

# Solution Brief

## Retail Channel and Store Replenishment

### Open For Business

#### ALOM Retail Channel Supply Chain Solutions

It is not enough to have great marketing programs to make channel partners and physical store locations successful. With increased competition and shorter product cycles you also need a world-class supply chain organization in your corner.

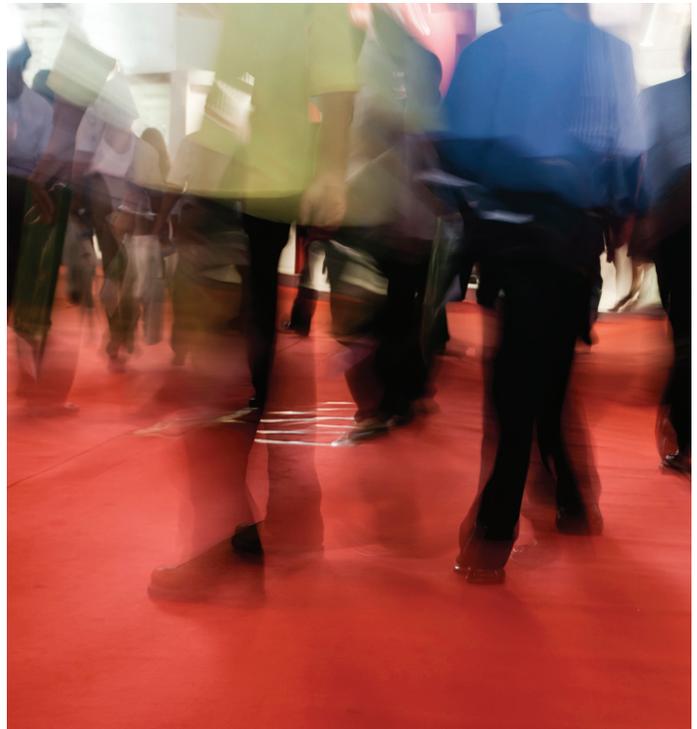
Our strong inventory management, flawless fulfillment out of 17 global locations, online ordering tools, and strong materials and program management will keep your stores fresh, your shelves stocked, your channel partners happy, and your sales revenue growing.

#### ALOM Advantages

**Custom order management portal**—Designed to optimize store and channel fulfillment, the proprietary ALOM order management portal provides a flexible online foundation that accommodates brand consistent skinning, permission-based access, cross-channel inventory management, supplier and manufacturer alerts, and supports a variety of financial payment models.

Based upon permission level, orders can be placed by the channel partner or directly from a store location. Every sale is recorded and inventory data adjusted in real-time. Preset inventory level alerts can be set to automatically trigger new orders for on-time store delivery no matter how difficult a location or challenging the delivery window.

**Omni-channel fulfillment**—Minimize exposure and add agility. ALOM ships to end-users, channel partners, stores, and distribution centers directly from the same inventory. Our advanced order management tools and back-end technology handle the order confirmation, real-time visibility, and notifications seamlessly.



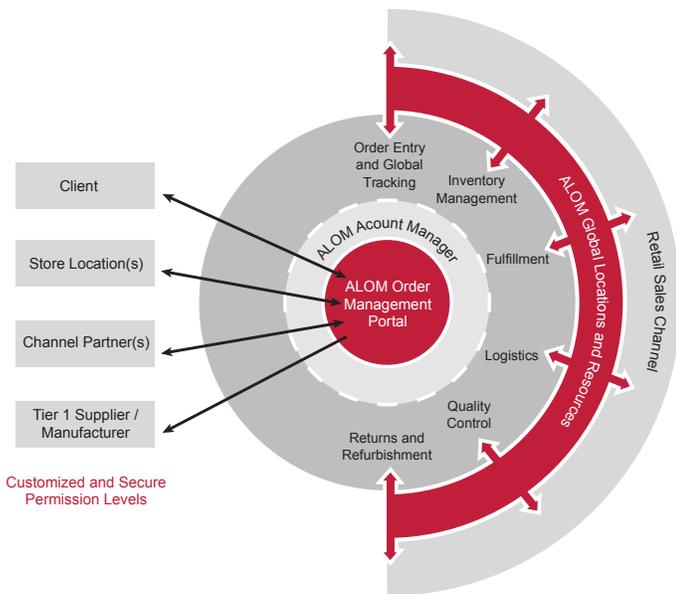
Centralized inventory tracking for all sales across multiple channels allows flexibility and control to meet demand and eliminate shortages.

**Materials management**—Detailed processes and quality controls keep meticulous track of material flow, inventory levels, and freight logistics.

We offer a full spectrum of materials management services including purchasing, localized storage, inventory balancing, supplier management, production, transportation, and reverse logistics including inspection and rework.

**Logistics optimization**—Freight expenses can be the most costly part of the supply chain. Add the risk of transit delays, and it is clear that logistics optimization is a significant component in channel supply chain management. We optimize on-time delivery and track each delivery until it is safely in the hands of the recipient. We facilitate customs clearance to and from all places in the world, and use our extensive freight and parcel contracts in conjunction with our supply chain optimization processes.





*The ALOM order management portal is a powerful tool that provides permission-based global access to channel partners and ALOM account managers to monitor and replenish inventory, place orders, and track delivery status.*

## Retail Channel Support Services

When a new channel partner is introduced or store opening scheduled, ALOM can handle all the details of sending, installing and maintaining properly branded, expertly fabricated physical display components and point-of-sale materials; including signage, product information, and fully configured demo systems for each location.

**In-store display materials**—ALOM offers display manufacturing and ready-made display configuration services that include online ordering and professional installation. Individual replacement parts and cleaning materials can also be ordered.

**Point-Of-Sale (POS) materials**—ALOM produces and ships complete store display “refresh kits” to keep product marketing materials current. Utilizing our advanced digital print technology, images and information can be creatively customized for each product or location including signage, displays, decals, stickers, labels, standees, warranty cards, forms, giveaways, etc.

## ALOM | Global Supply Chain Leadership & Innovation

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**Electronics configuration**—With so many models and features available, customers want to interact with products before purchasing. ALOM system engineers are experts at custom configuration of plug and play demo units for immediate installation.

**Customer support**—To provide end-users and channel partners with product or order information, ALOM managed support centers provide voice, e-mail, and chat interaction.

**Global account and project management**—Each client team is led by a dedicated account manager that shares your priorities. The account manager is supported by a project team that monitor daily retail channel activity and are responsible for on-time performance and overall quality.

## About ALOM

ALOM is a global leader in supply chain management serving as a partner to its Fortune 100 clients by expertly and seamlessly conducting their key business functions. ALOM is proud to deliver its clients' products and services impeccably, enrich the customer experience, and uphold their brand reputations.

ALOM is ISO 9001, ISO 13485 and TL 9000 certified. We meet international standards of quality control, risk management, and process excellence.



*ALOM operates from 18 global locations with service facilities near all major world markets and manufacturing centers.*