

“it is clear that the trend set by Apple will soon become a Tsunami”

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Itim: CEO

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The future is here:

Cloud computing is the future. Itim has launched the first completely multi-channel ERP, developed to harness the power of cloud computing, designed by retail specialists, for retailers.

Traditional ERPs, built on aging technologies, based on 20 year old retail business model s are clearly not where retailers should be investing their hard earned cash. “**The Retail Suite**” is the future.

The Retail Suite allows you to move away from the tradition model of buying expensive IT assets and applying scarce resources to their implementation. Gartner estimates IT budgets at 1.3% of retail sales, by reducing your IT costs, we believe we can contribute 0.5% of revenues to your bottom line.

2009 in review:

Was 2009 as bad as the pundits predicted in January? There have been some noticeable casualties, but the picture has not been as bleak as some people forecasted.

Internet sales continued to rise whilst retailers recognised the importance of Multi-Channel Retailing. Social networking took on a new meaning with the success of Zappos in the US.

Retailers with a strong value and service proposition delivered a solid performance – many increased their market share.

During 2009 Itim saw an increase in top line revenues thanks to international growth. We have stood firm by our strategic goal of giving multi-channel retailers software platforms to drive value from areas such as pricing and promotions, allocations and replenishment, integrated customer order management and supplier collaboration.

We welcomed five new clients in the UK, and in our first year of international expansion we have won and delivered projects in Australia, Spain and Brazil.

2010 is already looking very exciting for our business.

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Ali's blog: iPhone the new loyalty cards?

As mobile phones continue to evolve into personal computers, more and more interaction with businesses will migrate onto these devices.

Just take the iPhone, using the browser on the phone is really easy. The vast majority of iPhone applications allow you to do a lot more in the way of interaction..

However, the iPhone will soon lose its uniqueness. Google's new Android phones will have similar capabilities. Nokia with their use of Symbian, Windows Mobile and other mobile operating systems will provide similar capabilities. So the volume of applications for mobile phones will increase.

Imagine, when you buy a product at a retailer, they scan the phone Id, and that purchase is attributed to you. The retailer can send you your loyalty points based on your purchases to your phone. You can then redeem those points in-store or online.

The retailers could do a lot more. They can send you your receipts, individual communications, promotional vouchers, new product information all directly to your phone.

Well, I am happy to report that Itim are no longer imagining this, we are doing it for real. Why not call us to find out more?