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## How to Put Up Big Scores in the New Retail Economy

Dear Jane,

Retailing has changed dramatically. Opportunities and challenges abound. E-commerce systems, business networks, and Web technology are fundamental. Your success depends on comprehensive strategies and infrastructure for this new retail world. Retek gives you this essential foundation.

My name is John Buchanan, CEO of Retek. I'd like to show you a free service and share a Retek success story – Fogdog Sports. This online sports retailer ([www.fogdog.com](http://www.fogdog.com)) has over 60,000 items, 600 brands, and 28 equipment and apparel categories. Growing rapidly, Fogdog needed a system that could scale with demand and provide superb customer service, as well as purchase and allocate products and manage inventory. The Retek Merchandising System software (RMS) does it all and helps Fogdog to focus on its core business.

Fogdog is realizing solid benefits, especially with its supply chain. "RMS enables us to see what we weren't doing, which in turn, enables us to establish operational processes that improve the customer experience," notes Brian Styslinger, Director of Business Systems, Fogdog Sports. RMS also scales for transactions per second and gives Fogdog extensive operations data. Further, Retek provides retail expertise, integrated software suites, and industry resources. "Retek is a very good partner to Fogdog . . . Working with Retek has most definitely provided Fogdog with a strategic advantage," stresses Styslinger.

We'll do the same for you. We'll help you be more competitive, grow more quickly, gain greater control of operations, shorten your supply chain, and much more. Our dedicated market teams will guide you through our software packages, from predictive forecasting and inventory management, to target marketing and electronic commerce. In addition, you'll have access to special member service areas on our industry resource Web site ([www.retail.com](http://www.retail.com)).

So, give us a call today at 888.617.3835 or send us an email at [<contactus@retек.com>](mailto:contactus@retек.com). Find free retail information at [<www.retail.com>](http://www.retail.com). We're ready to move fast and hit those numbers.

Sincerely,

John Buchanan  
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P.S. Please visit our Web site at [<www.retek.com>](http://www.retek.com) to see our offerings and read about our alliance with IBM. Use our free retail industry site at [<www.retail.com>](http://www.retail.com).