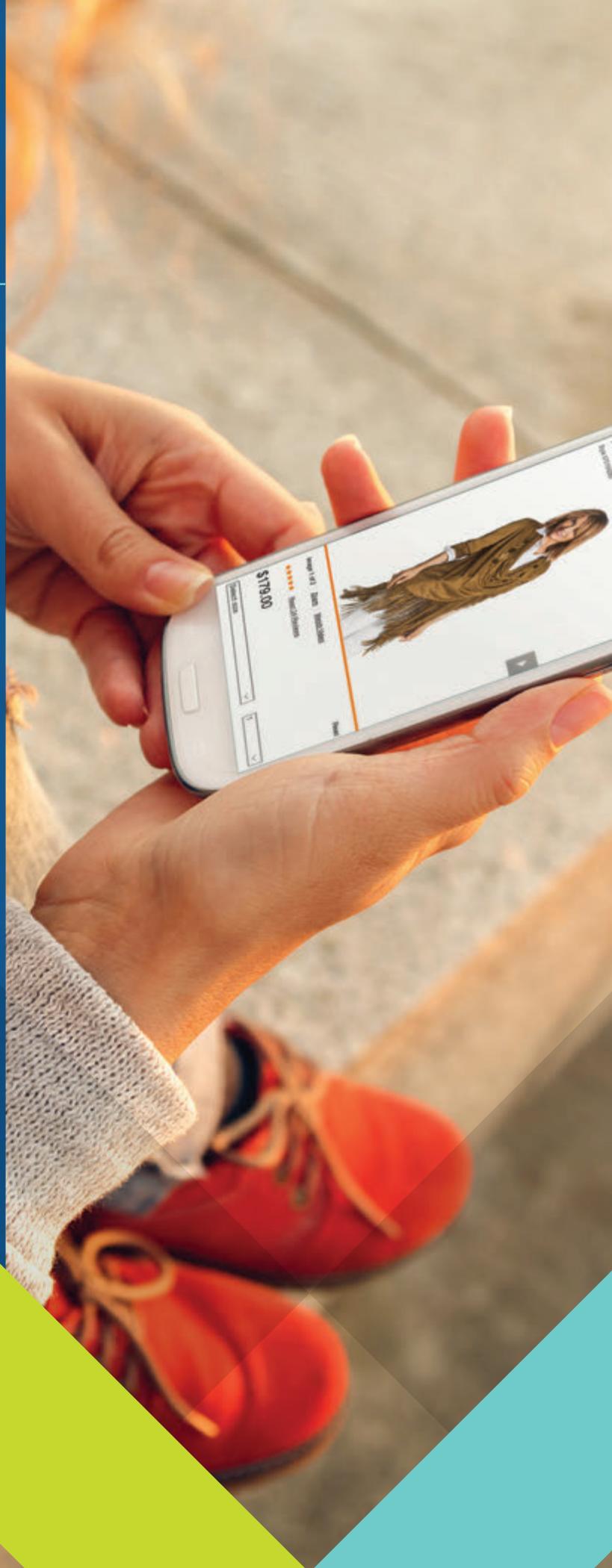


aptos®

Aptos® Retail Suite



Aptos: Engaging Customers Differently

To succeed in today's demanding retail environments you must be able to fully understand your customers; to profitably align your offerings with their traits and preferences in every channel and touchpoint; and to support rich, effortless, customer-centric shopping journeys.

Aptos delivers that advantage to apparel, footwear, specialty and general merchandise retailers. Our singular commerce platform and innovative Cloud solutions unify complex omni-channel environments with the power of one interaction, one order, one customer, one inventory, one truth and one view, to enable seamless customer experiences and optimized management of your entire enterprise.

The Aptos retail suite includes:

- Store / Mobile Store
- Enterprise Order Management
- Digital Commerce
- Customer Relationship Management / Clienteling
- Merchandising
- Planning and Assortment Planning
- Audit and Operations Management
- Analytics
- Payment and Secure Data Management
- Professional Services

Yet the Aptos advantage is about far more than just our solutions. We leverage more than 40 years of best practices; utilize the Cloud to drive efficiency, productivity and growth; support our clients through collaborative, long-term partnerships; and link our compensation directly to your satisfaction. In all these ways and more, we engage customers differently for superior results.

#1 Market Share*

1000 Employees

130 Web Sites

130K Stores

\$570B Annual Revenues

*Store and Mobile Store, per IHL and Boston Retail Partners

Aptos Retail Suite

Aptos develops, delivers, and supports a complete range of advanced solutions for soft goods, hard goods, specialty and general merchandise retailers. These solutions are designed and proven in use to meet the evolving merchandise and service expectations of today's highly connected, omni-channel shoppers and the business requirements of the most demanding retail environments, with rapid return on investment (ROI), low total cost of ownership, and a single point of accountability.

Our extended omni-channel solutions are deployed through the Cloud to optimize efficiency, agility, scalability and cost management. (They are also available on-premises, as required.) They are trusted by more than 500 retail brands in tiers one through four for effective enterprise management and to deliver seamless customer experiences, and they are backed by comprehensive hardware and professional services plus 24/7 support.

Distinctive Value

At Aptos, we enable you to engage your customers differently—and to run your business more profitably—by engaging *you* differently.

- **Singular Commerce, Seamless Experiences**
Aptos leverages the power of the Cloud to provide industry leading solutions on a singular commerce platform that unifies your operations, enables seamless customer experiences and drives efficiency throughout your enterprise.
- **Rich Client Partnerships**
We serve you not as vendors but as long-term partners who are fully invested in understanding your business, collaborating with your teams and optimizing your results.
- **Proven Value**
Since our success depends on ensuring yours, we focus 100% on delivering solutions that are perfectly aligned with your vision and needs—and we back up our value to your business by aligning our compensation to your satisfaction.
- **Top Professionals**
Our professionals support you with in-depth expertise in retail processes and technologies, based on more than four decades of experience and best practices.
- **The Aptos Way**
We work with a pioneering spirit to solve problems urgently, with a sense of community manifest through collaboration and philanthropy, and with authenticity to ensure transparency at every step.
- **Global Reach**
From offices in North America and the UK, Aptos serves more than 500 regional, national and international brands to streamline processes, integrate channels, leverage intelligence and inspire customers, to maximize profitability.
- **Corporate Strength**
Since our inception in 1972 (including predecessor companies), Aptos has demonstrated consistent growth and profitability.
- **Comprehensive Resources**
With Aptos, you have ready access to solutions for all processes, services for every need and expertise for every challenge—with a single point of accountability.
- **Trusted Partners**
Our proprietary solutions and services are extended by trusted, industry-leading companies to meet a wide range of business and technology requirements.

Aptos Store & Mobile Store

The Power of One Interaction

With Aptos Store and Mobile Store, you'll enable seamless customer experiences and integrated journeys in which every shopper is recognized, empowered and rewarded at every touch point.

Your stores are showrooms for your customers and the foundation of their experiences with your brand. With Aptos Store and Mobile Store, you can deliver experiences that are consistently and uniformly engaging, inspiring and memorable—to drive sales, build loyalty and accelerate growth.

Aptos Store includes the industry's #1 POS solution. Trusted by more than 300

retailers in 122,000 stores, including more softgoods retailers than any other POS,¹ it is the heart of a powerful, scalable and configurable store solution that can be fully aligned with your business needs, processes and goals. Global Master Configuration makes it retail-ready in 30 countries, and we're continually adding more.

Aptos Store delivers all the product, inventory, pricing, customer and order information

your shoppers need to enjoy rewarding, seamless journeys throughout your stores and across other channels. It also provides all the resources you need to run highly efficient store operations, including multiple register and server options and easy-to-customize interfaces, plus rich functionality and logic that seamlessly support other channels and devices as your business evolves.

Point of Sale

Point of Sale is designed to improve the customer experience and reduce check out times with advanced transaction types, flexible workflows, extensive promotion and deal execution, in-store CRM, biometric capabilities, store messaging and more. With a full complement of back office functions and

applications, the store staff can manage their business more efficiently. These include a manager's dashboard, inventory management, employee management, electronic journal, and cash management, plus the Enterprise Store Central module to enable the rapid, central consolidation of store data and functions.

Aptos POS is built for the varied deployment requirements of today's retailers – delivered via the Cloud to thousands of registers across your estate; via thin client deployments; or in traditional deployments of registers and servers in the store.





Enterprise Store Central lets you manage the store estate, share transaction functions and logic across channels, and leverage a central resource for functions requiring a consolidated view, including returns and promotions management, e-mail receipts and many more.

Appbuilder lets you easily configure and customize workflows, user experiences, and business rules governing policy and procedures, payroll, security, marketing, taxes, inventory and more, while providing consistent control over all in-store devices.

Promotional Events Management enables you to create and execute hierarchy-, item- and transaction-based promotional events in the store, including an unlimited number of sale events, and support your associates with accurate information at the POS.

Store Operations is a back-office application that allows centralized access to management and security functions. This component includes a manager's dashboard plus modules for employee management, cash management and reporting, as well as electronic journals.

Returns Management is a multi-channel, centralized module that provides real-time access to all transaction details throughout the chain, to ensure accurate refunds, reduce refund fraud and improve customer service and employee compliance.

Multi-Channel Transaction Adapter equips you to share transaction functions and logic with other channels and devices using a rich XML-based API. A single code base lets you execute transactions and share a wide range of resources beyond the store.

Inventory Management is an intelligent shipping and receiving module that strengthens the link between supply chain management and inventory control. An integrated compliance monitor and inventory dashboard control receivings, transfers, price adjustments and more.

Data Exchange is a polling module that gives you control over trickle polling, file transfers, message switching, payment authorizations and connectivity configurations while maximizing the performance of your networks.

Aptos Digital Commerce Suite

Extend the Power of One Interaction Online

Deliver rich customer engagement and seamless experiences online while driving loyalty and sales.

Aptos Digital Commerce Suite includes fully integrated applications with everything you need to deliver a connected, consistent and seamless experience to your customers online, as well as in your stores and through any other available selling channels.

Our Digital Commerce Suite provides a robust and highly flexible online store with responsive design, powerful content management tools, and search engine optimization. It also delivers: omni-channel logic and functions, including save-the-sale and order management; cross-channel promotions management; and a single view of your products, customers, and transactions. With all these features, Aptos Digital Commerce Suite will enrich your engagement with customers through multiple touch points while elevating their experience, to drive loyalty and sales.

Digital eCommerce Platform gives you complete flexibility and control over the form and function of your online channel with: optimized product, category, SKU and direct response landing pages that are easy to create and update; cross-channel online-to-store capabilities that let your customers shop on their own terms; wish lists that let your customers reconnect with coveted items; rich analytics tools; plus a full range of options for payments, mobile commerce, shipping and more.

Channel Management lets you market and sell products through Amazon, eBay, Buy.com and other channel partners with streamlined control over product, inventory, customer and order information.

Enterprise Selling and Order Management combine a real-time, enterprise-wide inventory locator with complete order management capabilities to save sales by fulfilling out-of-stock merchandise from any other location or channel. (Enterprise Order Management is also available as a stand-alone solution.)

Product Information Management gives you full control over the content and presentation of your products, including auto-resizing, videos, product specs, shipping options, ratings and reviews.

Warehouse Management Customer Order Fulfillment lets you prioritize or batch orders, set pick methods, assign operators, create tasks, adjust order balances, print carton labels, pack slips, and communicate order statuses. This application is integrated with multiple shipping carriers.

Aptos Enterprise Order Management

The Power of One Order

Optimize inventory location and ordering processes in all channels across your enterprise, to improve your customers' experiences while reducing your costs.

Optimize inventory and ordering processes in all channels across your enterprise, to improve your customers' experiences while reducing your costs.

Aptos Enterprise Order Management (EOM) lets your customers quickly obtain exactly the products they want, wherever and however they choose to shop, while letting you save sales, optimize inventory, and drive profit. This complete end-to-end order management solution enables you to quickly identify where a desired product is available, recommend the best fulfillment location for you and your customer, then orchestrate the entire order process seamlessly and efficiently. With EOM, you can say "yes" to almost any customer order request—and keep your promises!

Real-time inventory visibility from across the enterprise, combined with powerful order brokering and sourcing logic, ensures that every order meets each customer's expectations in the most profitable manner for your business.

A unified view of the customer and all order functions, including, the online/offline intersection of commerce, order brokering, order management, order fulfillment, logistics and analytics and everything in between, is delivered through the Integration of EOM with POS, Digital Commerce, CRM and other Aptos solutions. This ensures the seamless execution of every order through all fulfillment options.

A complete arsenal of order management tools let you manage high volumes of orders across multiple channels and locations, while delivering the services your customers now demand.

- Real-time inventory location combined with front-end order management facilitates the fulfillment of the out-of-stock merchandise from any other location or channel.
- Products can be delivered to the customer or picked up at their preferred location.
- From your eCommerce sites, items can be added to the customer's basket and processed within a single order.
- Associates can view orders that are to be fulfilled by their stores, and can follow-up or answer questions on any order with real-time status information and access to order histories.
- Aptos' native integration with shopping services such as Amazon, Buy.com, eBay, NexTag and PriceGrabber provides streamlined fulfillment, helping retailers of all sizes keep pace with larger multi-channel retailers.

Extensive order monitoring and reporting keeps every order process on track. This includes store connection monitoring, OMS/ Call Center interface, in-store order monitoring, order history and SKU demand. EOM also issues exception alerts to help ensure that orders are fulfilled on time without disruptions or delays

Aptos CRM & Clienteling

The Power of One Customer

Capture, analyze and leverage customer information from all channels and shopping journeys to enrich engagements, relationships, loyalty programs and marketing campaigns.

Aptos CRM provides a broad set of complementary tools to enable mutually beneficial relationships between you and your customers. CRM lets you capture customers' information in all channels and integrate it within a centralized, integrated database to develop comprehensive, accessible, 360-degree profiles of their preferences, traits and behaviors.

With its rich capabilities for customer analysis, customer segmentation, campaign management, loyalty points program management and real-time targeted communications to customers via POS and other sales channels, CRM also helps you leverage your customers' profiles to engage them personally and professionally, enrich their experiences, deliver relevant offers and provide meaningful rewards—all of which inspires them to purchase more, promote your brand, and keep coming back.

Clienteling

Your associates can fully leverage and manage customer information in your Aptos CRM database and have a digital, mobile black book at their fingertips. By using it to view items in a customer's "closet," suggest product based on their profile and preferences, and remind them of eligible offers, associates can personalize interactions with their best customers, motivate sales at higher level and build more profitable, lasting relationships.

Customer Reporting and Analytics

Discover the marketing opportunities in your customer data with our easy-to-use suite of reports and templates. Find opportunities to cross-sell, up-sell, increase retention, determine site selection for new stores, identify the most profitable customers to contact, and assist individual stores with customer-related performance issues.

Campaign and Promotion Manager

CRM can interface to your POS, mobile device, call center, kiosk and eCommerce sites to execute your campaign

and promotions. Whether your next campaign is direct mail, voicemail, email, or text messaging, CRM will help you prepare and export the lists to send to your third-party vendors for execution. As transactions flow into the customer database, campaign and promotion results are automatically updated. Analyses on your marketing initiatives can begin immediately.

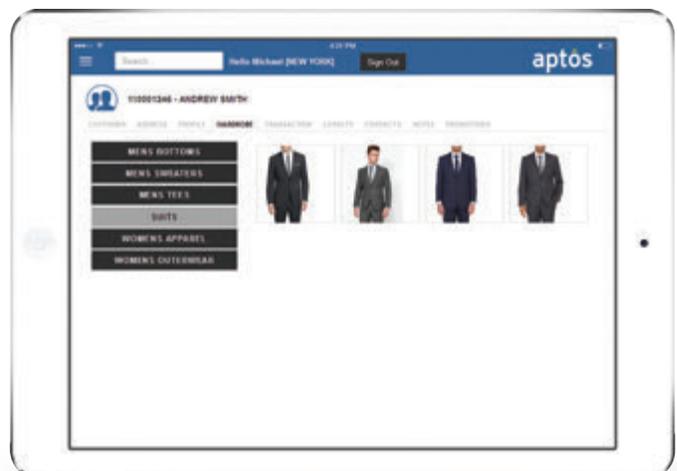
Loyalty & Reward Manager

The goal of any well-designed retail loyalty program is to drive ROI by changing customer behavior. How you achieve this goal is fundamental to the program's success. Loyalty and Reward Manager lets you design and run multiple loyalty programs with the flexibility

and security of a retail-proven, transaction tracking and redemption toolset. You can communicate program benefits and news individually using one-to-one triggered messaging, or reach out to a group of program members with statement and program information across multiple channels.

Contact Manager

Leverage every customer interaction to enrich future engagements. Contact manager helps you track all customer calls, emails and appointments; define and set multiple contact types; mass-assign contacts from head office; and direct associates' actions to follow-up.



Aptos Planning

The Power of One Inventory

Gain control over all inventory and related functions in all channels.

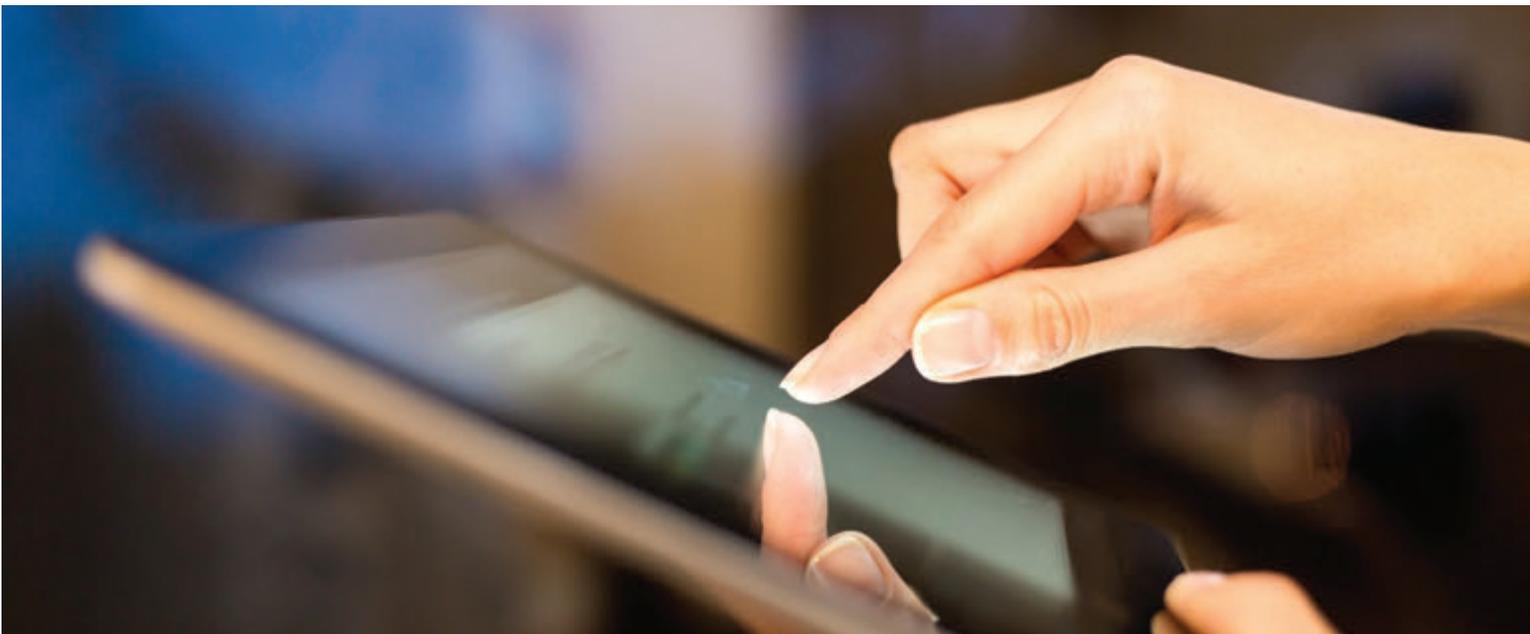
Aptos Planning allows you to correctly assess which products, quantities and attributes will be in demand in each market and type of store, to help maximize inventory turns and full-price sales while minimizing markdowns and risks. Planning effectively links your financial plans, assortment plans, buying plans and individual store plans. It combines Merchandise Planning and Assortment Planning with rich visual tools to let you identify what's needed at both the chain and store level, and to develop effective inventory models that support peak performance across your business.

Merchandise Planning

Merchandise Planning ensures that exactly the right merchandise is planned for the most appropriate stores and selling channels to meet your financial objectives. It enables you to accurately and profitably set your sales margins and inventory targets while synchronizing your high-level business plans with channel and location-specific trends. You can leverage unlimited merchandise hierarchies with the flexibility to aggregate and disaggregate data to create, view and measure your plan at any level and across all channels of operation.

Assortment Planning

Aptos Assortment Planning simplifies the process of building ideal assortments that are perfectly aligned with your locations, channels, seasons and budget. Using visual tools linked to merchandising data and buying and store plans, you can develop lines with perfect breadth and depth (number of styles and quantity per style) to meet your financial plan objectives. The application also lets you evaluate your offering, compare plans across the hierarchy, make revisions quickly, and translate your assortment directly into a purchase order and pre-allocation.



Aptos Merchandising

The Power of One Inventory

Extend your control over all inventory and related functions in all channels.

Aptos Merchandising streamlines operations, unifies asset management, and manages your business from end to end. This powerful retail solution features a centralized transactional database and support tools to help you make and execute better decisions based on accurate, current and shared information.

Enterprise Data and Product Management

Eliminate costly inefficiencies! Enterprise Data Management leverages all core information that defines your operation, including locations, merchandise structures, alternate hierarchies, vendors, currency codes, exchange rates, freight methods and reason codes. This component lets you track and manage vendor details, packaging, physical characteristics, images and descriptions. Pictures displaying merchandise can be created as data items, while attributes and alternative hierarchies can be changed at will.

Purchase Order Management

Manage your entire purchase ordering process on your terms, either from within your enterprise or remotely. Purchase Order Management handles the detailed process of placing purchase commitments with vendors and monitors the progress of buys and their delivery dates, while maintaining financial and open-to-buy control. The application equips you to buy on your terms by supporting a complete range of PO, vendor and delivery options.

Allocation and Replenishment

Allocation and Replenishment lets you allocate any items directly to your stores, leveraging user-defined calculations and accounting for all key variables: styles, colors and sizes in demand based on sales histories, sell-through and potential, group rankings, location plans, attributes and other metrics. Equally important, it gives you replenishment you can trust with configurable, automated processes to drive everything from forecasts to model stock updates.



Invoice Matching

Efficiently and automatically reconcile items invoiced with those you actually received. Invoice Matching ensures alignment between the PO, receipt and invoice to identify where receipt quantities match invoice quantities, PO costs match invoice costs, and agreed-upon PO terms are respected on the invoice. If a match is made, an accounts payable voucher is created and sent to the A/P system for payment

Stock Ledger

Stock Ledger lets you clearly see your inventory position and margins by category at any given point in time to support accurate accounting and cost calculations. This module can be maintained based on cost methods or retail valuation methods with user-defined price and inventory statuses, and mapped from transactions based on transaction type, price status, inventory status and reason code.

Warehouse Management

Aptos Warehouse Management streamlines and accelerates your warehouse operations and optimizes your productivity to reduce stock-outs. This scalable, flexible and configurable application uses wireless handheld RF devices to manage all aspects of the retail warehouse in real time. It dramatically increases your visibility into the warehouse and the speed and accuracy with which merchandise flows from receiving through distribution to store shelves.

Price Management

With Price Management you can experiment with a wide range of pricing schemes to determine their impact on margins, shoppers and results, and analyze sales and inventory by price status. Change and test pricing strategies down to the style, color, size and store level; manage pricing with complete flexibility chain-wide; and incorporate changes at the POS and in ticketing, allocation, forecasting and analytics.

Inventory Management and WebIM

This core application ensures your head office, warehouse or stores get direct access to current, real-time inventory information across your enterprise. Track inventory online by SKU, location, quantity, and value in any number of user- and system-defined status categories, to provide a single source of reliable data on inventory positions. And with Web IM, your stores can get clear, reliable insight into merchandise in transit.

Actionable Analytics

Merchandising's actionable and customizable decision support tools let you analyze all merchandising activities, including sales, orders, receipts, distributions, price changes, inventory adjustments, transfers and returns to vendors, then directly initiate changes and inventory transactions. This allows you to determine and capture opportunities for faster turns, improved margins, better markdown execution and more precise forecasting.



Aptos Analytics

The Power of One View

Leverage advanced data warehousing and sophisticated big data analytics to understand what's happening in the business and exactly how to respond.

Aptos Analytics aggregates, integrates and illuminates information from throughout your retail organization, giving you a clear and unified view of the entire enterprise. A suite of powerful yet easy-to-use tools ensure that your merchandising, marketing, store operations, eCommerce, supply chain and executive teams are fully informed of what's happening within and across each area of the business, and fully supported by the resources they need to make highly effective decisions.

As a result, they'll gain more insight into ever-changing conditions and hidden opportunities, more time to think strategically, and more confidence to respond quickly and correctly.

And with Aptos, you can start reaping these benefits in as little as 60 days while adopting a solid foundation for future growth.

Aptos Enterprise Analytics

This core component of our Analytics solution lets you easily consolidate huge volumes of detailed front- and back-end retail data from disparate systems into meaningful, role-based views. This proven data foundation includes a multi-channel, multi-company, multi-currency data warehouse, enterprise data model, ETL, and pre-built operational reports with countless KPIs.

The Enterprise Analytics component of Aptos Analytics incorporates:

- ▶ A highly configurable retail data model;
- ▶ A retail exception engine that enables you to drill down quickly and accurately at any level;
- ▶ An inventory productivity module that lets you effectively manage SKU, store and channel inventory;

- ▶ Market basket analyses capabilities to improve promotions, transaction pull, cross-selling, buying and store operations;
- ▶ Role-based dashboards for buyers, planners, allocators, executives and store operations managers; and
- ▶ Rich reporting capabilities with advanced data visualization.

Aptos Analytics Applications

Analytic Applications are powerful, flexible planning and allocation tools that turn insights into actions. They leverage the Aptos Analytics data model to optimize four core merchandising functions, and complement Enterprise Analytics by applying business intelligence and predictive analytics capabilities to increase sales, gross margin, sell-thru and inventory turns while decreasing inventory,

overstocks, stock-outs and lost sales.

Analytic Applications include:

- ▶ Advanced Store Grading with sophisticated algorithms to accurately cluster stores;
- ▶ Size Curve to align your size mix with demand in each store type and location;
- ▶ Size Pack Recommender to create optimal pack configurations and maximize size selling within packs; and
- ▶ Localized Assortment Planning to create balanced assortments with optimal breadth and depth.

Aptos Audit & Operations Management

The Power of One of One Truth

Ensure that every department and decision maker is working with consistent, correct data to synchronize your operations.

Aptos Audit and Operations Management consolidates, validates and secures data from all sales channels in one location, then maps it consistently to your enterprise applications. This exceptional solution improves performance and profitability by ensuring that the vital data you and your systems depend on is accurate, consistent and up to date, to reduce errors, support correct decisions and deliver substantial ROI.

Sales Audit

Sales Audit ensures the integrity and accuracy of the data flowing into head office systems by correcting any errors up front and bridging the gap between your enterprise and the sales channels. This core solution is used by over 100 top retailers to process more than \$50 billion in sales transactions each year.

Voucher Management

Voucher Management provides real-time updating of balances for gift cards, gift certificates, and merchandise credits.

Loss Prevention

Loss Prevention automatically detects patterns of fraudulent activity and identifies procedural violations to reduce shrink, deter theft, and increase profitability while keeping the store an employee-friendly workplace.

Employee Productivity and Commissions

Employee Productivity and Commissions enables you to evaluate, track, encourage and reward the performance of every employee correctly, fairly and automatically.

Aptos Payment & Secure Data Management

The Power of Confidence

Protect your cardholder's data with end-to-end encryption and reinforce your compliance with the Payment Card Industry Data Security Standards.

As your customer records and card transaction volumes continue to increase, so too do the potential liabilities associated with data theft. Depending on the number of records involved, it could cost you hundreds of millions of dollars to complete

reparations—and take years to recover your customers' trust.

Aptos Payment ensures that your cardholders' data is never identified at any point during its journey to and from the bank. It is fully encrypted on the PIN pad, securely transmitted, and

decrypted only by the payment provider.

For non-payment applications, Aptos Secure Data Management encrypts customer account data when Sales Audit is used with a third-

party POS, as well as employee passwords.

Aptos Payment and Secure Data Management eliminate all potential points of failure in your data security chain—and the related concerns that pre-occupy your IT staff.

Aptos Cloud

Step up to the new industry standard for efficient, flexible, scalable and reliable solutions delivery.

Aptos solutions are delivered primarily through the Cloud. Cloud deployments let you focus on running your business instead of your IT. Rather than implementing and managing your own technology on site with all the required staff, costs and risks, our dedicated retail IT professionals will take care of everything on your behalf.

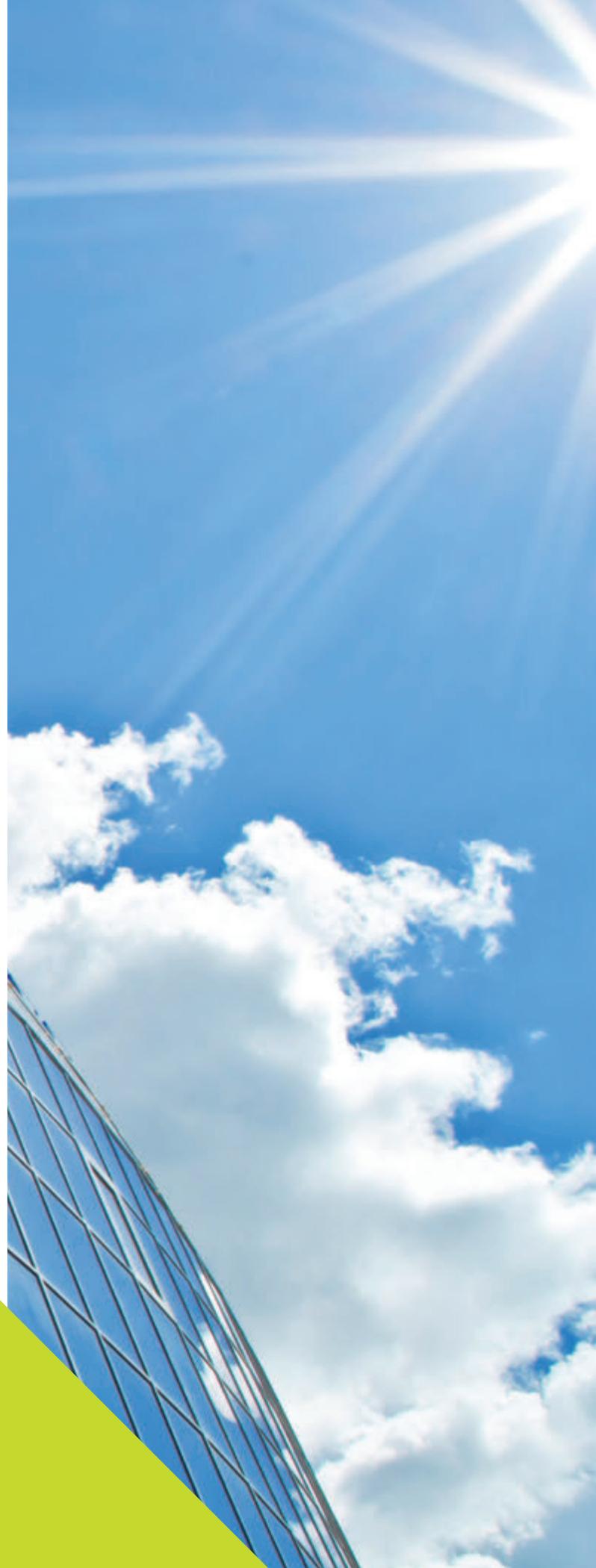
Two options are available:

Software as a Service (SaaS) delivers pre-configured, end-to-end IT through an all-inclusive subscription service, plus complete hardware infrastructure and support as required.

Hosted Cloud Services provide professional operations and support for your licensed Aptos solutions, allowing customization to suit your business needs.

Either way, Aptos gives you:

- ▶ The industry's most advanced retail solutions;
- ▶ Dedicated infrastructure exclusively for your business;
- ▶ One partner and point of contact;
- ▶ Fast implementation and ROI – live within six months;
- ▶ State-of-the-art data security system reliability;
- ▶ Predictable, managed costs—no hidden fees;
- ▶ Low risk—Aptos assumes the responsibility;
- ▶ Agility and scalability to enable fluid growth;
- ▶ A faultless delivery record.



Aptos Professional Services

Comprehensive services to get you going quickly and keep you running continuously at peak performance.

Our commitment to delivering sustained value is realized through both our solutions and services. We offer a wide range of professional services to maximize your technology investment and reduce your total cost of ownership.

Software Implementation Services

Aptos implementation services leverage structured teamwork and unsurpassed expertise to get you up and running smoothly, correctly, and up to twice as fast as with conventional methods! After clearly explaining our process, service structure and organization, we will: analyze your environment, needs, objectives and potential issues; scope the project and prepare the plans, integrations, configurations and documentation; execute the plans and test all functionality; then deploy, conduct end-user training and transition you smoothly to customer support.

Hardware Sales and Services

Aptos will procure, stage, deploy and support your retail hardware to maximize lifetime value. We source and provide store and head office hardware from the industry's top brands, and our well-established relationships and buying power ensure highly competitive terms.

We integrate our software solutions with your hardware to ensure they are assembled, configured, personalized and tested to perform exactly as intended. Store hardware deployments are managed end-to-end by a designated installation support services team. Your registers and devices are staged in a secure facility, delivered to each location on an approved rollout schedule, then deployed on-site by trusted, fully managed technicians.

Aptos Store Services

Direct-to-Store Support enables the Aptos' Store Support team to act as your store SW and HW service help desk, delivering immediate access for your stores, to Aptos experts

and retail knowledge in one seamless experience.

24/7 Store Support and IT Services

ensure the operational status of your store infrastructure with Help Desk Service Management covering governance, reporting store openings and more; and Proactive Support for database and server administration, system monitoring and analyses.

Aptos Managed Payment Services

is an end-to-end program through which we supply the payment hardware, software, implementation, hosting, support and training, then pro-actively manage everything in compliance with PCI DSS and EMV standards.

Support Services

Your Aptos support team can troubleshoot and correct software, hardware, network, third-party and procedural issues. After logging in to our Web portal, you are connected quickly to our Level 1 triage and rapid response team. Store issues can often be resolved remotely via VPN by hands-on Aptos technicians. Other issues are prioritized by urgency and severity. Three levels of support

and proven response protocols enable you to operate your business with complete peace of mind.

Solution Services

Aptos Solution Services let you realize the full value and potential of your licensed Aptos solution when you have limited in-house staff or expertise.

CRM Services can help with in-depth customer segmentation, campaign strategies, loyalty program design and management, database hygiene, reporting, training and more

Analytics Services let you make optimum use of your retail data by delivering a clear view of your business processes, recommending improvements and integrating these insights into your decision-making.

Loss Prevention Services ensure that your LP program functions correctly by aligning exception rules and reports with your business processes, managing your settings to accommodate change, auditing your LP data, presenting key leads for follow-up, and providing strategic advice.

About

Aptos: Engaging Customers Differently

In an era of virtually limitless choice, sustained competitive advantage only comes to retailers who engage customers differently—by truly understanding who they are, what they want and why they buy. At Aptos, we too, believe that engaging customers differently is critical to our success. We are committed to a deep understanding of each of our clients, to fulfilling their needs with the retail industry's most comprehensive omni-channel solutions, and to fostering long-term relationships built on tangible value and trust. More than 500 retail brands rely upon our Singular Commerce platform to deliver every shopper a personalized, empowered and seamless experience... no matter when, where or how they shop. Learn more: www.aptos.com.



Offices

United States

Aptos, Inc.
945 East Paces Ferry Road, Suite 2500
Atlanta, GA 30326 USA
+1.866.493.7037

400 Venture Drive
Lewis Center, OH 43035 USA
+1.614.840.1400

15 Governor Drive
Newburgh, NY 12550 USA
+1.845.567.1234

Canada

Aptos Canada Inc.
9300 Trans-Canada Hwy, Suite 300
Saint-Laurent, QC H4S 1K5 Canada
+1.514.426.0822

Mexico

Aptos Mexico
Ricardo Margain Zozaya 575, Suite 5642
Corporativo Santa Engracia
San Pedro Garza García, N.L. 66267 Mexico
+52.81.1551.7100

United Kingdom

Aptos UK & EMEA
Marlow International
Parkway, Marlow
SL7 1YL UK
+44 (0)1628 362252

Sandwell Business Centre
4th Floor, 1 Providence Place
West Bromwich, B70 8SZ UK
+44 (0)8708 506880

Contact

 1.866.880.4200

 info@aptos.com

 www.aptos.com

 [linkedin.com/company/aptos-retail](https://www.linkedin.com/company/aptos-retail)

 twitter.com/aptos_retail

 [facebook.com/AptosRetail](https://www.facebook.com/AptosRetail)

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