

Benefits of Data Synchronization to Sears Holdings and its Vendors

Faster Item Setup

- 80% of IMA required fields can be auto-populated
- Faster turnaround of item info to Buyer
- Reduces lead time in reaching Purchase Order ready state

Improved Supply Chain Efficiency

- Emphasis on accuracy of product and packaging dimensions
- Maximize transportation efficiency with accurate weight/cube data

SEARS HOLDINGS



Additional Benefits

Reduction in IMA training costs

- On-line demos available 24/7
- On-line help and guides
- Hands on training - optional (for item maintenance/updates)

Standardized item dimensions/weights

- IMA dimensions/weights fields will align with GS1 standards in 2011
- Leveraging of cost by vendors through transmission of item information to multiple retailers