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ABERDEENGROUP FINDS STORE EXECUTION MANAGEMENT KEY TO OPTIMAL RETAIL PERFORMANCE

Research Reveals 90% of Retailers Prioritize Store Execution; Highlights Sears Implementation of StorePerform Workbench

NRF Annual Convention, NEW YORK, January 16, 2006—Retailers that implement store execution management technology effectively enhance the in-store customer experience and lower the costs of executing business strategies, according to “Retail Task Management: Cornerstone of the Optimal In-Store Experience,” a report by leading analyst firm AberdeenGroup. According to the research, addressing inconsistent store execution is an important priority for more than 90 percent of retailers. 71 percent of retailers report that efforts to improve in-store execution are key to overall business success. The report also reveals that leveraging computer networks to provide real-time visibility into processes across the retail chain – including relevant strategy and product information, employee performance and headquarter updates – is critical for success.

Based on a survey of 100 retailers, the report discusses the challenges retailers face to improve customer service, enhance employee productivity and to transform communication processes between head office and stores.

“Lack of coordination between high-level retail strategy and execution at the store-level is the chief roadblock between today’s reality and the perfect-world scenario of a consistent, responsive store environment,” said Paula Rosenblum, Director, Retail Research, AberdeenGroup, Inc. “An effective task management system may be the silver bullet retailers need to improve store execution.”

Retailers are prioritizing solutions that achieve consistent store execution and quantify the successes or failures of store planning as a means to drive both strong top and bottom-line growth. Sears, one of the largest retailers in North America, recognized this gap between high-level retail strategy and store execution and turned to Colorado-based StorePerform for a solution. Sears selected StorePerform Workbench based on its ability to focus on task management, role-based communications and reporting. In less than three months the pilot program was determined successful and Workbench was rolled out to the company’s 872 stores.

Following the rollout of StorePerform Workbench, Sears used the product to undertake an extensive survey of program results, with more than 1,000 employees providing responses.

Results and Benefits of StorePerform's Workbench Implementation

- More than 70% of those surveyed agreed the initiative helped them to:
 - Increase store compliance rate on Field /HO requests
 - Significantly reduce time spent identifying issues and increase time spent addressing those issues
 - Reduce the need to call the home office for assistance
 - Increase their ability to delegate and prioritize tasks
 - Increase accountability at the district, store and associate levels
- Store management time on sales floor increased by 2.92 hours/week
- Monthly planning process time reduced by 35 days
- Time to execute promotions store improved by 10.1%
- Time spent reviewing reports reduced by 1.9 hours/week
- Number of Hotmail corrections received by stores decreased by 15.4%
- Time to execute markdowns improved by 7.9%

“We are delighted to be recognized by the research team at Aberdeen Group for the work we are doing with our valued customers,” said Srikant Vasan, president and CEO, StorePerform Technologies. “Additionally, the research validates StorePerform’s overall direction. With more than 75 percent of retailers looking to better utilize existing staff without increasing costs, StorePerform delivers the ideal solution. Already, customers such as Best Buy, Lowe’s, Sears, Borders and Albertsons are using StorePerform to achieve the dual impact of increased performance with reduced expenditure across many operational areas.”

Summary of Key Findings

- Addressing inconsistent store execution is an important priority for over 90% of retailers.
- 71% of the respondents state efforts to improve in-store execution are a key factor to overall business success.
- 75% of respondents are looking to better utilize existing staff without increasing costs.
- 82% of retail respondents ranked improved execution of new product introduction and promotion as a key strategic action.
- Nearly 80% of respondents indicate that improving execution of promotions and new product introductions is very or extremely important to improving store performance and execution.

About StorePerform

StorePerform™ is the leader in store execution management software that bridges the gap between retailers' sales strategy and program execution. The StorePerform Workbench™, the Company's flagship product, is the only software that provides real-time visibility into processes across the retail chain, personalized task management, and closed-loop reporting and feedback. StorePerform's proven technology is used by Sears, Best Buy, Borders, Lowe's, Albertsons and other top retailers to quickly maximize sales opportunities and drive down operational costs by improving on-time program execution and increasing people productivity. StorePerform is privately owned with headquarters in Denver, Colorado. For more information, please visit www.storeperform.com or call (877) 773-PRFM.

About AberdeenGroup®

Founded in 1988, AberdeenGroup, Inc. (www.aberdeen.com) is the technology-driven research destination of choice for the global business executive. AberdeenGroup has over 100,000 research members in over 36 countries around the world that both participate in and direct the most comprehensive technology-driven value chain research in the market. Through its continued fact-based research, benchmarking, and actionable analysis, AberdeenGroup offers global business and technology executives a unique mix of actionable research, KPIs, tools, and services.

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