIA
attune Consulting India Pvt Ltd.
53/2 Richmond Road
Bangalore 560025
India

ITALY
attune Italia S.r.L.
Piazza Filippo Medi 3
20121 Milano
Italy

SRI LANKA
attune Lanka (Pvt) Ltd.
4th Floor, Hemas House
75 Braybrooke Place
Colombo 2
Sri Lanka

UNITED KINGDOM
attune UK Limited
107-111 Fleet Street
London EC4A 2AB
UK

UNITED STATES
attune USA LLC
200 Wheeler Road
2nd Floor South
Burlington, Ma 01803
USA



www.attuneconsulting.com

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