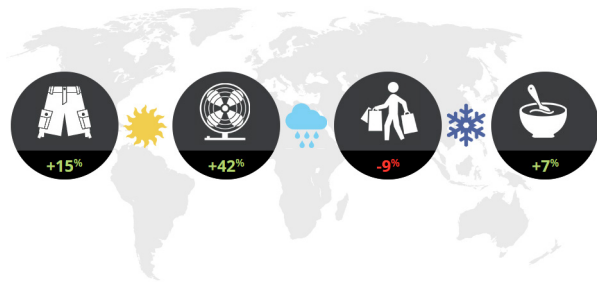


Integrating Weather Analytics into Your Island Pacific Environment



No other external variable has the ability to shift consumer buying behavior as frequently, directly, and meaningfully as the weather. Island Pacific and Planalytics have partnered to make sure your demand forecasts are factoring in never-ending weather volatility.

As a consumer-based business, you know that the weather influences the decisions people make every day — from what they are wearing to what they have for lunch to the activities they choose to pursue. This results in constant weather-based demand shifts that are a challenge for companies to measure and manage.

WEATHER CORRECTED = BETTER PERSPECTIVE

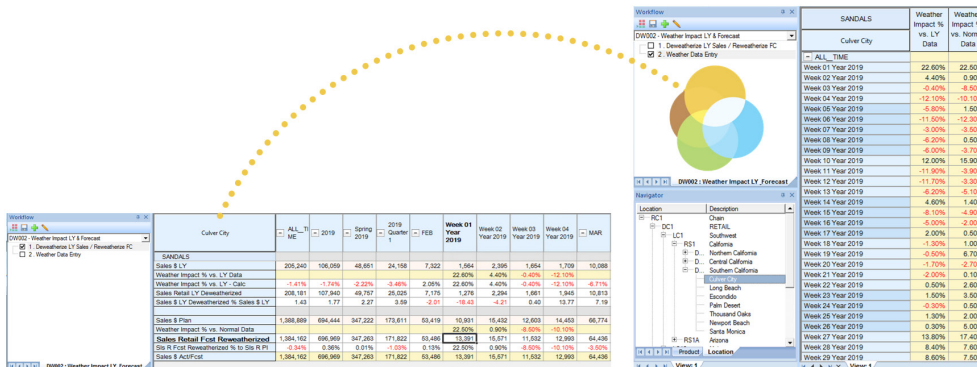
Planalytics and Island Pacific have collaborated to provide a turnkey solution that enables you to quantify the volume or percent impact that changes in the weather have on product-level sales. Planalytics Weather-Driven Demand (WDD) calculates how much the weather alone affects demand by product, time, and location. Island Pacific demand forecasts are automatically updated and adjusted with Planalytics WDDs in two ways:

1. “Dewweatherize” historical sales.

This provides a more accurate, cleansed baseline for demand forecasts by adjusting for prior weather impacts.

2. “Weatherize” or tune in-season demand forecasts.

This is accomplished by incorporating expected impacts based on near-term weather outlooks.



Improve planning accuracy by
20% or more
for specific products

Increase total topline sales by
50-200 bps

Increase net income by
2 to 6%
by optimizing inventories and reducing lost sales

Planalytics integrates Island Pacific's Smart Planning solution for use in various modules including Merchandise Planning, Allocation, Replenishment, and Analytics.

GAINING A CLEARER PICTURE OF DEMAND WITH WEATHER ANALYTICS



Aligning your business to meet consumer demand may start with historical sales data but it should certainly not end here. Harnessing the value of Big Data analytics allows your company to respond to the abundance of variables that influence purchasing patterns. By seamlessly integrating Planalytics' WDD values into its demand algorithms and forecasts, Island Pacific

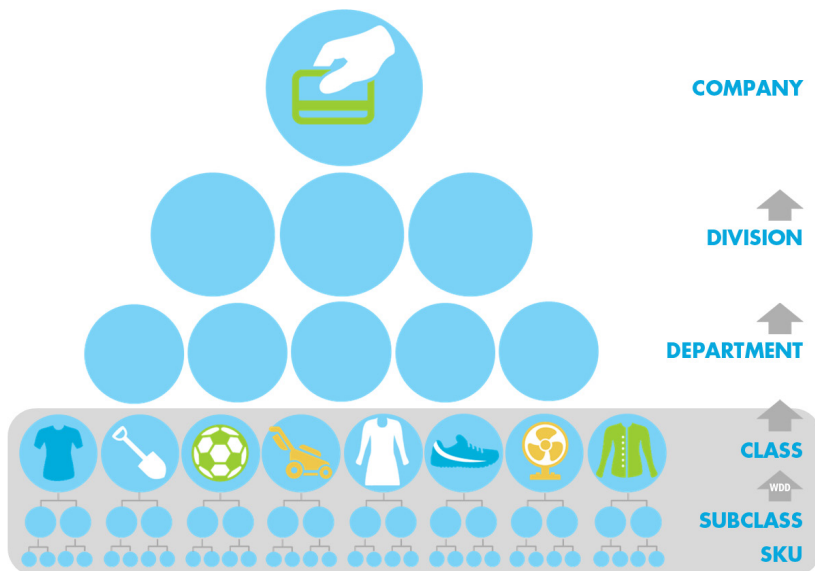
is enabling companies to very precisely account for the "weather factor."

Planalytics' WDDs put the weather in a business context (something that temperature and precipitation data cannot provide), distilling its impacts down to unit-/percent-based forecast adjustments.

PUT THE WEATHER TO WORK IN ISLAND PACIFIC

Planalytics WDD models are typically developed at the merchandise class/sub-class/SKU level, combining multiple years of sales and weather data across time periods and locations.

These lower-level analytics feed seamlessly into your Island Pacific environment and can be aggregated up to the level your company needs to effectively plan its business.



Island Pacific is a global leader in retail merchandising and store operations software solutions. Its team is passionate about finding ways to strengthen your relationships with your customers and seeking opportunities for you to drive revenue from new sources.

www.islandpacific.com

Planalytics is a global leader in predictive weather-driven demand analytics that help companies improve availability and sales, reduce inventory costs, and enhance profitability.

www.planalytics.com

