

Shiloh Overview

A Demand Signal Repository with a Powerful Suite of Analytic Tools

Shiloh is the solution retail suppliers need to integrate and analyze point-of-sale data from retailers, third party data and internal systems information. Shiloh's ability to provide efficiencies and identify new opportunities delivers immediate ROI.

Working with retail data manually can be very labor intensive and error prone. Shiloh gives your analytics accuracy, flexibility, speed and scalability. Shiloh handles the complexities of working with the myriad of data you need to effectively analyze your business.



One Version of the Truth

- ▶ Combining all your data into a single repository enables you to look at your business by retailer or across your base to understand share and trends
- ▶ Adding third party (e.g., weather, syndicated etc) and internal data completes the picture for analysis
- ▶ Provide results from this combined data to all areas of your organization—all working from one version of the truth

ROI Through Efficiency

- ▶ Automated data loading and reporting
- ▶ Customizable exception reports and alerts highlight opportunities that need attention
- ▶ Automation of many time-consuming functions such as reporting, store orders, event tracking and promotion analysis
- ▶ Powerful and flexible report designer to meet your internal reporting needs as well as your retail customers' requirements. Excel-like interface leverages your users Excel skill
- ▶ Protect intellectual capital with automation of critical reporting
- ▶ Minimum or no IT involvement required

Shiloh Technologies

Over 15 years experience working with major Consumer Products Companies.

25 member team of professionals from retailers, suppliers and IT organizations with far-reaching experience and knowledge pertaining to replenishment, category management, analytics and consumer insights of retail data.

Service is our highest priority. We are dedicated to quality, service and responsiveness. Our customers drive the on-going development of Shiloh.

We are the pros of the world's most complicated data organization—Walmart Stores, Inc.

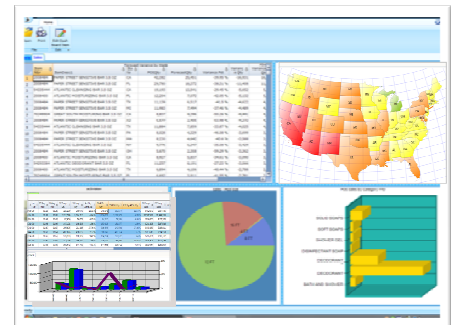


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Shiloh Overview

Focus Your Team on the Business

- ▶ **Executives and Team Leads:** Keep your finger on the pulse of your business with daily updates, executive summaries and customizable dashboards identifying KPIs and opportunities
- ▶ **Supply Chain/Replenishment:** Discover valuable insights with item/store/day visibility, manage and optimize inventory, understand daily demand, recommend orders, adjust for forecasting variance, identify out of stock root causes and monitor replenishment settings
- ▶ **Analyst:** Ultimate flexibility with the data, easily automate existing Excel template reports, ad hoc creation of item and store groups, measure effectiveness of retail merchandisers
- ▶ **Sales:** Quickly react to opportunities with store execution, correct issues before they result in lost sales, identify opportunities for increased distribution with store demographic analysis and clustering
- ▶ **Category Management:** Grow your category with assortment analysis, modular planning integration, seamless use of third party data, opportunity gap analysis and advanced store demographic analysis



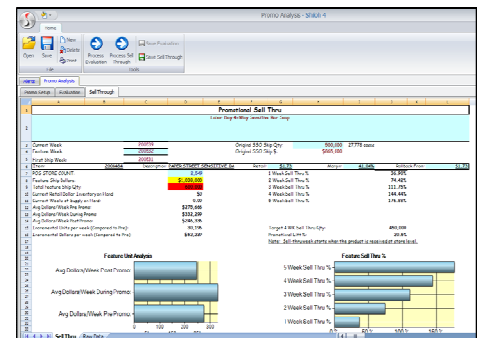
Data is at your fingertip with customizable dashboards

Integrate Any Retailer Data

Walmart	Sam's Club	Target	Lowe's	Nordstrom	Kroger	Shopko
Rite Aid	Shop Rite	Kohl's	Kmart	Toys R Us	Staples	Office Max
Office Depot	Staples	Walgreens	CVS Pharmacy	Meijer	Pamida	Ace Hardware
The Home Depot	JC Penney	O'Reilly	Food Lion	Menards	FredMeyer	more

Your Tool for Success

- ▶ Automate daily and weekly data updates and restatement of prior periods to keep your data current
- ▶ Easy to use interface for ad-hoc updates to master data
- ▶ Push and pull data from other systems
- ▶ Define your own custom calculations
- ▶ Create dynamic store and item groups based on any attribute
- ▶ Control data security with user profiles and permissions that are managed within Shiloh
- ▶ Over 150 reports and views of the data delivered with Shiloh
- ▶ Each user can control what data exceptions are reported to them
- ▶ Quickly answer questions for any item, store or time period with drillable interface to data
- ▶ Expand your analysis with data visualization—Heat Maps, Pivot Tables, mapping
- ▶ Automate loading of more complex data such as that available to the Walmart teams including store traits, RFID, on order and replenishment registers such as BYPREG, DFLREG and DD



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Proprietary Data Structure and ETL Means No Data Cubing

The intended purpose of cubing was to improve speed in pulling business answers from massive amounts of data. However, the nature of pre-defined cubing means users lose the ability to easily change how they need to look at the data. In the ever-changing world of retail and replenishment this can cause delays in data loading as well as delays in recognizing opportunities.

To meet the flexibility, speed and functionality required when working with major retailers, Shiloh's data is downloaded and maintained at the lowest level. Shiloh's efficient proprietary table structure allows:

- ▶ Complex queries (multiple time across, filters on results, requiring sub-queries in most cases)
- ▶ Security at row level
- ▶ Ad-hoc changes to the data hierarchy
- ▶ Very short loading windows
- ▶ Complex item rollups
- ▶ Little or no need for IT support
- ▶ Data accessibility to and from other systems



Over 200 Suppliers Use Shiloh

Bic	Timex	Activision	American Textile	Schwan's Food Company
Ocean Spray	United Industries	Samsung America	Central Garden & Pet	Rich's Product Corporation
Kruger	Huhtamaki	Outdoor Cap	Litehouse Foods	Anderson Merchandising
Chefs Requested	Williamson-Dickie	Tomas Jewelry	Gold Eagle	Imperial Toy Corporation
Bimbo Bakeries	Novartis	Church & Dwight	Richard Leeds Int'l	Domes Superfresh Growers

Recognition

Companies are continually challenged to find more powerful means of assessing consumer demand and Shiloh significantly enhances this capability.

In 2007, 2008, 2009 and 2010 Consumer Goods Technology Readers' Choice Awards ranked Shiloh "Best in Class" in their Demand Data Analytics category.



The Demand Data Analytics category defines a class of technology that allows companies to gather insights into their future demands through integration of POS with supply chain data.

In 2008 Shiloh ranked number one in the Demand Data Analytics category for companies with up to one billion dollars in sales and sixth overall in the category.



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