

## New in NWA

### DATA MANAGEMENT

## FAMILIAR FIRM GETS NEW NAME

**W**ith a name better suited to a local retailer offering Window's Vista or the latest Mac operating system, the corporation identity of Bentonville Software Associates never fully captured the essence of the company.

The firm's advanced analytic tools were developed to enable suppliers to Wal-Mart to digest massive amounts of transaction data accessed via Retail Link and incorporate all manner of other data sources to more efficiently manage and grow their businesses.

The company's signature product, known as Shiloh, is a tool with powerful capabilities that was never quite conveyed by the Bentonville Software name. That situation changed earlier this year when the firm incorporated the name of its signature product into a new corporate identity – Shiloh Technologies.

According to president and CEO Lisa Bohn, the change was needed to clarify the company's identity, as well as to be more reflective of the fact that the firm has long since stopped being an exclusive solution provider to Wal-Mart suppliers.

"We have continued to grow our knowledge and capabilities beyond Wal-Mart and now work

with many retail suppliers, including Target, Home Depot, Nordstrom, Menard's, Lowe's, Staples, Office Depot and OfficeMax," Bohn said. "Our vision of Shiloh becoming the leading edge Demand Signal Repository for any retailers' point of sale data is quickly becoming a reality."



To further that process, Shiloh last month introduced version 4.0 of its namesake product that promises more powerful capabilities to keep pace with the escalating number of data sources suppliers need to

integrate from different sources to manage their business with Wal-Mart or another large retailer.

In essence, Bohn said the latest release makes it even easier for suppliers to extract the information the need to take actions that will impact the business. "That is what suppliers of the future are looking for," she said. ■