FIT in Russia

More than 25 years of leadership
in the Russian
retail automation market

Company Profile

France Informatique & Technologie

Our mission

We provide the most advanced **software applications** and **retail technologies** to increase **the competitive advantages** of our clients in the retail market.

We combine **experience** and **innovations**

FIT is...

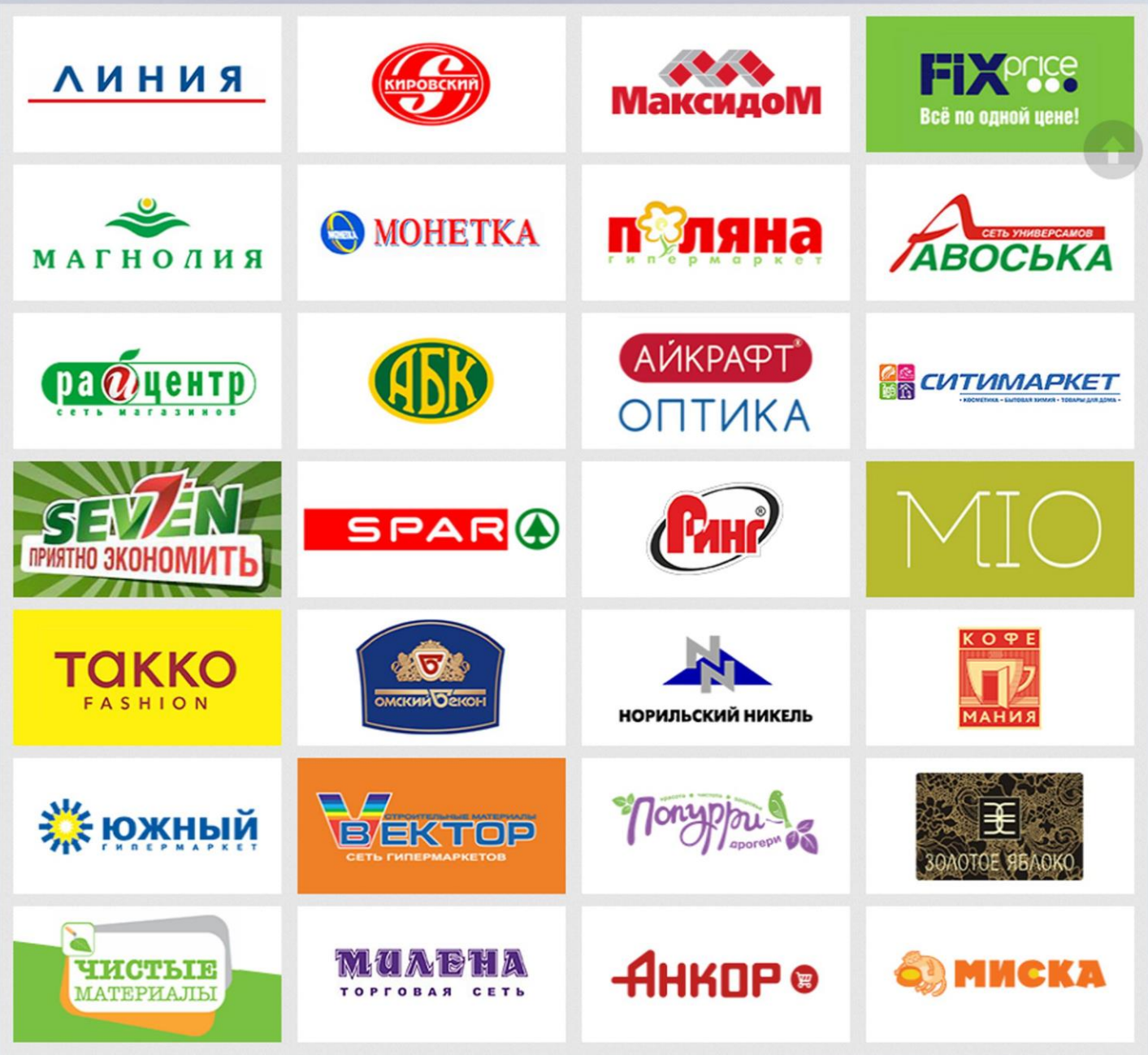
- Software house (development and implementation specialized retail applications).
- POS-systems, SCO and other specialized equipment for retail automation supplier.
- System integrator, complete solutions provider.
- A full service provider.

FIT specializes in...

- Automation of retail chains of super- and hypermarkets (FMCG).
- Consulting on SCM and assortment management in retail trade.

FIT's key clients in Russia

More than 100 retail chains use GESTORI Pro



FIT's key clients from The Rating Top 100*: **Food sector**

Total: more than 100 retail chains use GESTORI Pro

	Rank in Top100	
Monetka (Moscow region cluster) **126** supermarkets	17	**61.5** billion rubles (2010 revenue)
Linia **26** hypermarkets	37	31.1
Kirovsky **170** supermarkets	52	22.9
Magnolia 200 supermarkets	59	19.4
Systema Regionmart (Polyana) **14** hypermarkets	72	14.6
Avoska 80 supermarkets	75	14.4

* May, 2015 - The Rating Top 100 for largest retail chains of Russia ('Retailer Magazine')

FIT's key clients: **Non-Food sector**

Total: more than 100 retail chains use GESTORI Pro

	Rank in Top100	2014 revenue	
FixPrice	32	41.2 billion rubles	– **2500** supermarkets
MAXIDOM The 3rd largest DIY retailer in Russia*	78	17.2 billion rubles	– **11** hypermarkets

Eyekraft (opticians) – **270** shops
Pure Materials (DIY) – **5** hypermarkets
Yuzhny (DIY) – **2** hypermarkets
Gold Apple (perfumery) – **9** hypermarkets
etc.

* May, 2015 - The Rating Top 100
for largest retail chains of Russia ('Retailer Magazine')

Our key **competitive advantages**

- We have a huge practice and experience in the FMCG retail chains automation.
- We develope our own software solutions.
- We have our own Service Centre (HW & SW service).
- FIT is a general supplier and an applicant of POS-systems in the ECR State register of the Russian Federation.

Our key **competitive advantages** (cont.)

- FIT is **the eight times winner** of **"The Gold Scales"** – higher professional award of the Russian Federation for outstanding achievements in the field of equipping of the retail companies in Russia.

- We have big share in the market of food chains automation: **every fourth food chain from Top 50 Russian FMCG retailers** uses our GESTORI^{Pro} system.*
- We offer our customers innovative solutions of the world's leading manufactures of self-service systems (SCO) and providers of specialized consulting services for retailers (on the SaaS model).

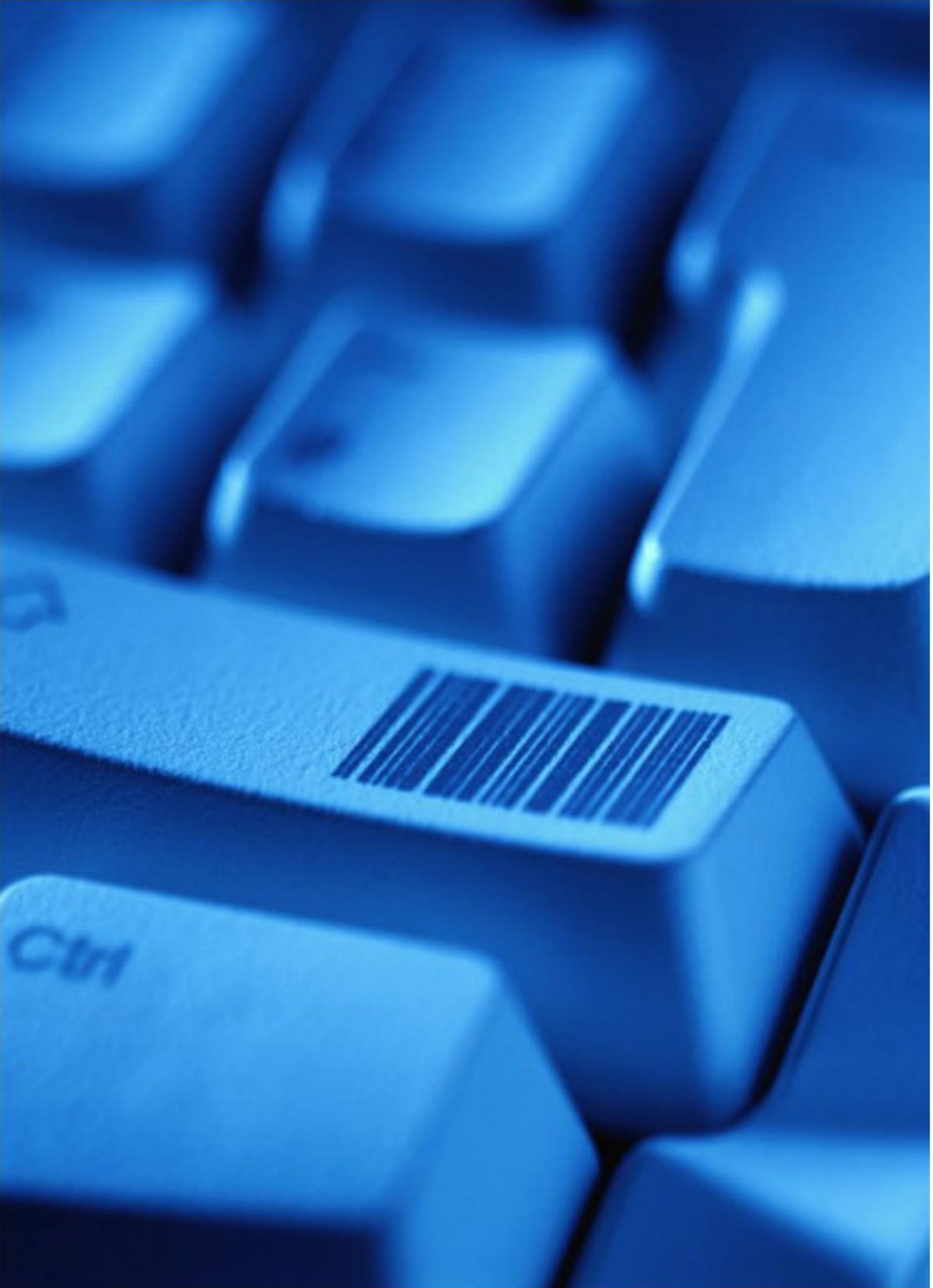
* May, 2015 - The Rating Top 100 for largest retail chains of Russia ('Retailer Magazine')

Our partnership
with world's leading manufactures and providers

- NCR Premier Partner

- Analyse² Partner
  (provides consulting services)

NCR INTERACT PREMIER SOLUTION PROVIDER



Software products' range

Enterprise level Retail Software solutions **(Back-Office):**

- **GESTORI Pro** – Retail Merchandise Management system (Progress, Unix/Linux)
- **DiAna: Digital Analytics Pro** – Retail Business Intelligence system (Oracle (OLAP), Unix/Linux/Windows)
- **FayRetail** – Loyalty system

- **POS-FIT-FR** – Front-Office solution

System for retail leaders

*GESTORI Pro
(Maximum share among automation systems for Russian FMCG retail chains)

Every fourth

food chain from Top 50 Russian FMCG retailers is the client of company FIT and uses system GESTORI Pro

May, 2015 – The Rating Top 100 for largest retail chains of Russia ('Retailer Magazine')

MAGAZINE RETAILER
ВЛАДЕЛЬЦАМ И ТОП-МЕНЕДЖЕРАМ

GESTORI^{Pro}: functionality

Retail Merchandise Management system
(Progress, Unix/Linux)

- Management of all types of goods movement in quantity and value terms in real time mode
- Core merchandise management, including inventory control, replenishment, purchasing and ordering management
- Assortment management, including category management
- Sales management, including sales audit and loyalty management
- Price management
- Store inventory management

GESTORI^{Pro}: functionality (cont.)

- Store front-end solutions remote management
- Manufacturing management (multi-hierarchy calculations support)
- Warehouse Management System (incl. perishable and weight goods handling)
  etc.

- Hardware-supporting
  more than **40** server platforms

- Easily scalable solution

GESTORI^{Pro}: positioning in the market

GESTORI^{Pro} **specialization** – retail chains of super- and hypermarkets automation management

- **Wide range of retail sub-industries:**
  - Food (grocery, etc.)
  - Drogerie
  - DIY & Household
  - Specialty (book shops, pet shops, perfumery, etc.)
- **Different formats:**
  - Super- and hypermarkets
  - Cash&Carry
  - Discounts
  - Convenience stores
- **Large scalability:**
  - Mono- and multi-formats
  - Regional and inter-regional (national)

GESTORI RSMS

GESTORI RSMS – Retail Sales Management System (Middle Office)

- Central remote management for the all front-end systems of the retail stores (POS, scales, price verifiers, label printers, etc.)
- Sales data consolidation detailed on the receipt level
- Central management of the integrated POS-server functions
- Flexible integration with Head Office level software solutions (including ERP-type solutions, e.g. SAP)

GESTORI RSMS in «Kopeyka»:

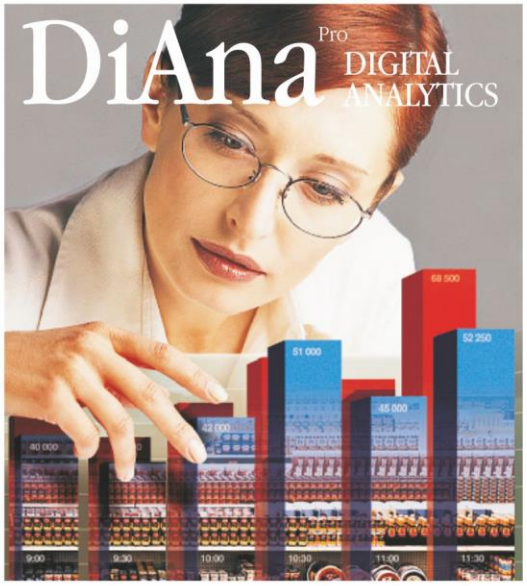
- **593** supermarkets
- **2800+** POS-systems

GESTORI RSMS in «FixPrice»:

- **2500** supermarkets
- **5000+** POS-systems

DiAna: Digital Analytics[Pro]

BI-system specialized for retail chains
Decision-making Support System (DMSS)



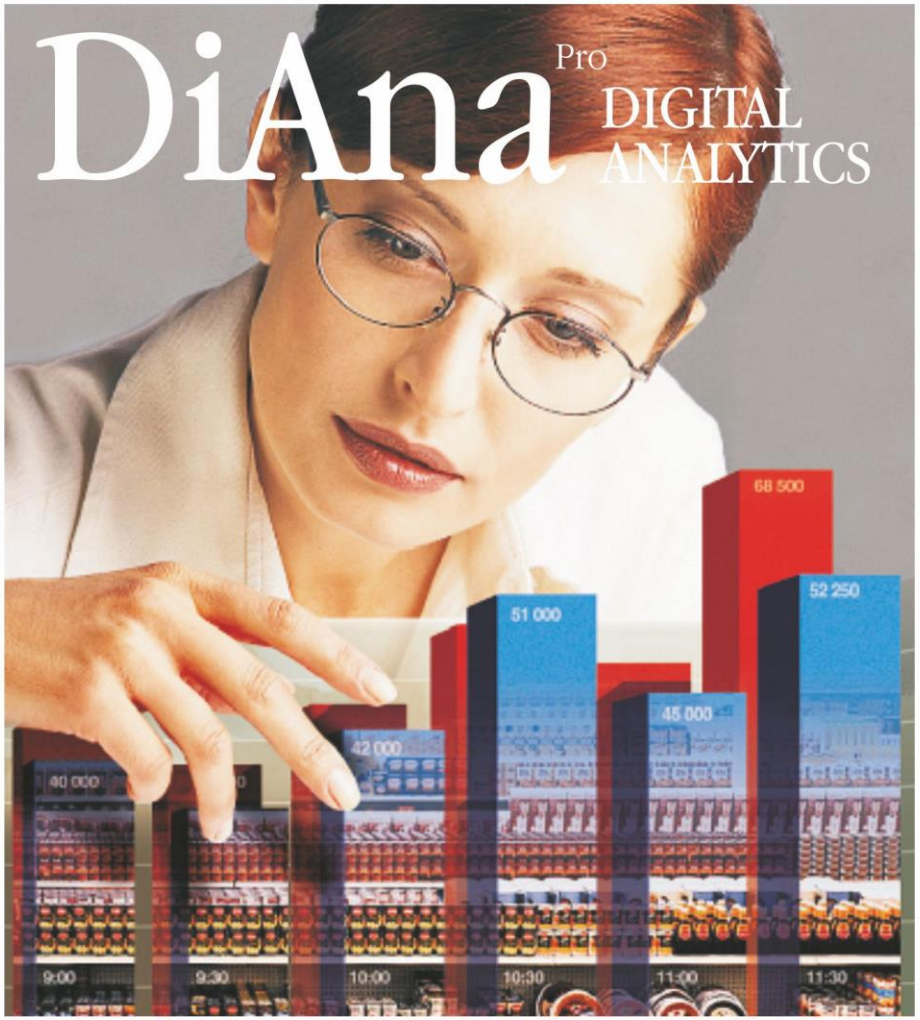
BI-system DiAna: Digital AnalyticsPro
winner of the review

"The best program in 2010"

One of the best programms of the year –
Editors' Choice of PC Magazine / RE

PC MAGAZINE RUSSIAN EDITION BEST OF 2010 SOFT

DiAna: Digital Analytics Pro



Retail Business Intelligence system
(Oracle (OLAP), Unix/Linux/Windows)

Preconfigured analytical tasks:

- Dynamic sales analysis
- Hourly sales analysis
- Positioning (Sales analyses on set of the receipts grouped on intervals of the sums of purchases)
- Inventory level movement analysis
- Integrated inventory level and sales movement analysis
- Matrix analysis:
  - ABC-XYZ sales analysis,
  - BCG,
  - Dibb-Simkin etc.
- Econometric analysis

FIT Front-Office

«**POS-FIT-FR**» – Front Office application for POS with cash registers on-line

- Stand-alone mode
- Wide set of POS functionalities
- Cash control integration possibilities
- Support of possibility to pay for the services through POS (cellular communication, municipal payments, etc.)
- On-line banking cards payments support
- Loyalty systems support
- Background communication support with GESTORI Pro, GESTORI RSMS, etc.
- Support of USAIS - Unified State Automated Information System
- On-line transmissions of fiscal data

Hardware products' range

POS-systems

- NCR RealPOS™ XR6
- NCR RealPOS™ XR4
- NCR RealPOS™ XR3, XR5, XR7
- ККТ «FIT-ONLINE-F»
- ККТ «FIT-NEWLINE-F»

Wide range of **other front-end solutions** (scanners, scanner-scales etc.)

- NCR
- DATALOGIC (PSC)
- DATAMAX
- CASIO

  etc.

FIT is the applicant
in the new State Register
of the two models
ON-LINE cash registers
on the base of
NCR 7197/7199 and
Partner RP-100-300II
thermal printers

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Hardware products' range (cont.)

SCO-systems

- NCR SelfServ™ Checkout

NCR SelfServ™ Checkout

NCR SelfServ 90

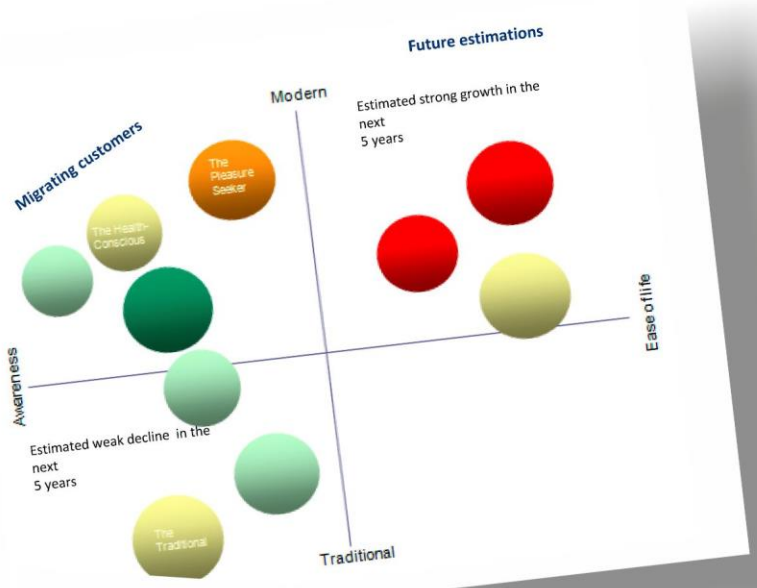
Potential projects
with NCR solutions in 2018

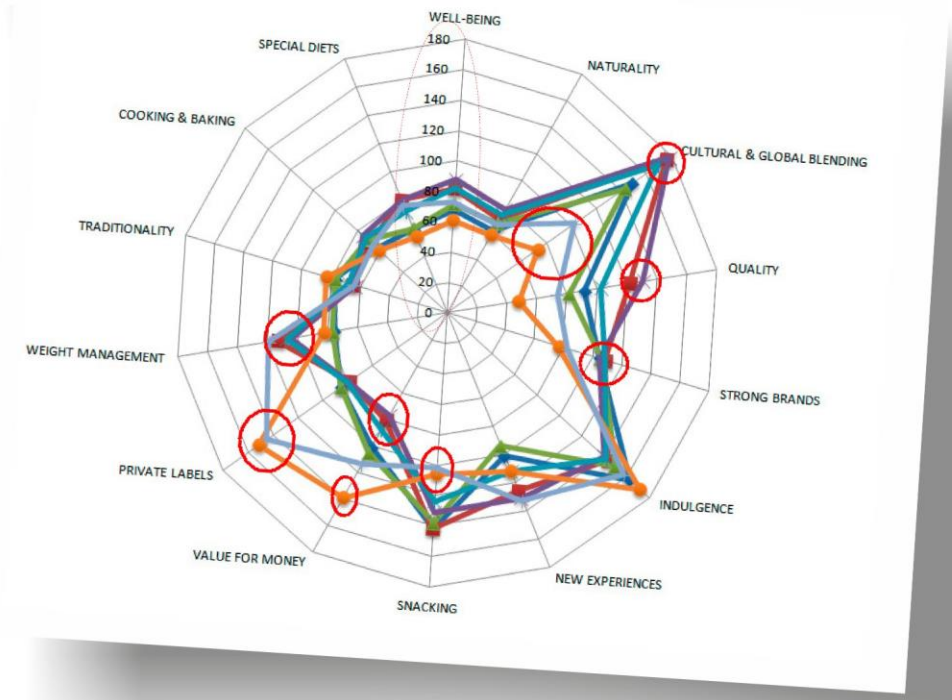
- **Magnolia** (~200 supermarkets) –SCO, SS90

- **Gold Apple** (9 perfumery hypermarkets) –SS90

- **On-line cash registers** on the base of NCR RealPOS thermal printer 7197/7199

- others





Consulting products' range

Trend and customer insight methodology

- **Strategic alignment**
  Determination of the strategic target groups inside the retail chains (refers to shoppers segments and stores' clusters) through the identification of key trends of consumption based on analysis of the different products attributes.
- **Assortment planning**
  Providing recommendations on creating customer-centric assortments (assortment plan) which better serves target groups' needs based on identifying trends in consumption, considering different products' attributes and other parameters such as shelf space, profit, sales, etc.
- **Pricing**
  In addition to the assortment plan providing recommendations of changing the products prices based on consideration the shoppers' expectations, the level of competitors price, the volume of profit, etc.

Consulting products' range

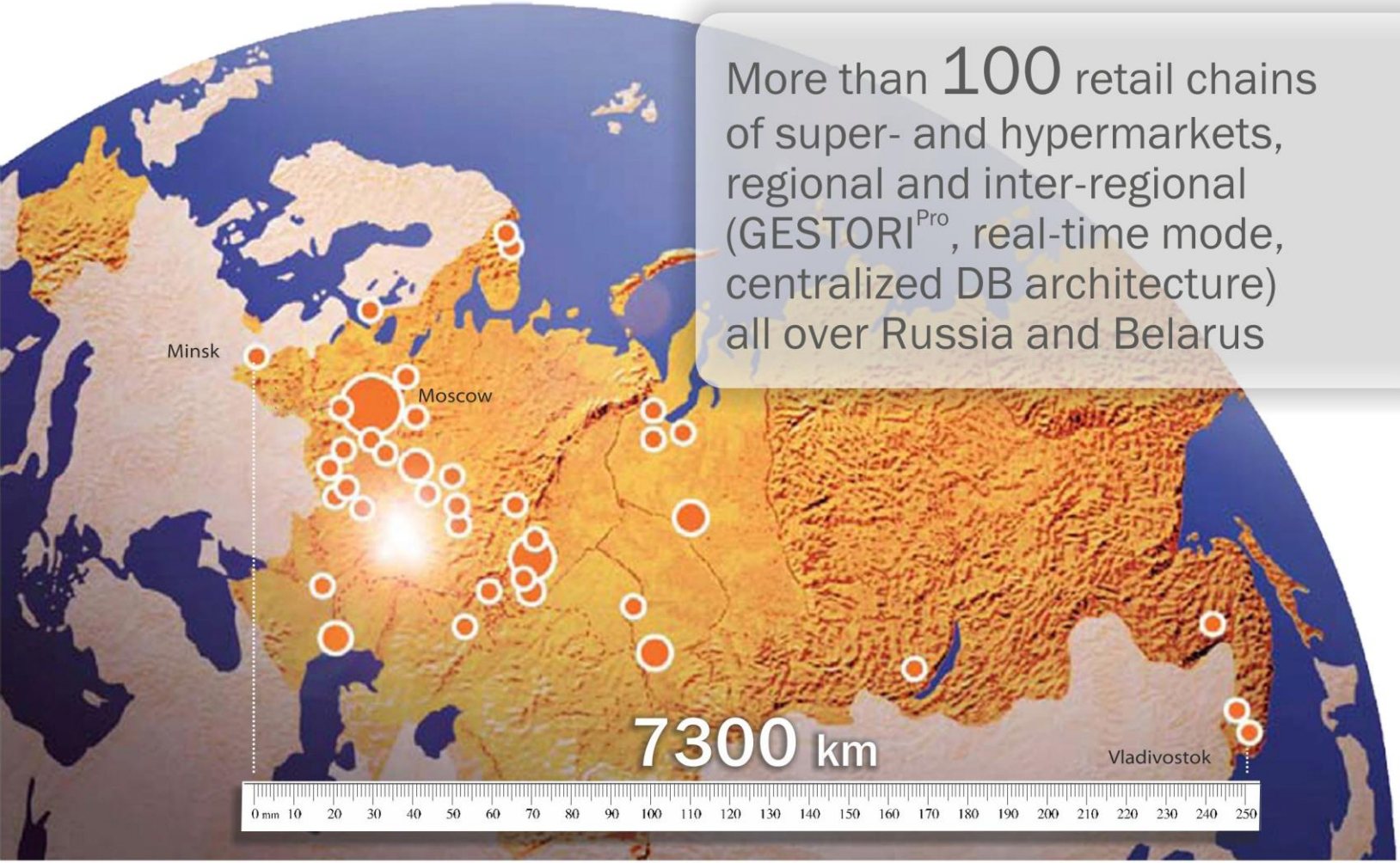
Trend and customer insight methodology

- **Launching new products**
  Providing recommendations for launching new products (in particular Private Labels) based on identifying attributes of products that meet the leading trends in consumption in the chain (or clusters) of stores. Tracking (measuring) the effectiveness after launching.
- **Campaign management**
  Defining ideal target groups for the marketing campaign depending on promotion' objectives. Measurement campaign performance (analyzing promotion' effect).

etc.

Territory of GESTORI[Pro]

Geographical spread of FIT's clients:
chains of super- & hypermarkets



More than 100 retail chains of super- and hypermarkets, regional and inter-regional (GESTORI[Pro], real-time mode, centralized DB architecture) all over Russia and Belarus

- Moscow
- S-Peterburg
- Ekaterinburg
- Nizhniy Novgorod
- Kemerovo
- Novosibirsk
- Krasnoyarsk
- Omsk
- Kursk/Belgorod
- Rostov-Na-Donu
- Saratov
- Astrakhan
- Perm
- Tumen
- Nizhnevartovsk
- Khabarovsk
- Novosibirsk
- Irkutsk
- Novy Urengoy
- Minsk
- Brest
- Pinsk
- etc.

Dealers & Partners

More than 170 centres of technical support in 72 cities and towns all over Russia and Belarus

Moscow
S-Peterburg
Ekaterinburg
N-Novgorod
Kemerovo
Novosibirsk
Omsk
Irkutsk
Krasnoyarsk
Khabarovsk
Vladivostok
Rostov-Na-Donu
Tomsk
Perm
Tumen
Kursk
Belgorod
Voroneg
Orel
Tcheboksary
Naberejnye Tchelny
Novy Urengoy
Minsk
etc.

Achieving **Growth**

- **New** products and services
- **New** national and international customers
- **New** channels (new partners and distributors)
- **New** market sectors
- **Best** practices

FIT-RUSSIA

Your Reliable Partner

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