



# Business Review



2009

***Aldata***  
100% Retail-Wholesale

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*"15 of the world's  
top 30 retailers  
now use Aldata"*

# Aldata in brief

Aldata is a global leader in the supply of integrated business solutions for organizations that serve the retail consumer and wholesale logistics markets.

At Aldata 100% of our business is dedicated to retail and wholesale business improvement. For over twenty three years we have provided our customers with modern, flexible, integrated solutions specifically designed to increase productivity, performance and profitability in their retail and wholesale operations.

100% of our customers serve the retail or wholesale markets

100% of our technology is designed for retail and wholesale

100% of our resources are committed to retail and wholesale

Aldata's modular product design delivers rapid returns on software investment, easy integration across business processes, excellent scalability, and long term business gains. Our people are experts in retail and wholesale best practice with the knowledge, experience, and skills to provide the best solution for each individual Aldata customer.

With many thousands of successful store solutions, from convenience to hypermarket, hundreds of warehouses, and customers with from 5, to 5,000 outlets across 50 countries, Aldata consistently delivers the goods.

## **Customer Approach**

Aldata customers include some of the world's largest retail, food, and consumer goods companies. They also include specialist and family businesses that operate in specific market sectors or geographical regions. All have one thing in common, the desire to improve their retailing and logistics performance by reducing costs, time, and waste while increasing their revenues, margins, and profitability.

Aldata is organized to meet the requirements of our different customers by providing dedicated sales, services, and support organizations that can deliver the right solution, at the right time, and the right cost, to each customer. This can vary from single store start-up businesses needing rapid standardized implementations, to very large organizations that require the high volume, high speed operations and real-time business insights that Aldata can uniquely provide.

This "one step at a time" methodology based on a single integrated retail and wholesale business process architecture enables Aldata customers to achieve incremental business improvement as part of fulfilling their longer term strategic business plans.

## **Values and Passion**

Aldata's values are based on our passion for retail and wholesale business improvement achieved via open dialogue, mutual respect, and informed opinion to reach the best solutions with our customers, suppliers, partners, and people. Aldata operates in a sustainable manner that meets the ethical, legal, commercial, and public expectations that society sets for business. Aldata is a public company quoted on the NASDAQ OMX Helsinki with the identifier ALD1V.

# Highlights 2009

## ***Weathering the Economic Storm***

*Aldata charted a steady course through the financial crisis and emerged stronger.*

In 2009 Aldata survived the storm that hit all business sectors in the first half of the year. The nervous market conditions delayed some project starts and required corrections to staffing levels plus tighter receivables management to meet the changing market. This created one-off costs in the first half of 2009 but produced a solid platform for second half activities.

## ***Winning New Business***

Against the background of economic turmoil in 2009 Aldata succeeded in winning new strategic customers in a highly competitive market. Software license revenues grew by 40%, customer numbers grew across all business units and territories, and existing customers invested more. Over 60 new competitive project wins were achieved in 2009 and over 70 project go-lives were completed. The new Space Optimization and Loyalty solutions contributed over half of these numbers.

*“With Aldata Loyalty we can now target our customers to more effectively meet demand”*

## ***Successful Acquisition Integration***

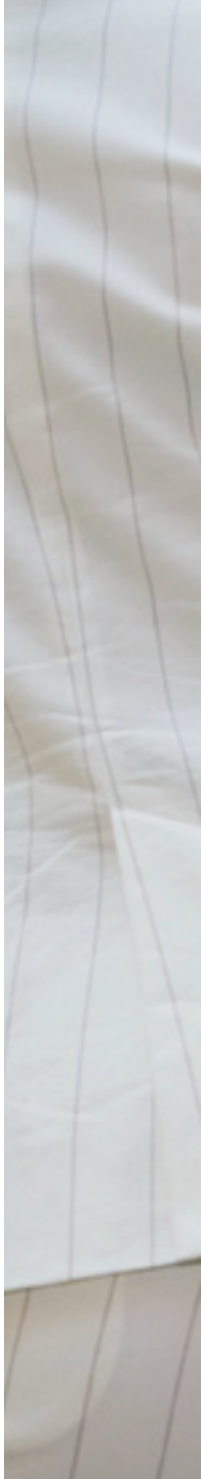
The two acquisitions completed at the end of 2008 were integrated in 2009 and both made positive contributions. Apollo Space Optimization products were adopted by major Aldata customers such as Delhaize Group, and the Terraventum Digital Marketing tools became an integral part of Aldata Loyalty wins in retailers such as Hugo Boss stores.

## ***IBM Strategic Partnership***

Investment in the strategic partnership with IBM delivered accreditation for IBM's Retail Integration Framework and Websphere platforms. These accreditations mean that IBM customers worldwide are assured of the compatibility between Aldata and IBM products. Aldata and IBM also jointly created the world's first Annual Retail CIO Survey which was rapidly adopted by customers, industry analysts, and the press, as an annual bellwether of retail IT requirements.

## ***New Product Plaudits***

New products that gained traction in 2009 included Apollo's Designer Workstation, the integrated Aldata Loyalty suite, industry leading Voice Directed Warehousing, and Service Intensive solutions for telecoms retailers. The new release of our flagship G.O.L.D. product line, version 5.08, won plaudits from customers for its high quality and relevant functionality. This was the outcome of close cooperation between Aldata and its customers to deliver the right product at the right time for the market.





*"Apollo Designer Workstation, will help us to ensure retailers capitalize on their existing shelf space in order to optimally market and sell our diverse line of soft drinks, juices and premium beverages."*  
Chris Hopkins, director, category management, Dr Pepper Snapple Group.



*"With Aldata G.O.L.D. in place, we will be able to improve store order efficiencies and simultaneously reduce stock levels and the number of out-of-stocks in each store. We will also optimize inventory levels across our warehouses and therefore improve replenishment throughout our supply chain."*

Luc Koenot, European IT Director, Delhaize Group.

# From Bertrand Sciard



In our 2008 Business Review I stated that because of the changes we had made to our business we would be well positioned to help our customers survive the tougher market conditions anticipated for 2009.

I don't think any of us anticipated how tough those conditions would be in the first half of the year. Just like our customers we had to make some tough decisions, they were the right decisions. We have emerged stronger and more competitive and have gained traction from new customers, new business, new products, and a new approach.

Our focus on delivering short term ROI as a part of a long term strategy for our customers is now more relevant than ever. This enabled us to aggressively grow software revenues as our competitors income declined. The core architecture of Aldata solutions was designed very differently from traditional ERP systems and this far sighted vision will bear fruit for our business for years to come.

I am very pleased that the integration of Apollo and Terraventum has gone so smoothly in 2009. Today it's difficult to see the seams as the teams work to win notable new business and cross-sell together. The same can also be said for the close cooperation we have built with IBM. Not just in the areas of software development but also in sales, marketing, and services, enabling both companies to serve retail customers better than before.

We all trust and hope that the recessionary environment of late 2008 and early 2009 is now behind us. But we will continue to feel its impact in more conservative consumer spending and higher value expectations. At Aldata we will assist our customers to lower their supply chain costs, optimize inventories, and accurately manage shopper demand to meet these challenges.

I would like to sincerely thank the Board for supporting our plans in 2009, my colleagues in the executive team, and all of the Aldata staff who have contributed to our success in 2009. I would also extend my largest thanks to our customers and partners around the globe who continue to invest their time and money with Aldata in return for the value we bring to their organizations.

*Helsinki/Paris, February 2010  
Bertrand Sciard, President and CEO*





*"We chose Aldata because they have the best solution for Warehouse Replenishment, but also because the modularity of the system gives us clear options for extending its use across the whole supply chain when the time is right for Waitrose."* Liz Gemmill, Head of Supply Chain at Waitrose.



# Aldata Services

Specific services skills in retailing, wholesale, and logistics make a major contribution to the benefit that customers derive from Aldata. Dedicated expertise ensures that each customer gets the best fit possible to their processes and business models.

Aldata Professional Services and Aldata Service Partners provide the whole range of service requirements, from single store implementations and specific process improvements to strategic consultancy and global systems roll-outs.

## **100% Dedication**

The critical factor here is dedication. Aldata services teams are dedicated 100% to the retail and wholesale industries and cover all aspects of its operations. These include supply, logistics, store, and central control, with specific centers of excellence in replenishment, merchandising, traceability, loyalty, and space optimization. They spend all of their time working with retailers and suppliers, sharing information and delivering uniquely qualified advice, support, and implementations.

## **Specialist Partners**

Aldata Service Partners are industry specialists who have the same level of commitment to retail business improvement that is core to the Aldata vision. They include the retail specific practices of some of the largest professional services organizations in the world, and companies who provide specialist or local services.

## **Fast**

Customers who require rapid implementations can achieve live operations in stores and warehouses in months rather than years. Best practice models are used to get critical parts of the business up and running quickly along proven lines. Other operations and specialist requirements can then be added as and when justified by the business.

## **Secure**

For the longer term each individual project investment is secure. This is because all short-term projects are built on proven Aldata software architecture. Applications are already pre-connected into a consistent information backbone that provides a single version of the truth across all business processes and scalability for the future.

## **Proven**

In 2009, over 70 companies completed live implementations of Aldata solutions.





*"Apollo Space Optimization is a breakthrough suite of products that are easy to use and easy to understand and have had a significant impact on our business."* Rick McGill, schematic manager for Raley's.



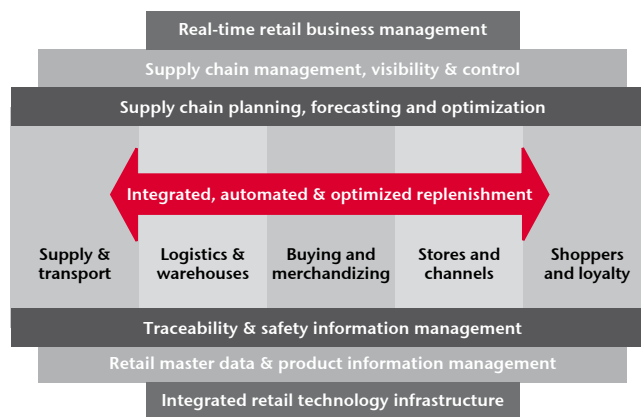
*"Aldata has helped us significantly improve the flow and management of inventory at our distribution centers (DCs). A lot of the produce held at the DCs is perishable and has a very short shelf-life so it's important that the right products get shipped at the right time."*  
Marcel Niogret, Simply Market.

# Aldata Solutions

Aldata solutions are built on modern, industry leading, technology platforms and support multiple retail sizes, formats, and channels. They have the functionality to meet all major retail business requirements, and the flexibility to adapt to retail's ever changing needs.

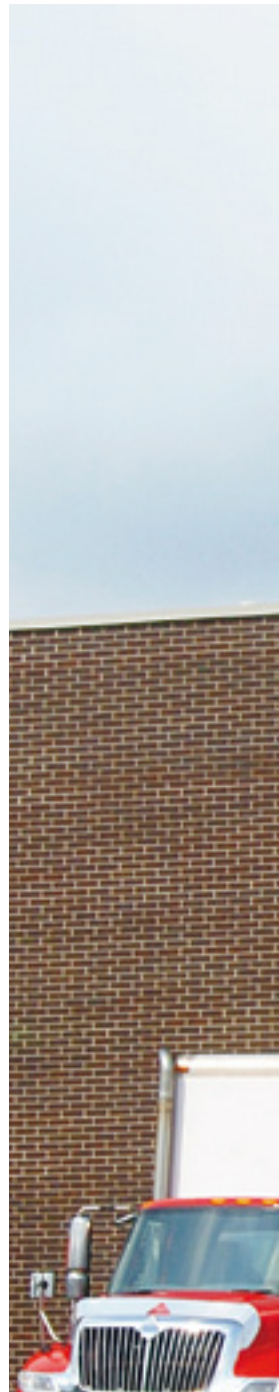
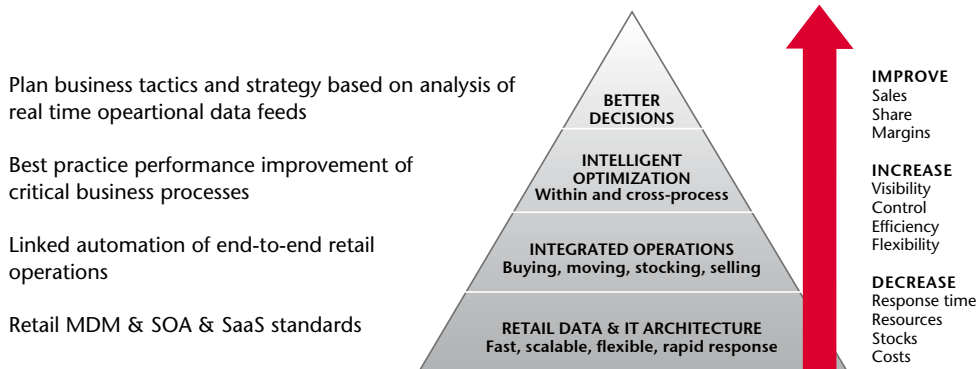
### Key reasons why the world's best retailers choose Aldata:

1. A single integrated retail information backbone with modular deployment
2. The ability to implement customer-specific solutions in relevant stages
3. Comprehensive applications for all major retail business processes
4. Scalable, high volume performance with real-time visibility and control
5. Excellent customer references across the industry with proven results and returns



### Retail Business Improvement

Aldata's four-level retail business improvement model is applied to specific areas of the business in planned stages. Results are clearly visible from initial objectives to planned changes, through execution in operations, and with real-time measurement and returns.



*Netto Marken-Discount has signed an enterprise agreement for the complete Aldata G.O.L.D. Retail Suite. A division of Edeka Group, one of the world's largest retail companies, Netto Marken-Discount operates more than 3,800 convenience grocery stores and employs 50,000 people across Germany.*



*"We fully expect the new Aldata G.O.L.D. PDA solution to reduce the number of pick gaps to less than 1%, it will also deliver real-time updates and automatic allocations for picking lists, which will significantly reduce manual administration time."*

Fran Gledhill, IT Change Manager, Poundstretcher.



# Business Overview

Aldata is 100% dedicated to supporting the retail industry and its infrastructure of suppliers, wholesalers, logistics, store operations and consumers. Aldata software and services improve the business performance of organizations that serve the retail market from supplying finished goods all the way through to accepting the consumer's payment.

## **All Retail Sectors**

Aldata customers come from all sectors of the retail, wholesale, and CPG business. The majority are involved in food, beverage and grocery products, reflecting the size of this sector in the global economy. Others include drugs, electronics, furniture, and home improvement companies, and specialists such as hospitality, leisure and healthcare.

## **All Business Sizes**

The size of Aldata customers' operations varies from small specialist chains to some of the world's largest retail and consumer goods companies. In each case the same software architecture delivers the results the customer needs. It's just the time, cost, and breadth of implementation that changes.

## **Strong Customer Community**

Aldata's customers consist of over six hundred organizations, including 15 of the world's largest retailers, national leaders, and businesses operating as few as five stores. They are supported in multiple languages, currencies, business models, and financial and legal frameworks in over 50 countries.

## **Aldata Customers by Geography**

Europe 40%

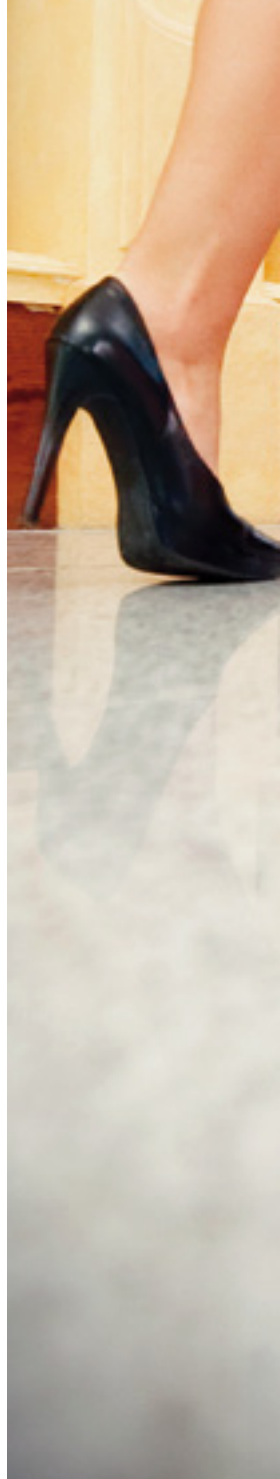
North America 30%

Asia and Australasia 15%

South and Central America 10%

Africa and the Middle East 5%

*Apollo Space Optimization  
is a breakthrough suite  
of products*



*"Aldata Loyalty provides us with instant visibility of our campaigns, enabling us to carry out meaningful, targeted analysis of customer behaviour in real-time."*



*Customers who chose to invest in new Aldata solutions in 2009 included:*

*Auchan's Simply Markets – 300 "market fresh" stores in France  
Constellation Wines US – the largest US wine supply business  
Cumberland Farms – a 1000 store US convenience chain  
Delhaize Group – the Belgian and international retail group  
Dr Pepper Snapple Group – the US and global beverage company  
Heinens Fine Foods – a regional US grocer with 17 stores  
Hendersons Group – UK wholesaler and retailer, with 400 stores  
Mir Detsva – the Russian children's' goods superstore chain  
Netto Marken Discount – 3,800 convenience stores in Germany  
Syngenta – warehouse management for the Swiss agri-business  
Waitrose – the fastest growing UK grocer, over 200 supermarkets*

# Aldata People

## The Major Asset

Aldata people are the major asset of the company. Their unique mix of skills and experience in retail business practices differentiates Aldata from general business software providers.

Those skills encompass retail requirements analysis, design, development, support, consultancy, implementation, marketing, and sales. Aldata customers make it very clear that the quality, dedication, and retail understanding of Aldata people is a major reason for choosing Aldata as their supplier.

## Multi-cultural

Today Aldata is a multinational and multicultural business with employees and partner personnel spread across six continents and from over thirty countries. All share in a common passion for the retail and wholesale sector, and in values of achieving business improvement and success through open dialogue, mutual respect and informed opinion.

Over twenty percent of Aldata people are dedicated to developing and supporting Aldata software. This includes functional enhancements for existing products, building new products, and ensuring global performance and quality standards.

## Multi-skilled

These multi-national teams are located in Finland, France, Sweden, the USA and India. Specialist teams work on Store, Logistics, Replenishment, Optimization, Mobile, Voice, BI, POS, and Loyalty application areas. Cross functional teams focus on standards, technology and quality, plus collaboration with our technology, platform, and services providers.

## Global Support

Aldata's global support team provides multi-level and multi-format support services to customers, partners and subsidiaries worldwide. From distributing regular product updates, through on-demand problem solving, to full 24/7/365 support provision, they keep the wheels of customers' retail operations turning all year round.

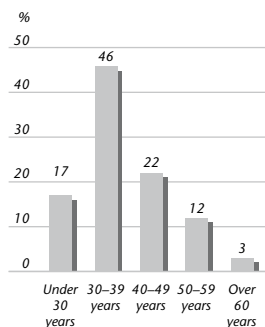
At the end of 2009, Aldata employed a total of 526 people.

Personnel by country  
31 Dec 2009

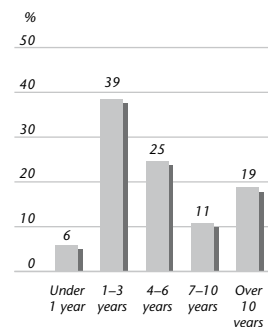


France	48%
Finland	14%
US	12%
Germany	11%
Sweden	6%
Slovenia	4%
UK	3%
Russia	2%

Personnel by age 31 Dec 2009

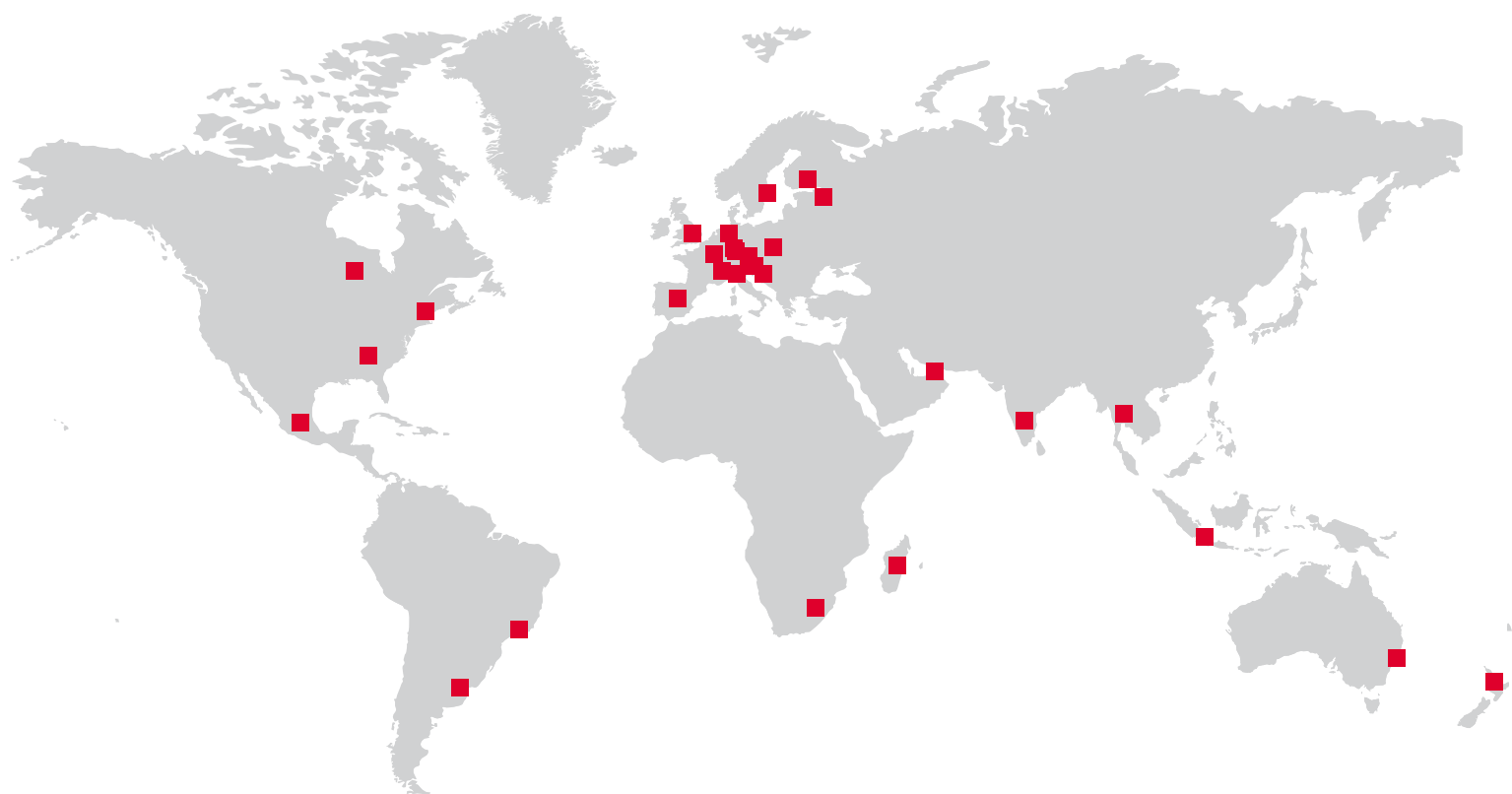


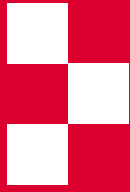
Personnel by years of service 31 Dec 2009





*Aldata and distributor offices*





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