

ToolsGroup and Vision Chain Extend Inventory Optimization All the Way to the Retail Store Shelf

Two Leading Supply Chain Vendors Team to Drive More Value for Consumer Goods Manufacturers from Point of Sale Data

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Vision Chain, Inc. (www.visionchain.com), a leading global provider of demand and supply chain solutions, and ToolsGroup (www.toolsgroup.com), a global provider of inventory optimization solutions, announced today that they will partner to bring together cleansed point of sale data (POS) and inventory optimization to enable consumer product companies to deliver almost perfect service levels to hundreds of stores, distribution centers and retailers.

Together, the solutions create a clear line of sight to the retailer's shelf and drive demand data back through the supply chain. The solutions are complementary as front and back ends of a demand-driven supply network (DDSN) and enable sales, supply chain, replenishment and logistics managers to achieve more accurate inventory optimization from the retail shelf back to the manufacturing facility.

The Vision Chain platform acquires demand signals from a variety of sources such as store-specific point of sale (POS) data, promotions, and RFID. These are integrated and harmonized in the Vision Chain Demand Signal Repository where hundreds of business rules are applied to each data source to create one single version of the truth. ToolsGroup analyzes this information and models the demand signal across the entire supply chain to achieve very high service levels. The new component of this process is having the cleansed, harmonized data through Vision Chain in order to model demand, supply and inventories all the way to the retail shelf.

"A major hurdle in most inventory optimization implementations is obtaining reliable data from the origin of demand," said ToolsGroup CEO Joe Shamir. "Vision Chain provides the most sophisticated data cleansing platform in the industry to do that. This allows ToolsGroup to propagate the demand signal across all SKUs in the entire supply network. Consumer goods manufacturers will be able to improve the quality of optimization, and hence, improve service levels and inventory performance."

"One of the benefits of a combined solution is providing more accurate and timely data for inventory optimization," said Paul Beduhn, President of Vision Chain. "Vision Chain delivers a seamless supply chain view in real-time. It's ToolsGroup that can take that information and calculate the demand response that's the win-win for the supplier, retailer and consumer."

About Vision Chain

Vision Chain, Inc. is the market leader in enterprise software that powers decisions using demand data for the world's largest consumer products companies. Vision Chain is the number one choice among sales, marketing and supply chain personnel for creating a single, centralized source of point-of-sale, inventory, and radio frequency identification data to drive retail product sales. Clients include The Dannon Company, General Mills, Hasbro, H.J. Heinz, Mead Johnson Nutritionals, Schering-Plough Corporation and The Scotts Miracle-Gro Company, to name a few. For more information, visit www.visionchain.com.

About ToolsGroup

ToolsGroup optimizes inventory in the finished goods supply chain. Its powerful solutions optimize multi-echelon distribution chain inventory, from assembly of finished goods to the end consumer, and from strategic network design to daily operations. Recognized by ARC Advisory group as the #1 inventory optimization firm, ToolsGroup allows supply chain managers to meet

demanding service levels, while reducing inventory and operating costs. With more than 100 customers in 29 countries, it is the most experienced inventory optimization software provider worldwide. For more information on ToolsGroup and its solutions, please visit www.ToolsGroup.com.

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