

KIKUZE[®]

KIKUZE[®] Enterprise Solution

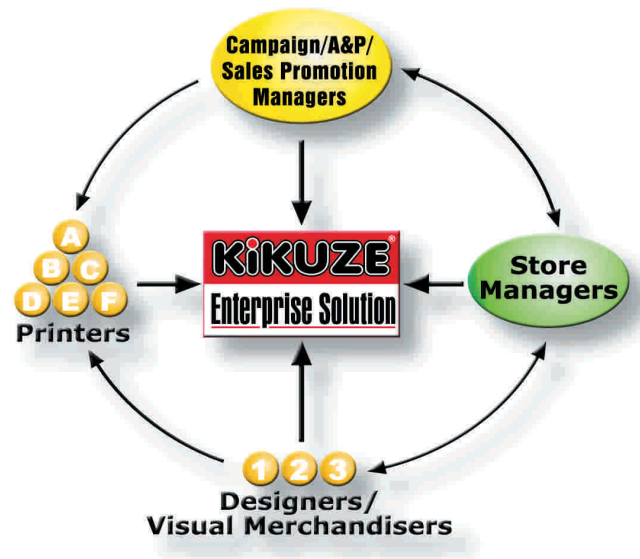
**Streamline, Manage, Distribute &
Print Point-of-Purchase materials**

Streamline, Manage, Distribute & Print Point-of-Purchase materials

What is KES

The KiKUZE® Enterprise Solution is a complete, fully integrated and customisable enterprise-level solution for your in-store visual communication needs.

The KiKUZE® Enterprise Solution provides a powerful solution to streamline and manage the workflow and the production of Point-of-Purchase (POP) display materials. It is a tool to:



KiKUZE Distribute & Print Workflow

It is a unique enterprise-wide solution that merges digital data and graphic templates to create effective point-of-purchase (POP) display materials. Built on state-of-the-art technology, its robust features provide management and control over the print and distribution of POP materials throughout a retail chain.

The KiKUZE® Enterprise Solution enhances the accuracy and consistency of POP materials throughout a retail chain, over large distances for any quantity at a specified quality. Ultimately providing for good store branding.



- create, manage & print your advertising and promotions materials



- enhance your ability to react quickly to competition



- minimize costs and shorten time-to-market

“Today's retailer must serve customers who value competitive pricing, service, and a fabulous "shopping experience" as much as they value the actual merchandise. Our solutions help our clients create the new retail value paradigm, where an **effective visual communication strategy** is just one of the channels through which goods, services, and experiences are sold.”

Current Scenario

Lack of Communication



- **Inaccurate**

Highly manual work processes in traditional methods of POP card creation creates enormous room for errors in data entry and in design specifics.

- **Inconsistent**

Lack of an enterprise-wide solution leaves many of the branches of a retail organisation unprepared when reacting to sudden pricing decisions. Left to their own devices to react quickly, 'make-do' POP display materials vary markedly from branch to branch.

Non-Productive Manual Work

- **Time-consuming processes**

A typical POP card production process involves a multitude of tasks that range from data collection from the merchandising/inventory system, data selection based on promotions or price and product changes, data inputs, design of POP cards to print and delivery. These involve many sub-tasks such as poring over thick photocopies of pricelists to select or verify product information. The whole exercise involves lengthy planning and execution cycles.

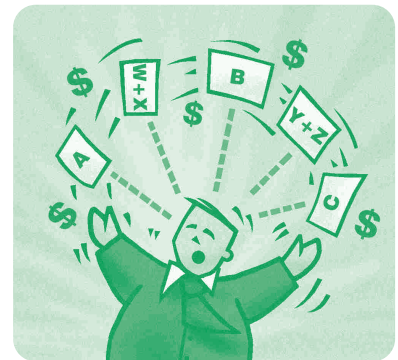
- **Repetitive tasks**

Each specific process performed for any single POP card production cycle also involve repetitive tasks such as several rounds of checks and template design rework to ensure that correct information is provided according to established standards.

Logistical Nightmares

- **Expensive**

Retail organisations with numerous branches spend a substantial amount of money in distribution and transportation costs.



- **Difficult to manage varied quantities and sizes**

Difficult to identify exact quantities of the various POP materials for each particular outlet of a retail chain. The remedy was to replicate all the POP materials for all the retail outlets, creating large amounts of wastage.

- **Difficult to manage over distance**

Transporting specific quantities of the required POP cards to various locations around the country are gruelling especially when they are needed quickly in response to competition.

- **Unreliable**

Often packages get lost in the distribution cycle. This leads to costly delays or even more damaging when you are unable to deliver any replacement POP cards.

The Need For An Immediate Solution

Need to react quickly to competition



Increasing competition in the retail industry, demand quick response to product and pricing changes.

- Inefficient workflow and processes impedes quick reaction to competition and hampers the rapid execution of POP card production and distribution. A delay in execution puts you out of business.

- Long lead-time taken for planning and execution. The typical POP production cycle is highly labour-intensive and takes an inordinate amount of time to plan and execute. Using traditional methods to beat the competition leaves you out of the race even before you have begun.

Need to stem wastage of resources

- High man-hour cost

Huge resources in man-hours needed to ensure accuracy and consistency of information provided in the POP displays.

- Labour-intensive, repetitive tasks

Non-productive, labour intensive, repetitive tasks add needless expense to your bottom-line, when these resources can be channelled to other essential operations that adds value to the organisation.

- Spoilage

Traditionally, buffer quantities are provided to hedge against spoilage, as the HQ cannot respond on time for urgent print needs. Eliminating this need for buffer quantities can help cut costs.

Need for financial prudence

- Loss of profits

In a worst case scenario, miscommunication through wrong pricing will over time weaken customer confidence and result in loss of profits, as customers shift their purchasing dollars to more trustworthy retailers.

Benefits of KES

Speed time-to-market

- React to price change decisions quickly with shorter time taken to produce POP cards.

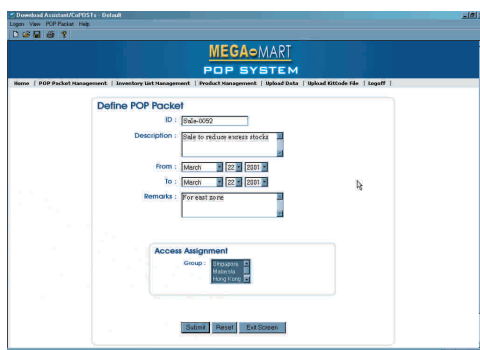
Automatic and immediate distribution and delivery via the intranet to retail locations that need to respond to competition at short-notice.

Deliver Performance

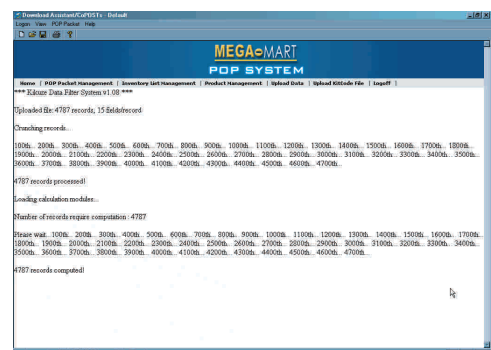
- Flexible and Customisable

Software modules that perform tasks that follow specific workflow patterns can be modelled to suit your organisations unique workflow structure.

Specific modules such as the KiKUZE® Data Filter that replicate data from the inventory system can be customised to integrate seamlessly with your existing merchandising systems.



Control & Manage Distribution



KiKUZE® Data Filter in action

- **Optimise command and control**

Make decisions on sale promotion campaign from a single point of control and execute throughout your organisation or at selected locations at will.

Ensure accuracy and consistency of your POP display materials throughout your retail organisation.

- **Reduce wastage**

Apply just-in-time philosophy to POP card production, producing only what you need when you need it, according to your store requirements.

- **Accuracy and Consistency**

Overcome problems in achieving accurate and consistent POP display materials production due to distance limitations with our intranet solution.

Provide management and control of the quantity, quality and distribution of POP card displays across your entire retail organisation.

Streamline Work Process

- **Rationalise labour-intensive processes**

Remove repetitive manual keying, by automating the transmission of information from the merchandising system to the POP database engine.

Automate repetitive tasks and minimise human intervention of simple tasks within the POP card creation process.

- **Manage overheads**

Cut down on labour-intensive processes and overtime costs, through efficient redistribution of labour and better utilisation of time and equipment.

- **Eliminate logistical problems**

Reduce logistic costs with 'distribute-and-print' technology which distributes over the intranet infrastructure and prints via your on-site printer.

Lessen administrative tasks such as planning and distribution strategies. Reduce buffer stocks for spoilage and wastage with 'Print-On-Demand' capability as you print on a need basis.

- **Improve in-house resource utilisation**

Free-up excess personnel working on administrative tasks, such as data-entry, data-checking, printing and distribution and redeploy to other tasks.

Better equipment utilisation, such as printers and vehicles for other more essential printing and distribution functions.

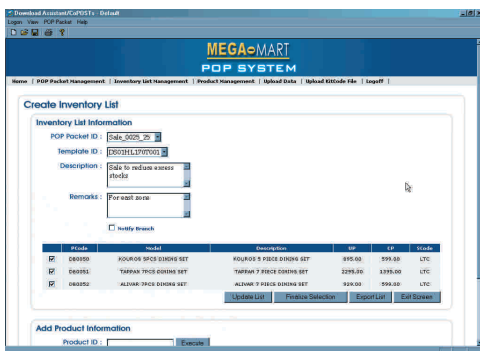
Enhance Quality

- **Branding**

- Obviate errors in information available for POP card creation through minimised manual intervention and increased automation.

- Enhance accuracy of data for the creation of POP cards.

- Establish consistency of POP displays across your business operations.



Select POP Template & compose inventory list



Print POP material in a click

Features of KES

'Distribute-and-Print' architecture

- Utilises modern networking technologies to provide an efficient mode of distributing print data in the form of electronic files.
- Employs compression tools that optimise network traffic, to deliver unmatched distribution speed in transmitting print data over distance.
- Includes a user-friendly graphical user interface and components that enable printable designs and related data to be previewed and amended at the source (the headquarters), before distributing electronically to selected destinations (the branches of the retail-chain).

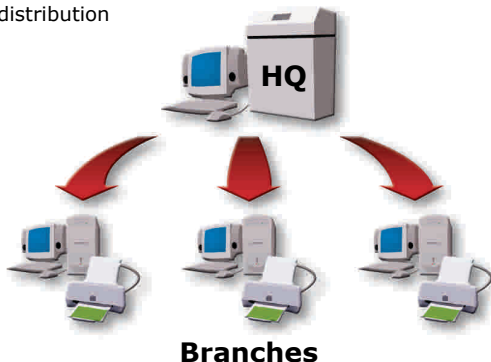
Robust 'Client-Server' Model

- Compression and networking technologies provide for speedy transaction between the client and server, giving users the ability to manipulate the database and deliver the end-product with ease.
- The installed 'client' modules enables the 'client' branches to receive the end-product, merge the inventory data with pre-defined templates and print the output to a local printer, delivering accurate and consistent output of POP materials.
- Fully customisable modules provide for a flexible implementation that can be customised to meet the various business logic particular to any retailer.

Branch & User Management

- The complete range of POP materials can be planned and created at the retailer's headquarters. They will then be disseminated to its retail branches.

KiKUZU 'Distribute & Print' architecture for multiple stores POP distribution



- The solution comes with a dynamic management module that gives a retailer's headquarters the ability to manage its users (i.e. the retail branches under its management). The HQ can identify target users; select the type of data and designs; and disseminate the information at will.

Template Library

- A set of designs customised to your particular store display requirements will be provided. Original designs can be created using original art-parts, backgrounds, banners, sales slogans, frames, lines, border designs and colours that come with our digital art and photo libraries.

Ready-to-print templates for inventory database insertion



Customisation

- The KES is a fully customisable solution that integrates effectively with your existing installed systems. It requires no proprietary hardware and works seamlessly with your merchandising/inventory system.
- The KES solution is tailored to your unique business logic to provide you with an easy to use interface that simplifies and streamlines complex work processes.
- We can build in various levels of autonomy in the HQ-Branches relationship as required by your particular business needs, so that the individual branches of your retail chain can have a 'local' respond to competition.

POP Material Creation & Workflow Cycle

Current Pain

Ineffective communication

- Inaccurate
- Inconsistent

Non-Productive manual work

- Time consuming
- Labour-intensive, repetitive

Logistical nightmares

- Expensive
- Difficult to manage
- Unreliable

Slow reaction to competition

- Inefficient workflow
- Long lead-time for planning and execution

Inefficient resource management

- High labour cost
- Spoilage, high wastage

Financial prudence

- Loss of profits

Value Proposition

Streamline workflow

- Automate labour-intensive, repetitive processes
- Better manpower & equipment utilisation

Speed time-to-market

- Automate pricing and product data utilisation
- Shorter POP material creation cycle

Performance delivery

- Flexible & customisable
- Manage waste & costs

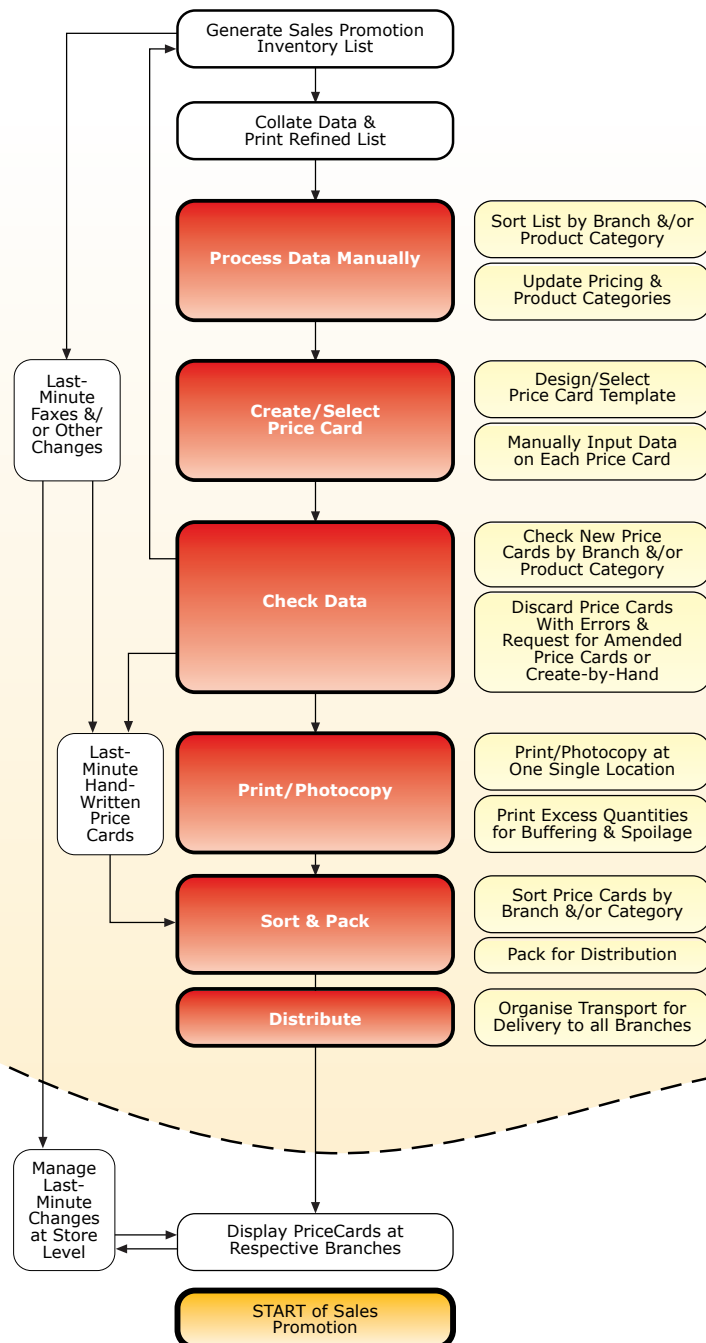
Enhanced quality & branding

- Accurate
- Consistent

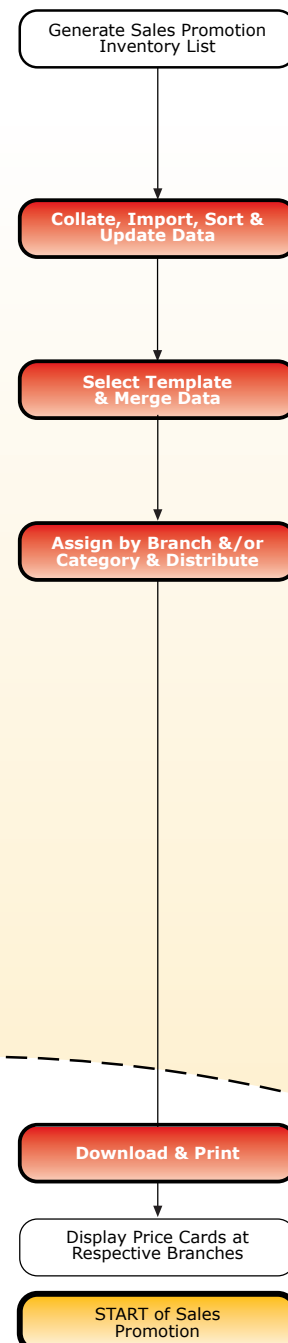
'Distribute-and-Print' architecture

- Automated distribution & delivery
- Eliminate logistical problems

Conventional



KIKUZE Enterprise Solution



KiKUZE Professional Services

Expertise

Effective systems implementation requires a combination of business and technical expertise. KiKUZE's IT consultants have proven industry and applications knowledge to transform complex business processes into simple technical solutions.

Consultancy

Our consultants understand design considerations for building a flexible, industrial-strength architectural foundation and are experienced with integration strategies that maximize the business value of the implementation.

Our approach to systems implementation speeds application integration, and significantly reduces IT development and maintenance costs.

We work closely with our clients to provide a customized solution that suits their operational, performance and growth needs. As part of the integration process, we test both the back-end and front-end of the system for performance, reliability, and scalability.

Through our professional services, we have delivered end-to-end enterprise workflow management solutions in the retail and enterprise markets, including sales promotion management and print procurement and management.

Inspired to Identify, Create and Deliver World Class Solutions

A&P Co-ordinator Pte. Ltd. is a leading graphic and print specialist with years of research and development in the field of graphic management, colour science, colour print control and colour calibration. We are also the owner of twice patented Focoltone Colour System. A market leader in Japan with 34% market share in the graphic art and digital content industry, we license to all major printer manufacturers and software publishers. We develop software applications for the Japanese retail industry, under the flagship trade name 'Kikuze' meaning 'It works'

We offer Enterprise solutions and ASP services to Corporations and Retailers for their e-Print Procurement Management and Sales Promotion Management. We also provide system integration and customisation of KiKUZE® application solutions for clients.

Highly geared in know-how and technology in graphic and print management, we are a truly vertical application service provider.

www.kikuze.com



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