



VOITEQ HELP TOP RETAILER TO TARGET SHRINKAGE

- Ossian Retail Group implement DataManager to detect fraud in their Internationale and Au Naturale stores -

11 May 2007: The 154 store Ossian Retail Group, of one of the UK's fastest growing retailers, trading under the value fashion fascia Internationale and home interiors fascia retailer Au Naturale, has successfully implemented VoiteQ's latest product, DataManager. DataManager is designed to provide Ossian with meaningful and powerful retail information, sourced from their central receipt archive using data from their current EPoS system.

Internationale is a chain of "teen to twenties" high street fashion shops. Au Naturale is a chain of home interiors stores based in the high street and retail parks throughout the UK. They are now both owned by a new parent company, Ossian Retail Group.

Isabel McCabe, Systems Controller, Internationale Ltd comments "DataManager has given us access to the information we already had but could not meaningfully use. We are now able to interrogate the data in the receipt archive, to monitor every line of every transaction to detect unusual patterns in activity, drill down through the information and help to establish the root cause of potential issues. We particularly focus on indicators which suggest fraudulent activities, such as high levels of refunds, lower than average basket values, large quantities of discounts and large numbers of voids. Assessing this information at transaction level, including time, till and cashier data, provides us with the ability to target and reduce shrinkage."

The information provided by DataManager includes all the details held in the receipt archive – date, time, store, cashier, till, value, voids, refunds, product, etc., but also includes information by department, product group and subgroup. The solution will allow Ossian to query this data and to 'drill down' to find the root cause of shrinkage, monitor stock, spot trends and assess new product sales, all without having to 'cube' the data or take the server offline.

McCabe concludes, "We already have a voice-directed warehouse system from VoiteQ, so we were confident in their ability to deliver a solution that worked exactly as they said it would and provided us with a powerful user-friendly data interrogation tool to access the information we wanted to investigate. We now have full central visibility for every transaction, for every store, providing business critical information that is already starting to help us target shrinkage in a manner we couldn't hope to have achieved before."

**About Ossian
Internacionale and Au Naturale**

www.aunaturale.co.uk

www.internacionale.co.uk

Scottish retail chains Internacionale and Au Naturale, owned by the Ossian Retail Group, are heading to the top of the UK retail tree.

After a £45 million management buy out in Autumn 2006, the company have recently announced £5million investment plans to boost the chain to more than 200 stores in the next 5 years.

They are also in the process of revamping their existing stores – with Au Naturale outlets predominantly situated in retail parks while their Internacionale stores are city centre based.

The group currently has over 2500 employees.

“In order to maximise growth in both outlets, we have decided to separate the Internacionale and Au Naturale brands entirely,” explains Norrie Stewart, chief executive of buy-out group Ossian. “Both have very strong presences already in their respective fields and it is Ossian’s intention to turn them both into market leaders.

“Value-retailing is now becoming a buzz word and we believe that our makeover strategy to combine discount prices with state-of-the-art stores is definitely the way forward.

“The worlds of fashion and interiors are now so inextricably linked that people really do want to change their home accessories as often as they do their wardrobe. In a throwaway society where looks and image are everything, it’s all about providing the right product at the right price in the right surroundings. I’m confident the new-look Au Naturale and Internacionale stores will get that balance just right.”

About VoiteQ www.voiteq.com

VoiteQ provides voice directed solutions enabling a hands-free and eyes-free method of warehouse picking that results in a smoother, more continuous operation, which increases productivity and accuracy

Founded in 2001 and headquartered in Blackpool, UK, VoiteQ is the UK’s largest supplier of voice directed distribution systems, supplying more than 70% of UK warehouses which have voice implementations

VoiteQ supplies fully integrated retail solutions which incorporate Business Management Systems, Warehouse Management Systems, and EPoS systems, as well as VoiceMan, the UK’s leading middleware software for voice solutions.

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