



With the 21<sup>st</sup> century have come increasingly complex supply chains, rising costs for resources, security risks, government regulations, additional channels and competition, and customer demand for an innovative retail experience. As a retailer, you must be agile, dynamic and effective to overcome these challenges and succeed in this difficult environment.

Taking a process-centric approach can help you be more responsive to customers, foster collaboration with partners and suppliers, and innovate to gain competitive advantage. Processes must enhance productivity and competitiveness in a way that works within your organization's environment.

Metastorm addresses your challenges with Metastorm Enterprise™— an integrated portfolio of fast and flexible enterprise modeling, business process automation and integration software to help you secure a competitive advantage.

## Metastorm ProVision®: Providing Robust Support for Your Supply and Value Chains

As an end-to-end solution for Enterprise Architecture and Business Process Analysis, Metastorm ProVision enables you to understand all aspects of your business operations to continually improve performance. It gives you the power to model and evaluate more efficient supply chain networks, plan for future IT growth, enhance internal and external business processes, and deliver better results from quality optimization programs such as Lean and Six Sigma.

Metastorm ProVision's robust analysis, modeling and simulation environment is combined with recognized "ease of use" for both business and systems users. And its integrated and shareable web-based repository allows collaboration on models and processes – both internally and with partners – and is scalable to global organizations.

As an added benefit to accelerate results, Metastorm offers a portfolio of Reference Models that provides a knowledge base for defining the operations of key business functions highly relevant to retail including:

## Highlights

### Benefits

- Build a world-class supply chain and optimize your network
- Standardize processes and create efficiencies
- Improve collaboration with manufacturers

- Interact with customers through multiple channels
- Develop strategies for site selection, new store opening and franchise management
- Enable an integrated retail enterprise via Service-Oriented Architecture (SOA)
- Align and manage pricing, promotion, inventory and other critical information

### Customer Success

- Blockbuster
- Charming Shoppes, Inc.
- Great Clips

*Learn about these and other Metastorm customer successes at [www.metastorm.com](http://www.metastorm.com)*

*Metastorm Reference Model for Supply Chain (SCOR)* – The Supply Chain Reference Model helps manage and improve supply chains by providing hundreds of the Supply Chain Council's (SCC) industry-proven best practices and metrics. Using standardized supply chain process definitions and their associated performance metrics allows organizations to identify and benchmark processes with the same processes of other SCC members.

*Metastorm Value Reference Model* – Built on the foundation of the VRM developed by the Value Chain Group, this dynamic solution enables organizations to develop unique, competitive value chains composed of highly integrated business processes that cut across corporate and functional boundaries and are fully aligned with the corporate strategy.

Metastorm ProVision has been successfully deployed by retail organizations for initiatives such as improving planning flexibility, information flow, and product hierarchies and facilitating strategic planning from concept to execution across variations in market styles, demands, and demographics.

### *Fast and Accurate Data Collection*

As part of the Metastorm ProVision offering, Metastorm Discovery™ is an interactive process discovery tool designed to enable faster and more accurate collection of data, process understanding, and process metrics that can be used to drive business process modeling, improvement, and optimization efforts. This solution allows you to easily collect actual experiential data on processes to determine where opportunities exist for continuous process improvement. Metastorm Discovery can capture information about all steps in a retail process – including manual and off-line activities. This data can be used as input for modeling an “as is” process and analyzing potential improvements using Metastorm ProVision – with the goal of optimizing the process to meet specific strategic objectives, such as minimizing costs, accelerating response time, or improving productivity. The optimized process can then be deployed and automated through Metastorm BPM.

## Metastorm BPM®: Saving You Time and Money

Business process management (BPM) holds tremendous value for retail organizations looking to reduce costs, gain control over processes, streamline transaction processing and improve service quality. Metastorm BPM provides a framework for you to capture, execute, measure, and improve any type of business process – including both human-centric and system-based activities. With Metastorm BPM you can fully document your business processes and enforce consistent, repeatable business practices.

Examples of processes that can be automated, monitored and improved with Metastorm BPM include:

- Promotion planning
- Contract management
- Service level agreement (SLA) management
- Inventory control
- Franchise management
- New Store Opening
- Real estate acquisition and development
- Customer inquiries/service
- Lead tracking
- Collaborative planning, forecasting, replenishment (CPFR)
- Store order management
- Accounts receivable/accounts payable
- Compliance and quality control
- POS data analysis
- Problem resolution/management

For example, one Metastorm BPM customer has accelerated its new store opening processes from concept and site selection to grand opening.

## MIM: Integrating Your Systems and Services

The Metastorm Integration Manager (MIM) helps retail organizations rapidly and cost-effectively integrate and efficiently utilize diverse and often highly distributed business systems and services, databases, file systems, and even the most obscure legacy applications. Whether deployed as part of the Metastorm Enterprise suite or on its own, MIM provides a robust platform for:

- Designing, executing, and monitoring system-based processes
- Web-service enabling existing mainframe and legacy applications and functions
- Enabling high-volume secure Managed File Transfer (MFT)
- Integrating mainframe and legacy systems into new and existing business processes on updated technologies
- Enabling native integration to and system-based process management on IBM CICS systems
- Supporting the move to a SOA
- Assembling multiple application functions and data from various systems
- Providing a framework for new composite application development

With MIM, retailers have visibility into and can control even the most minute system tasks within the construct of a business process. In addition MIM allows you to more effectively manage large volumes of data and replace outdated, unreliable FTP and cumbersome proprietary data integration platforms. Metastorm Integration Manager has been successfully used by retailers for distribution center management, complex data transfers, POS integration, SOA-enablement, and store-level collaboration.

In fact, a Metastorm customer used MIM to create an SOA environment that ties together legacy mainframe applications and new .NET applications for multi-channel process execution—and achieve seamless process execution across a variety of platforms and sales channels. Another has used the solution to significantly decrease data transfer time and improve order fulfillment worldwide.

## The Value of Metastorm

Metastorm helps provide retailers with the agility you need to respond to changing conditions, new regulations, and demands for improved products and services—and as a result helps contribute to your bottom line and company growth. With Metastorm, effective enterprise architecture and business process analysis combines with a strong, reliable BPM and integration platform to help change how your company manages existing accounts, acquires new customers, interacts with partners, merchandises new products, complies with regulations, and communicates with external parties. All this means your business runs more efficiently and you achieve accelerated results.

For more information on how Metastorm solutions can help you, contact us at 1 877-321-META or [sales@metastorm.com](mailto:sales@metastorm.com).

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