

Ted Baker Cracks Supply Chain Puzzle With Kewill Solution

Submitted by: Onechocolate Communications

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Sale, UK – 13th February 2004 – Kewill Solutions Europe, the provider of business-to-business supply chain execution solutions, today announced that Ted Baker, the leading retailer of designer brand clothing and accessories, will use a managed service to facilitate the exchange of business critical sales and product information with its retail partners, namely department stores Selfridges, House of Fraser, John Lewis and Open.

Alongside its own outlets, Ted Baker distributes its products through selected stores known as 'trustees of the brand' who are responsible for how Ted Baker products are sold within their department stores. These retailers will now be able to trade electronically with Ted Baker using Kewill's MessageBroker, which allows the retailers' different systems to seamlessly share sales and inventory data with Ted Baker in a variety of different electronic formats.

The Kewill solution answers a strategic requirement for Ted Baker to have detailed sales information from its trustees of the brand' retail partners passed directly to Ted Baker's internal systems, irrespective of the types of enterprise resource planning (ERP) systems its retail partners run. This will give Ted Baker control and visibility of demand and enable it to adjust its business strategy accordingly. For example, MessageBroker enables near real-time sending of product and price information from Ted Baker to its 'trustees of the brand'.

Charles Anderson, Finance Manager at Ted Baker, said, "Kewill's solution will have a significantly positive impact on our demand chain efficiency and business analysis. The system reduces administrative costs and the potential for manual errors through Kewill's data screening and validation process. Further, it provides real time information on sell through, helping us to analyse what products are selling well in which outlets. The Kewill system will also help us greatly in maintaining our competitive edge by allowing us to accurately respond to actual sales".

Jacque Boast, Chief Operating officer, Kewill Solutions Europe said, "Retailers increasingly want to develop their ability to distribute their goods and project their brand image more powerfully through multiple channels. Although the store within a store concept is well established, the disparate systems that now exist across retail organisations make achieving full control and visibility over the supply chain to these outlets a challenge. MessageBroker is ideally designed to solve this, achieving in this case for Ted Baker, solid business information flow with major retail partners, irrespective of data type, through seamless electronic trading specially configured and managed by our experts in retail supply chain execution".

Utilising their extensive retail supply chain knowledge and experience, Kewill's Professional Services team was able to tailor the MessageBroker solution to meet Ted Baker's objective for a strong, fast

return on investment. The solution is a managed service provided from Kewill's state-of-the-art Manchester data centre and with Kewill taking full responsibility for handling all data transfers whether via FTP over the Internet, or customers' value added networks.

As Dustan Steer, Ted Baker's IT Manager explains: "Even though our 'trustees of the brand' all operate on different ERP systems and insist on different data requirements, Kewill's technology translates the different file formats smoothly and enables us to trade electronically with each customer. By removing the headache of coping with multiple file formats, data translation and varied communication protocols, the Kewill managed service means we can focus on our core business more effectively."

Ted Baker is the latest major UK High Street retailer to outsource supply chain information exchange to Kewill. Other recent managed services customers include Speciality Retail Group, Littlewoods and J D Williams.

About Kewill

Kewill Solutions Europe is the European Supply Chain Execution (SCE) division of Kewill Systems Plc, a leading international company dedicated to the development and provision of software and services to manage complex business to business supply chains.

With over 31 years experience in the supply chain space, Kewill Systems is a long-time innovator of Supply Chain Execution software focusing on shipping management, order management, international trade logistics and visibility solutions for global trading communities.

Over 55,000 customers have trusted Kewill Systems Plc for the management of their supply chain information including household names such as Littlewoods, Sainsbury's, Express Gifts, JD Williams, SRG, Iomega, Marks & Spencer, Xerox, Toys R Us, Federal Express, Pratt & Whitney, Mazda and Smith & Nephew. To find out more please contact sales on kse.sales@kewill.com or visit our web site at [http://www.kewill.com./](http://www.kewill.com/)

About Ted Baker

Ted Baker opened the doors of his Glasgow store in March 1988, closely followed by Sheffield, Chester, Manchester, Nottingham and Newcastle and filled a hitherto unseen gap in the market for a 'shirt specialist'. Ted set out to achieve an ideal mix of design, quality and price without compromise, liberally spiced with his own unique sense of humour and style. Windows moved, goldfish were given away and customers didn't always get the joke, but sales showed that they appreciated the effort and the product. Ted has survived retail's many peaks and troughs to evolve into one of the most innovative

and creative brands in the UK.

In just over 16 years, Ted has developed from a shirt specialist in Glasgow, Scotland, to an international designer brand distributed in over 900 locations including leading department stores Harvey Nichols and Selfridges in the UK and Saks 5th Avenue in the U.S.

Since its inception, Ted Baker has attained an enviable position in the British menswear and womenswear market. By ensuring that every element of the shopping experience from the aesthetics and aura of the store environment, to the quality of service and range of merchandise on offer were precisely to the standards that Ted would expect, he has managed to establish a successful retail business whilst retaining the charisma and credibility of a designer label.

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