



Creations

Lifecycle and Supply Chain Management Solution for Retail and Manufacturing

Overview

With the demand for private label goods growing significantly, retailers and manufacturers need fast, innovative product development solutions in order to be successful. They also need to respond quickly to market conditions whilst still protecting their customers and brand. Creations from MICROS has been designed to help retailers and manufacturers in the design, development, validation and delivery of their consumer goods, quickly and safely. It is a modular-based solution that covers all aspects of product development from idea through to lifecycle management and supply chain traceability. Creations is an award-winning solution that is used by all of the UK's top 4 grocery retailers as well as in the development and protection of over 30,000 consumer goods annually, through a collaborative environment of 17,000 users across 2,500 suppliers and partners.

Creations enables retailers and manufacturers to work on the same system simultaneously and in real-time which provides users with more visibility early on in the process, enabling them to bring products to market faster, whilst still protecting brand equity and customer loyalty.

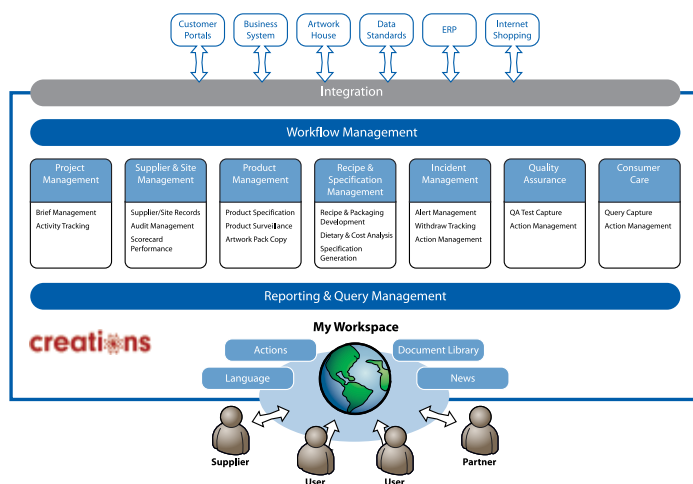
It improves the speed of responding to incidents by up to 90% and cuts down internal administration time across the supply chain by an average of 24%. It allows flexibility and scalability at all levels and can be deployed in module combinations to meet specific supply chain needs, such as:

- Product development and lifecycle management
- Recipe and specification management
- Retailer own-brand specification and brand protection
- Manufacturer, supplier and ingredient specification management
- Manufacturer supplied traceability of materials
- Supplier audit and approval management
- Quality assurance and traceability of materials through the supply chain

At the core of Creations is collaboration. It uses internet-based technology to create a single community, delivering real improved efficiency across the supply chain such as timely information for customers and reliable compliance to stringent legal and operating codes of practice. It includes a supplier collaboration portal that offers a web-based environment for manufacturers and suppliers or suppliers and retailers for the joint management of technical data across the entire supply chain. Its brand management suite covers the end-to-end lifecycle of a product range including category planning, innovation funnel and the supply chain new product delivery process. Its brand protection suite manages on-going due diligence procedures to ensure that products continue to be safe and legal.



The diagram below shows the core modules within the Creations suite



Modules

Project Management - a flexible and versatile product development project tracker and brief management system that reduces time-to-market and development costs, whilst still optimising innovation and product quality.

Supplier and Site Management - a full contact management system that includes audit assessment, supplier selection and performance monitoring for materials within the supply chain. It also provides visibility of supplier performance to other users who work within product development and procurement.

Product Management - allows the collaborative development of specifications within the supply chain. A detailed product specification can be built by the supplier and developed collaboratively before its final approval.

Recipe & Specification Management - allows users to build, modify and approve product formulations from a database of ingredients and evaluate product packaging for compliance with dietary and nutrition, allergen and intolerance requirements. Costs can be reviewed during development to ensure the target price is achieved and the ingredient declaration for the recipe can be easily generated.

Incident Management - has been designed to secure a prompt response to an issue, during a crisis or incident. Its functionality allows for an 'alert' to be raised and issued to selected recipients which may include a 'respond by' date and time deadline which can be tracked through to the supplier.

Quality Assurance - provides the capability to trace the usage of materials against the recipe and access the specification data directly which eliminates paperwork, administration, duplication and the risk of using previous versions of specification data.

Consumer Care - provides the capability to manage both customer enquiries and complaint contacts. When used in conjunction with the recipe and specification management module, it can immediately access the product database to answer queries on product composition and suitability for both current products and those in development.

Standard Functionality

My Workspace provides a home page for the user that includes news, such as electronic newsletters, a document library, action management, application navigation and login security access.

Reporting & Query Management enables users to print documents, search for information and generate pre-defined standard management reports. It includes the facility to structure more advanced reports and output data to Microsoft Office for further manipulation or processing.

Workflow Management includes activity scheduling and the generation of reminders for impending and overdue tasks. It includes notification of submission, approval and availability of audit reports.

The Creations product suite can be integrated with many business and corporate systems including SAP, Digital Asset, Artwork Management as well as home and internet shopping.

Benefits

- Full supply chain collaboration
- Single source of supply chain information and data
- Single point of access and integration
- Optimised efficiency for faster distribution of data and speed to market
- Greater due diligence, product safety and supply chain security
- Real time visibility, management and control
- Improved data accuracy, quality and accessibility
- Supports organisational growth by allowing further applications to be developed and integrated

About MICROS Retail & Manufacturing Ltd

MICROS Retail and Manufacturing Limited is a subsidiary of MICROS Systems Inc. (NASDAQ: MCRS) the world's leading developer of enterprise applications for the hospitality and retail industries.

We have over 30 years' experience in the retail and manufacturing sector and offer our customers superior technology, expert services and the experience to help them improve their product delivery process. With our worldwide delivery network, we are able to provide a portfolio of extensible retail solutions, readily adaptable for your evolving business requirements.

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MICROS Retail & Manufacturing Ltd

Glaisdale Drive East, Nottingham, NG8 4GU

Tel +44 (0) 115 971 4545 Fax +44 (0) 115 913 0314

www.micros-retail.co.uk

www.micros-supplychain.co.uk