

## Outsourcing of All Facets Required For Large-Scale E-Commerce Sites

EXREGZIO™ is an integrated EC fulfillment service to which everything required for e-commerce website operations, except product procurement, can be outsourced. The service includes the construction and operation of the e-commerce system, back-office operations (merchandise photography, measurements, registration of product information, customer support, etc.), and warehouse operations.



# EXREGZIO™

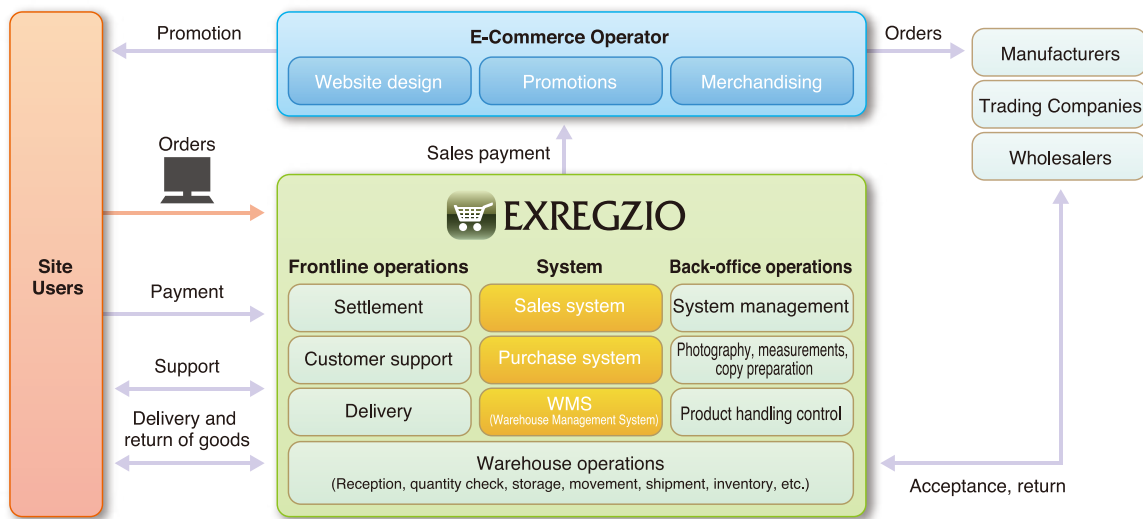


EXREGZIO is an integrated EC fulfillment service, equipped with robust systems and high-quality warehouse operations required for large-scale e-commerce sites with an annual turnover on the order of tens of billion yen. The service allows the outsourcing (except product procurement) of all facets required for site operations, including back-office operations consisting of product photography, measurements, registration of product information, and customer support. Through EXREGZIO, AMS fully supports solutions for management that accompany business growth, including improving the quality of operations, improving customer satisfaction, reinforcing promotions, streamlining merchandising operations, and optimizing the supply chain between the purchasing source and site user.

**E-commerce operations can be launched as soon as the product lineup and Web design are ready.\***

\*AMS is able to contract Web design services as necessary.

- Limited-term EC business for year-end sale or special tie-ups
- EC business added to existing physical retail store business
- Efficient EC operations for multiple sites separately handled at the moment.



### Tremendous Risk Reduction to EC Operations

EXREGZIO embodies concepts that alleviate the burden of e-commerce operators who would otherwise build and assemble their own systems. As a full-service platform, the various pieces for the business are ready-made and architected to withstand smooth back-office operations of full-scale EC sites. By adopting proven systems with a track record for operating large-scale EC sites, operators can launch EC businesses on a revenue sharing basis (payment as percentage of sales) with a minimum of risk where initial investments ordinarily present a tremendous cost burden.

### Strong Support for Efficient EC Site Operations

Promotional Web page production, which is a key consideration in generating successful sales, can be automated to vastly reduce the work load of merchandising and Web production staff. When back-order merchandise arrives, the waiting list for purchases and availability notices with the re-stocking are automatically processed also. Merchandising executives simply need to place orders for more merchandise, and service provisioning is enabled.

### Synchronization of Inventory Data among Multiple EC Sites

Real-time inventory data is synchronized among multiple e-commerce sites, such as the PC site and a mobile site. In addition, the Rakuten link function can support orders received through Rakuten.

### Inventory Sharing Between Companies Through Internal Wholesale

The internal wholesale function is designed to support the linkage of not only the quantity of stock but financial accounting, too. The system enables the sharing of inventory among companies. Shared settings by item or brand improve the efficiency of business operations. (Moreover, inventory sharing can be limited for just sales campaign periods.)

### An EC site can be launched within as little as two weeks.

#### Implementation Cases

##### Nutty collection (Migration from existing system to EXREGZIO in December 2008)

As a major mail-order site for 109-series fashions, Nutty has repeatedly ranked first place under the Shopping/Fashion category of i-mode's official i-Menu. Effective promotions exploit the integrated analysis feature for the access log and sales database. The site continues to grow its business through a combination of rapid sales growth and promotions.



<http://nutty.sc/>

##### Hurley (New site opened in February 2010)

This street-fashion brand has gained a staggering level of interest from youth. Hurley launched its first, branded EC site with EXREGZIO, based on high appraisals for a track record as a platform supporting EC business sites, accumulated expertise for fashion e-commerce sites, and refined support functions across the entire operation from site construction to promotions. The business has successfully ramped up at this point.



<http://hurley-shop.jp/>

##### Blondy (New site launched targeted for April 2010)

Under a branding concept of "Lucky, happy, and sexy girls," Blondy represents a popular brand among women in their 20's and 30's. In order to launch its own official e-commerce site, Blondy has selected EXREGZIO, which received a strong appraisal of its service record, its wealth of expertise regarding ladies' apparel mail order business, and full support associated with EC site operations, including site design and promotion support.



<http://blondy-shop.jp/>

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