ProfitLogic Formalises Global Relationship With IBM To Support Its Merchandise Optimization Solution

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Chicago, IL – Retail Systems Conference – 17 May, 2004 -- ProfitLogic, whose suite of Merchandise Optimization solutions helps retailers make more profitable merchandising decisions, has joined IBM's ISV Advantage for Industries initiative, a global program that will provide technical and marketing support to help ProfitLogic meet the needs of the world's leading retailers.

JCPenney, Gap, AnnTaylor, and Bloomingdale's are among a growing list of retailers adopting Merchandise Optimization to improve merchandising decisions, such as how much inventory to buy, which stores to put it in, and how to price and promote it most profitably.

"This new relationship underscores two points about Merchandise Optimization," said Hung LeHong, Research Director of GartnerG2's Retail Practice. "First, Merchandise Optimization is ready for the global stage and should be considered in any retailer's improvement programmes. Second, this type of solution is more than a technology implementation. It requires retailers to undertake strategic, process and organisational changes in order to achieve significant and long-term benefits."

According to Tom Ebling, Chairman and CEO of ProfitLogic, "Enabling our Merchandise Optimization applications on IBM middleware, data management software and eServer technology allows ProfitLogic to integrate seamlessly into the largest and most complex retail environments for quick customer benefit."

David Thomas, Retail Industry leader for IBM Business Consulting Services in Europe, confirms that "Leading retail executives who have introduced Merchandise Optimization to their companies have achieved positive benefits through a more analytical approach to markdown management and merchandising decision making. Our collaboration with Profitlogic helps retailers to realise these benefits quickly and cost-effectively."

ProfitLogic supports IBM DB2* Universal Database and IBM WebSphere* Internet infrastructure software, and runs on AIX5L for eServer* pSeries* as well as Linux on eServer xSeries*.

About ProfitLogic

ProfitLogic's industry-leading suite of Merchandise Optimization solutions helps retailers make more profitable merchandising decisions. The suite, based on the company's 20 years of experience providing analytical solutions for critical merchandising issues, is focused around four central merchandising processes: assortment planning, allocating, pricing and promoting. ProfitLogic has delivered fast, flexible solutions with significant financial benefit to industry leading retailers such as American Eagle Outfitters, AnnTaylor, Bloomingdale's, Charming Shoppes, Famous Footwear, Gap Inc., including: Banana Republic, Gap, Old Navy, Gap International and Gap Outlet; The Home Depot, JCPenney, Lerner New York, Marshall Field's, Meijer Stores, Northern Group Retail, and ShopKo Stores. For more information about Cambridge, Mass.-based ProfitLogic, call 617-218-1900 or visit www.profitlogic.com.

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