



WHY SHILOH vs. THE COMPETITION

Shiloh is an Enterprise Demand Signal Repository built to work with data from any retailer. Shiloh is used by 70 retail suppliers. All are Wal-Mart suppliers, and a large number of these suppliers use Shiloh for Sam's Club, Wal-Mart International, Target, KMART, Home Depot, Lowes, and many other retail accounts that share POS. The Shiloh team has experience with suppliers who manage thousands of SKU's in thousands of stores down to small suppliers that are just building their retail business.

Shiloh & Wal-Mart

More Wal-Mart suppliers use Shiloh than any third party solution. Shiloh provides specific tools for Wal-Mart data such as SSO Writer, automated Event Tracker form, Promotion Analyzer, Trait Clustering that lets you share traits between Wal-Mart and Sam's Club locations. Shiloh's replenishment features were developed to handle the detail available from Retail Link and can be tailored to a supplier's replenishment types. To our knowledge, we are the only company producing reports around Bypass registers, Demand filters, Low DD, High DD, and default DD analysis. Because Shiloh's capabilities and functionality were defined by Wal-Mart suppliers, to meet their enormous data challenges, supplier team recognize the advantages of working with a tool designed precisely for Wal-Mart data.

Loading Data

Shiloh can load POS, forecast, traits, PO's, syndicated data, weather forecast at store level, census data, supply chain data, RFID, Space Planning and any facts about stores, products, or timeframes. Any ODBC (open database compliant) source can be brought into Shiloh.

Shiloh brings in and stores the data at the lowest level offering the most flexible platform on the market. This allows the user to add new data, and change the way they look at their business with maximum flexibility.

Shiloh is open architecture and can be queried by other query tools, as well as push data to other systems.

Alerts

Shiloh's desktop Alerts display problems/opportunities immediately allowing users to be pro-active rather than reactive in their business.

No Data Cubing

Shiloh keeps the data at its lowest level. Data Cubing considerations:

- With cubes you cannot get the data loaded when you need it:
 - Not ready first thing in the morning with data thru the day before
 - Takes extra processing time
 - Require additional system capacity
 - Lock the user out while cubes are processing
- Decreased Flexibility – with cubes you cannot:
 - Look at products, stores, and timeframes in new ways on the fly
 - Bring in new data on the fly and use it immediately
- Less Functionality – with cubes you cannot:
 - Handle semi-additive measures like distinct store counts, inventory and replenishable in-stock percentage.

Shiloh moved away from the data cubing technology in 2004 to better meet the needs of the Wal-Mart supplier community. To the best of our knowledge, all competitive tools cube the data. Please review our "Challenges of Data Cubing" document for more information on this topic.

Updating the Data

Shiloh updates the data daily, restates data on a weekly basis typically for last 4-6 weeks, and is available first thing each morning. Wal-Mart teams require data to come in daily...not weekly. The move from weekly to daily data loads, on our competitor's tools, would be a very time-consuming and expensive venture. To ensure they are on the same page as their buyer, Wal-Mart teams must have their data pulled daily. If you download data on a Monday, how could you write on order on Friday since on-hand quantity is now five days behind?

Shiloh can automatically retrieve any scheduled queries and VPS reports from Retail Link unattended.

Shiloh includes AQD (automatic query downloader), a tool that automates the downloading of Retail Link data. It is essentially a “smart browser”, once logged into Retail Link; AQD checks the status page until scheduled queries are complete. Once complete, it downloads them to a specified location and un-zips them if compressed. Shiloh also integrates with AS2 if you want to receive your Retail Link output from your AS2 mailbox vs. our AQD tool. AQD does pull canned reports from Retail Link like VPS reports, so it can be used in addition to AS2.

Reporting

Shiloh can create compound complex reports. We repeatedly see Shiloh produce reports the competition cannot.

Shiloh can automatically zip, compress, email out and/or save reports to a share drive.

Reports can be setup to run for any items, any stores, and any timeframe and be sent to any distribution list automatically.

Store Traits

Shiloh has unique store trait analytic capabilities with the ability for a supplier to add their own traits. Store Trait Clustering and Trait Matrix are unique tools in the industry and Shiloh has unmatched capabilities on getting massive amount of traits and their descriptions out of Retail Link on a daily basis.

Item Maintenance

Change product segmentation/attributes on the fly and without set drill paths. Truly one of Shiloh’s competitive advantages is offering item attribute maintenance that can be changed easily to view products your way or the retailer’s way. Item groups in Shiloh are created based on certain user defined parameters. As items meet or lose the criteria stated for any group, the group is dynamically updated.

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Space Planning Tools Integration

Shiloh can import data from Space Planning/Apollo/Designer Workstation, do space to sales analysis and dynamically update the space planning tool with any performance metrics desired.

Reference List

An extensive list of references can be provided and we invite prospective customers to visit with any of our customers to determine how essential Shiloh is to their company.

Annual Maintenance and Support

Shiloh annual maintenance and support includes:

- 1) Unlimited support – 24/7
- 2) Unlimited access to our standard training classes
- 3) One on one help in our Friday study halls
- 4) Updates and new tools throughout the year
- 5) Upgrades to new versions of Shiloh including new features, functions, and reports. Our customers define our development priorities so we deliver what they need.

Training

Every user who comes through Shiloh training that has been on competitive systems says Shiloh is much easier to use. All Shiloh training is now being developed in tools that can be delivered over the web with short video clips of how to perform functions rather than making the user read how to do something.

Customer Service

Customers consider Shiloh’s service as unparalleled and a real strength compared to other competitive tools.

All Shiloh Technologies staff (23) are on-site and focused on making our customers successfully using Shiloh with their POS and related data.