



Stricter Requirements Meet Changing Trends Gain Demand Insights Earlier

7thonline Wholesale Solution aims to drive planning efficiency and wholesale margins via a systematic approach to top-down and bottom-up merchandise and assortment planning. It provides a single platform for internal and external teams to deeply collaborate and analyze demand opportunities and inventory risks. Brands are able to drive integrated production and sales decisions to impact the bottom line.

Merchandise Plan Accommodate and reconcile multiple plans between corporate and regional

- 24-month/single month budget planning at category level
- Flexible hierarchies
- Pre-populates Assortment Plan
- Plan Style Count

Assortment Plan Plan by account, region or stores; capture orders with ease & accuracy

- Visual or analytical view
- Auto update of product data
- Automatic order placement
- Custom catalog creation

Seasonal Flow Plan/Ladder Plan Effectively plan for multiple deliveries throughout the year

- Customizable assortments by Account, Region, Stores
- Multi-Months Units Flow
- In market order capture
- Automatic order placement

Retail Connect Easy collaboration & communication

- Macy's Style List Management
Macy's Attribute Matching
- Macy's Style List Download
Style Bank Integration
- Macy's Affinity Order Upload
Seamless integration of size level orders

In-Season Inventory Management Plan and track in-season performance; plan replenishment for basics

- Leverage sales analytics
- Forecast production orders
- Identify trends and opportunities
- Improve fill rate

Online eShowroom Streamline specialty buying process via web-based B2B eCommerce platform

- One-to-many sales penetration
- Adaptable to multiple selling processes
- Global access 24/7

Production Buy Gain visibility to global demand by region/channel/month

- Analyze demand and enter buy units for production based on metrics including:
 - Projected units
 - Production margins
 - Minimum requirements

BI Report Builder Intuitive & Flexible Reporting Engine Designed for The End Users

- Embedded BI—no additional cost
- Domain specific for fashion industry
- Ad-Hoc queries & reports
- Scenario reporting

New Supply Chain & Demand Reality Calls for New Planning Capabilities

Manufacturing costs in Asia have been rising. Such has moved supply chain partners to demand stricter production requirements on minimum orders and lead time. Meanwhile, retail channels are moving towards a consumer-driven model that requires quicker action based on demand changes. For wholesale brands, these factors and their combined impact have elevated the critical importance of the following capabilities for them to successfully control costs and meet demand:

- The ability to have demand visibility across all channels & accounts
- The ability to quickly aggregate orders with higher accuracy
- The ability to effectively plan for future demand with the aid of forecasting



Effective demand planning for greater production efficiency

Demand-driven assortments for increased revenue & margin

Cross-channel inventory visibility for better cost control