



PRESS RELEASE For immediate release

WareLite Ltd launches new Real Time Demand Chain Management solution

WARELITE TACKLES RETAIL ON-SHELF AVAILABILITY WITH AUTOMATED STOCK REPLENISHMENT SOLUTION DRIVEN BY REAL TIME SALES DATA

Andover, UK, 25 October 2006 - WareLite Ltd, an innovative Event Driven Application Platform (EDAP) vendor, today announced the launch of a new solution addressing the issue of Retail On-Shelf Availability, WL Real Time Demand Chain Management (WL DCM).

Retail technology investment is automating the 'supply' chain from supplier to store, but the critical check that goods are on the shelf in front of the customer is still addressed through physical (i.e. manual) counting. Developed in consultation with partner Symbol Technology using Symbol's MC50 enterprise digital assistant (EDA), this new solution automates 'demand' management, by tackling the missing link in retail supply chain - real time monitoring of on-shelf availability - fuelling sales promotions, avoiding the frustration of empty shelves, and allowing customers to press on with purchasing decisions.

Powered by WareLite grid-based Event Driven Application Platform, WL BOSS, the new solution uses single POS product readings to trigger the execution of automated business processes updating on-shelf availability. The solution provides Store Managers and Operators using Symbol's MC50 EDA devices with real time information and alerts about low stocks, out-of-stocks and sales trends that could lead to out-of-stocks. As Store Operators take action upon the information received, replenishing the shelves, the information transmitted by their Symbol MC50 EDA to the WL DCM solution will trigger the automated update of stock levels, as well as the measurement of the replenishment process' efficiency.

WL Real Time Demand Chain Management can be cascaded further down into the stock replenishment process, providing real time, actionable demand information to all stakeholders within the retail supply network, as well as real time visibility over shelf out-of-stocks, sales, sales trends and operational performance at any desired level – by product and category, by store, by region, country and worldwide.

"WL Real Time Demand Chain Management is a deceptively simple solution" said Elena Pasquali, WareLite CEO. "In reality, executing a real time process updating stock availability and sales trends for each single product going through a POS requires considerable performance capabilities. For example, a medium supermarket chain with, say, 200 stores with 40 POS each, would need to scale capacity up to processing 8,000 POS readings per second. With WL BOSS this can be easily achieved on a small grid of entry-level Intel



Pentium™ computers". "However, real time data visibility means nothing without real time reactivity" Elena added. "Symbol's mobile computers make it possible to take action upon real time information where it matters most – in front of the customer."

"With WL Real Time Demand Chain Management retailers can immediately begin to eliminate out-of-stocks, especially when the merchandise is actually in the store but not on the shelf," said Alex Price, Symbol Director of Retail Solutions Marketing - EMEA. "WL BOSS adds a new dimension to the data capture capabilities provided by Symbol; now each single barcode or RFID reading can trigger an immediate, automated operational response. Store managers and operators can receive alerts about inventory levels on all products in store and can take action to minimize out-of-stock positions and maximize sales. The WL DCM solution is freely available to our partner network for integration on client projects aiming to deliver Real Time Demand Chain Management."

About WareLite

WareLite Limited is a UK based independent software vendor. WareLite first product is WL BOSS (Business Operating Support System). WL BOSS is an Event Driven Application Platform (EDAP) - a grid based, unified software platform for the execution of automated, event driven business processes requiring extreme transaction processing (XTP). WL BOSS allows the introduction of innovative Event Driven Business Solutions within existing systems landscapes - with a zero-impact, evolutionary approach.

WL BOSS finds its ideal application in the execution of sensor driven, high performance processes. Sensor technologies used in conjunction with WL BOSS include RFID, Barcode, Indoor Location Tracking, Internet Embedded Devices, GPS, POS etc.

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About Symbol

For further information on Symbol Technologies please visit the website at www.symbol.com