



Stealth Platform

October 2017

Dedagroup

Who We Are

One of the most important players in Information Technology for “Made in Italy”.

We support Companies, Public Bodies and Financial Institutions with their IT strategies, applications, technology choices and system integrations.

Our headquarters are in Trento – the region of innovation excellence – but our group, with offices in Italy and across the world, support more than 3,600 customers

Cifre

230 M€

Fatturato

1.600+

Persone

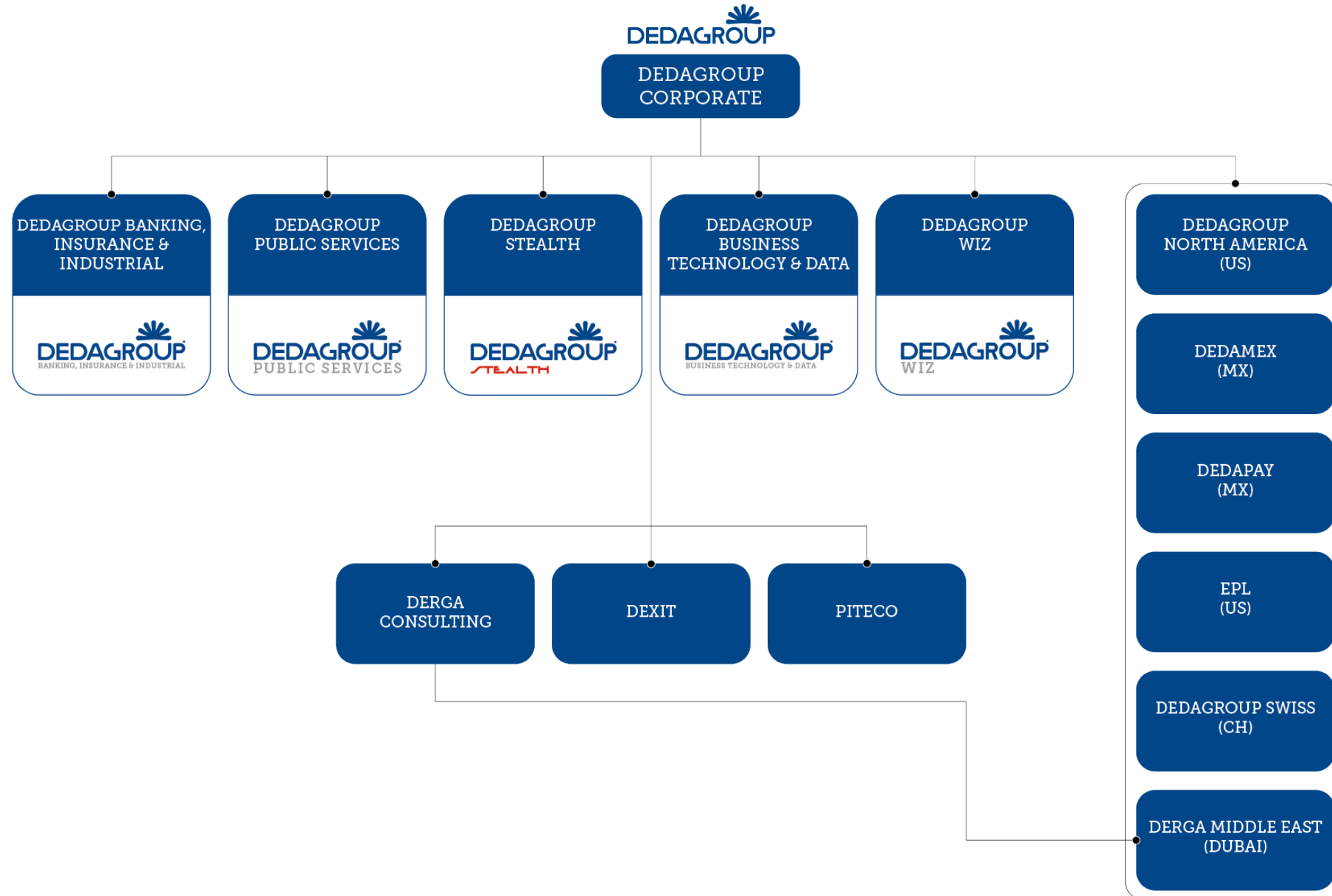
3.600+

Clienti

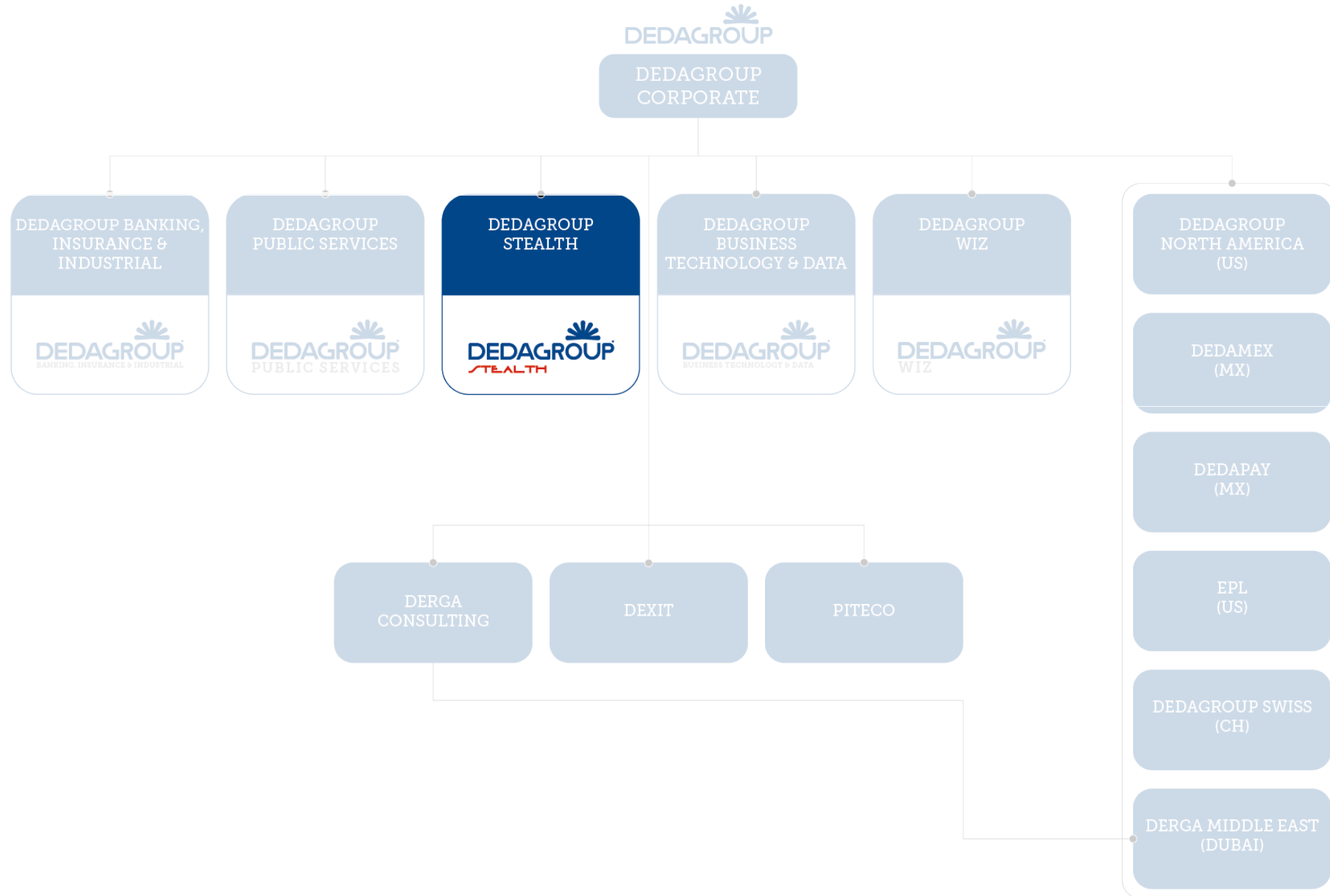
40

Paesi in cui abbiamo clienti

Dedagroup



Dedagroup Stealth



180
Clients

1
Standard

15.000
Users

4
Languages

30
Localisations

250
Professionals

The Customer

- ✔ Customers no longer buy from a Store, or Online, Catalogue or on a Mobile. They buy from the Brand.
- ✔ Today they shop in new and inventive ways, browsing the web, asking friends, and seeking recommendations through social media for product recommendation.
- ✔ Once decided, they either online or in store or both, wanting to retain the flexibility to change their mind, even after payment.
- ✔ They want their delivery of the goods where, when and how, as far as possible, they want it to be delivered, and any returns process and refunds should be no harder than that of the original purchase.
- ✔ In fact, the Customer should not even be able to differentiate between which channel they used to shop, and with ease of finding a product available elsewhere, Brands need to embrace the omnichannel experience the Customer is looking for.
- ✔ There are plenty of empty properties of Brands who have failed to keep up with the trend (BHS / Woolworths)
- ✔ The requirement is one single customer offer where the journey is seamless and consistent, no matter from where the Customer interacts with the Brand.
- ✔ So why do Brands buy point products to fix a gap in their solution matrix, instead of considering a holistic view of their business?

The Brand

- ✓ With all these demands, the Brand must work hard to satisfy this increasingly demanding Customer, to ensure the product is available, at the right price, at the right time and that their retail experience is exemplary. Otherwise, the Customer will find a solution elsewhere.
- ✓ Point products are no longer an option for the Brand. They may fill an immediate requirement but are difficult to implement, integrate and costly to support and manage.
- ✓ What is required is a truly integrated front of house operation offering visibility of the Customer activity and Stock availability in all locations and at any time.
- ✓ This in turn requires a fully integrated infrastructure behind the scenes with a single aim:
- ✓ To create a consistent user experience across every channel and to not give the Customer an excuse to buy your product from another provider.

7 Competitive

- ✔ To be competitive in the market and continue to survive, a Brand needs to focus on the following:
 - ✔ Ensure every interaction with the Customer is perfect
 - ✔ Collect and collate additional customer data, to be distributed through all channels, and held for effective marketing and promotional activities
 - ✔ Differentiate their products and services from the rest of the market
 - ✔ Centralise and standardise processes making them easier to administer and maintain
 - ✔ Centrally manage their purchasing, stock and distribution
 - ✔ Real Time visibility of their business to allow for timely and informed business decisions
 - ✔ Manage all aspects of their business processes from a single platform
 - ✔ Price consistency across all sales channels by region, country, subsidiary, franchisee and/or currency
 - ✔ International multi Company and multi inventory transfers

The Solution

- ✓ An OmniChannel business requires an Omnichannel solution.
- ✓ Stealth is the omnichannel platform that offers that single view of the business for the Fashion Retail Industry.
- ✓ A single version of truth.
- ✓ Stealth is a central data pool of all the information that flows through a Retail business, the exchange platform between all sections, using the Customer as the focal point, and allowing decisions to be made in real time, from production to retail, ensuring optimum availability of stock to those Customers, increasing revenue opportunity.
- ✓ With many inbuilt modules and integration capabilities, Stealth offers a central, single application to view all business divisions within the Fashion Retail vertical

Stealth Platform

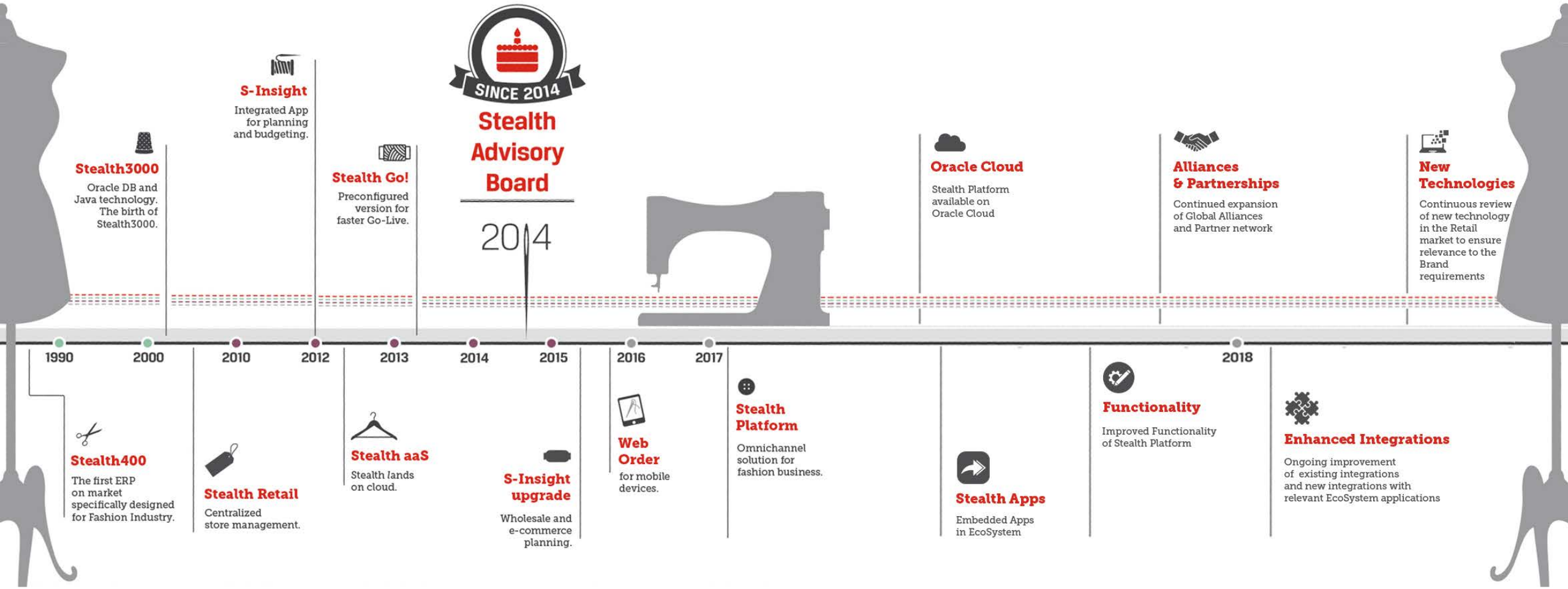
- ✓ **What is Stealth**
- ✓ With retail business focussing on understanding the Customer in greater detail and ensuring the stock is available in the right location at the right time for purchase, an OmniChannel business requires an Omnichannel solution.
- ✓ Stealth is the omnichannel platform that offers that single view of the business. A single version of truth
- ✓ Stealth is a central data pool of all the information that flows through a Retail business, the exchange platform between all sectors, using the Customer as the focal point and allowing decisions to be made in real time, from production to retail, ensuring optimum availability of stock to those Customers, increasing revenue opportunity.
- ✓ With many inbuilt modules and integrating with best of breed technologies, Stealth offers a single application to view all business divisions within the Fashion Retail vertical

What Markets ?

- ✔ Whilst other ERPs and Platforms are generic across retail, these require high levels of customisation to ensure compatibility with this specialist market.
- ✔ Dedagroup Stealth have been singularly focussed on the Fashion vertical for over 30 years.
- ✔ Stealth Platform therefore has only ever been a Fashion focussed application and has been designed to meet the specific needs of that vertical.
- ✔ With the Retail market changing rapidly, and the Fashion vertical being more highly susceptible to these changes, the focussed understanding and depth of knowledge within DedaGroup Stealth have made us renown solutions providers within Fashion, dedicating the development of Stealth and the EcoSystem applications to support the Brand to this specific market.
- ✔ Brands are focussed on margin. Optimisation of the supply chain is a way to increase the margin capability. With this EcoSystem, leveraging more ways to improve value and increase the retail possibilities and management.



12 Roadmap – Evolution of the Solution



Stealth3000

Oracle DB and Java technology. The birth of Stealth3000.

S-Insight

Integrated App for planning and budgeting.

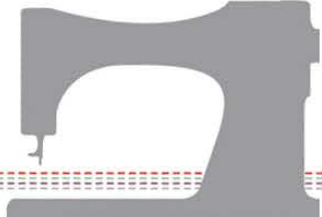
Stealth Go!

Preconfigured version for faster Go-Live.



Stealth Advisory Board

2014



Oracle Cloud

Stealth Platform available on Oracle Cloud

Alliances & Partnerships

Continued expansion of Global Alliances and Partner network

New Technologies

Continuous review of new technology in the Retail market to ensure relevance to the Brand requirements

1990 2000 2010 2012 2013 2014 2015 2016 2017 2018

Stealth400

The first ERP on market specifically designed for Fashion Industry.

Stealth Retail

Centralized store management.

StealthaaS

Stealth lands on cloud.

S-Insight upgrade

Wholesale and e-commerce planning.

Web Order

for mobile devices.

Stealth Platform

Omnichannel solution for fashion business.

Stealth Apps

Embedded Apps in EcoSystem

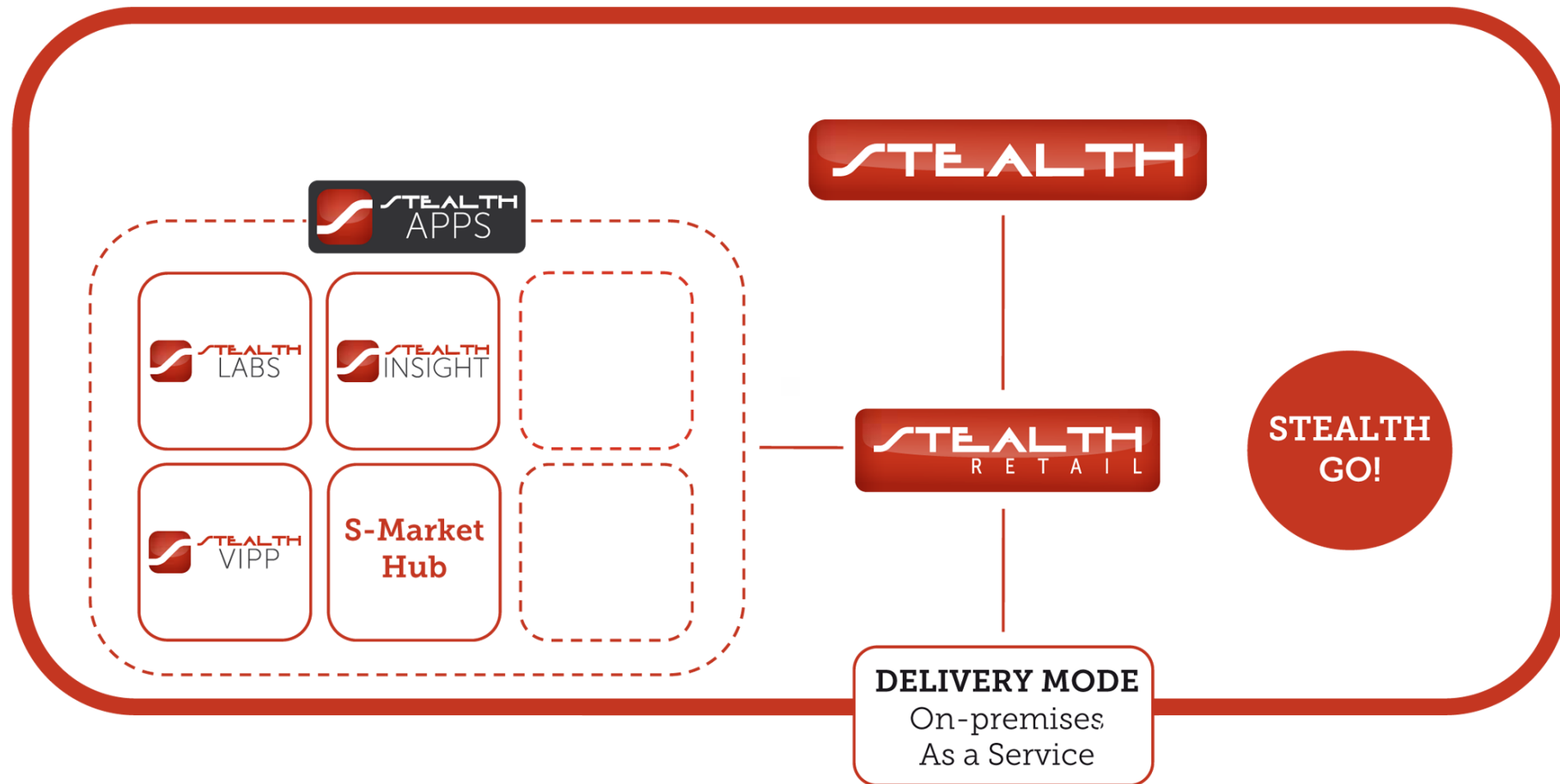
Functionality

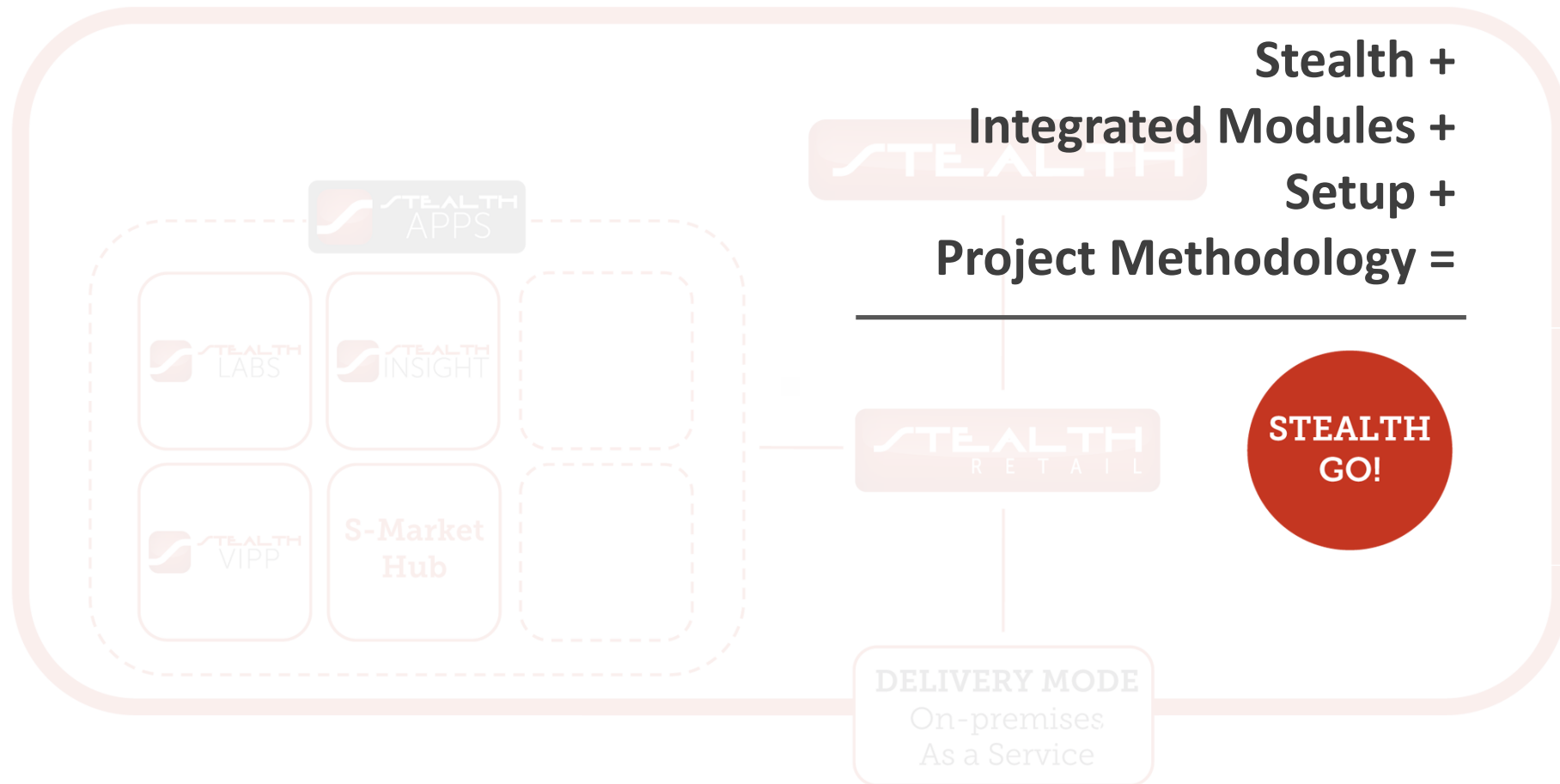
Improved Functionality of Stealth Platform

Enhanced Integrations

Ongoing improvement of existing integrations and new integrations with relevant EcoSystem applications

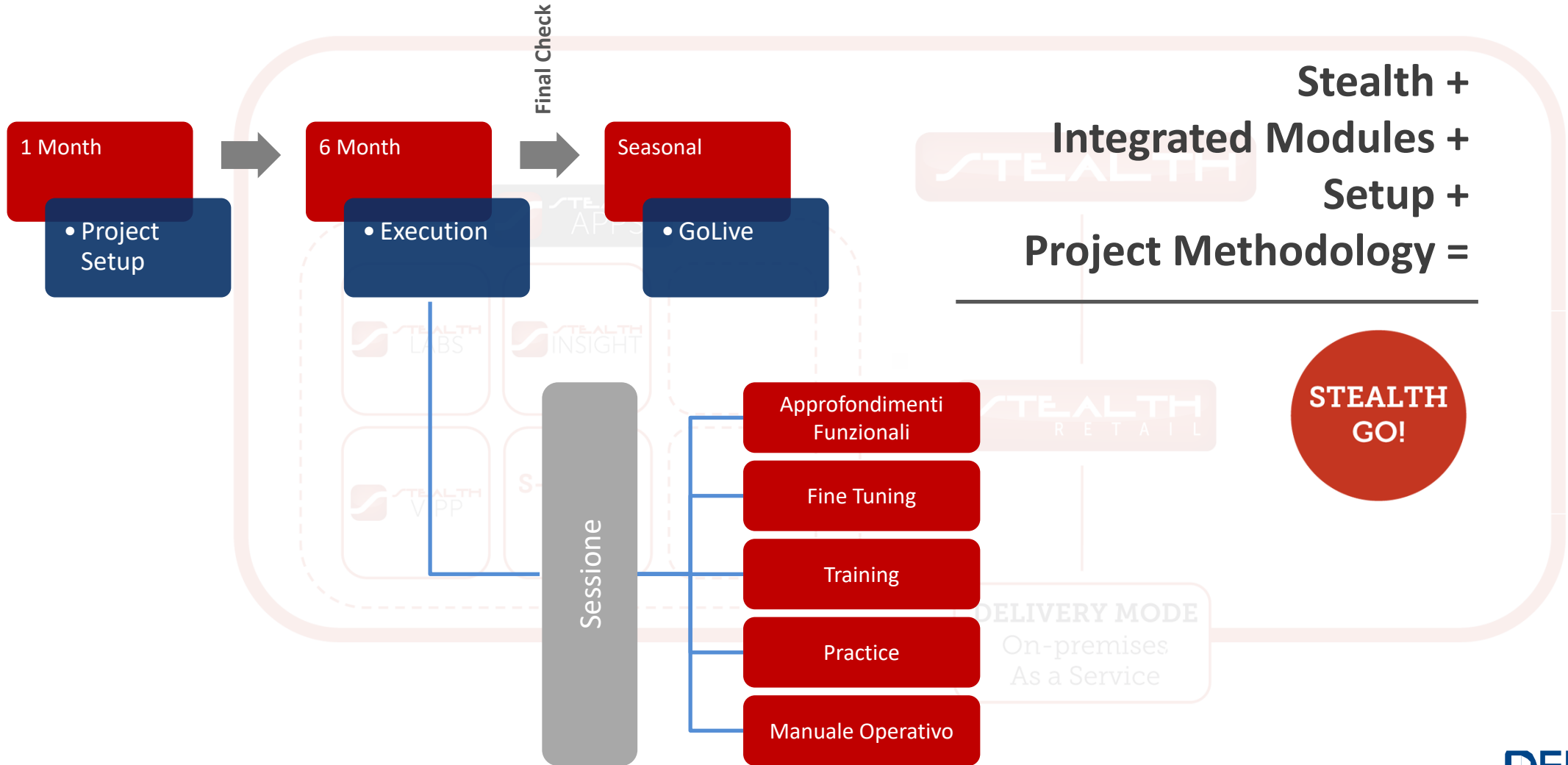
Stealth Platform Overview

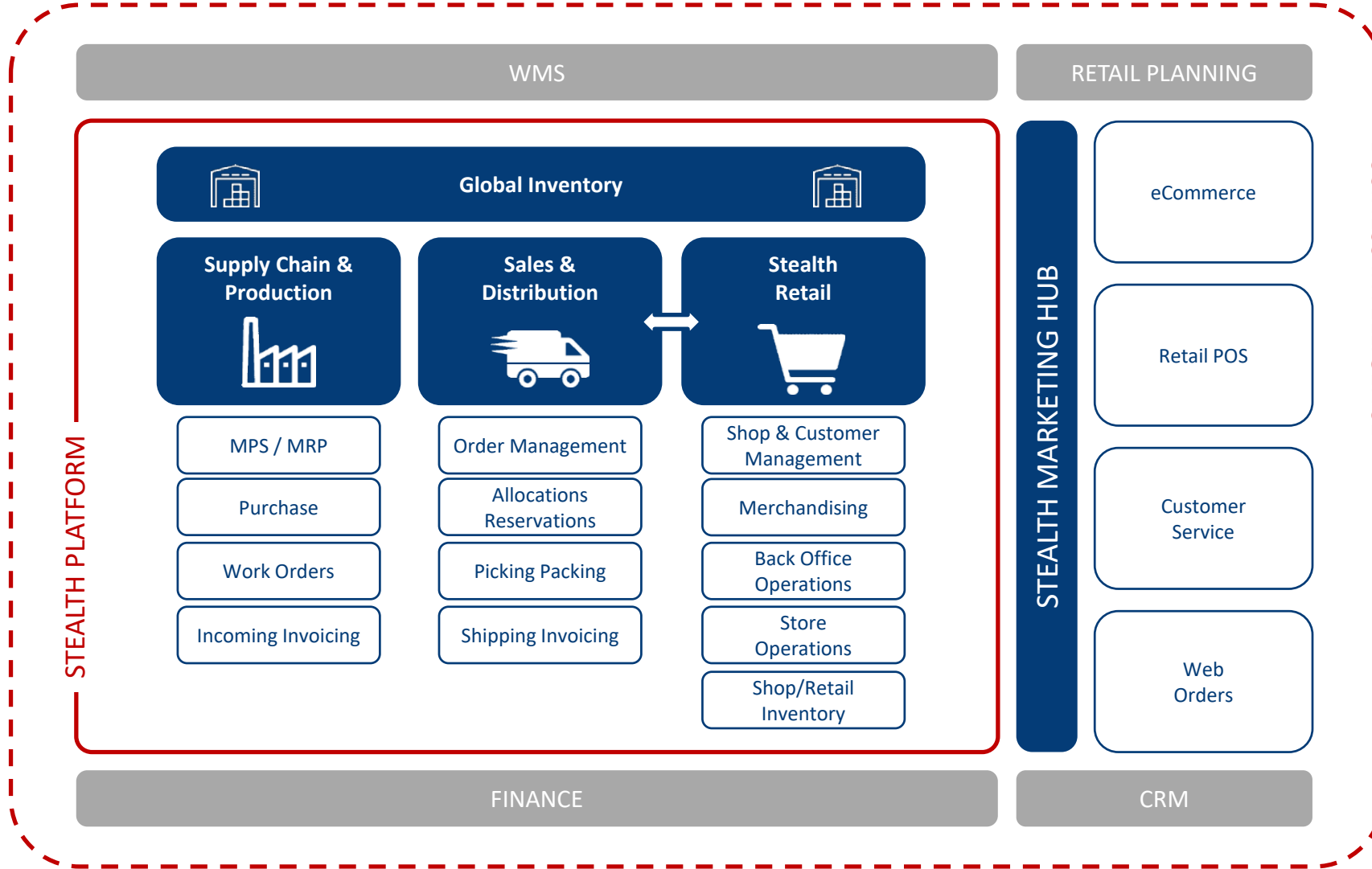




Stealth Go!

Validazione





S-LABS

raccoglie e integra i dati provenienti dai laboratori

**S-INSIGHTS**

fornisce funzionalità di analytics e business discovery

S-VIPP

visual production planning per l'ottimizzazione di ogni fase della produzione

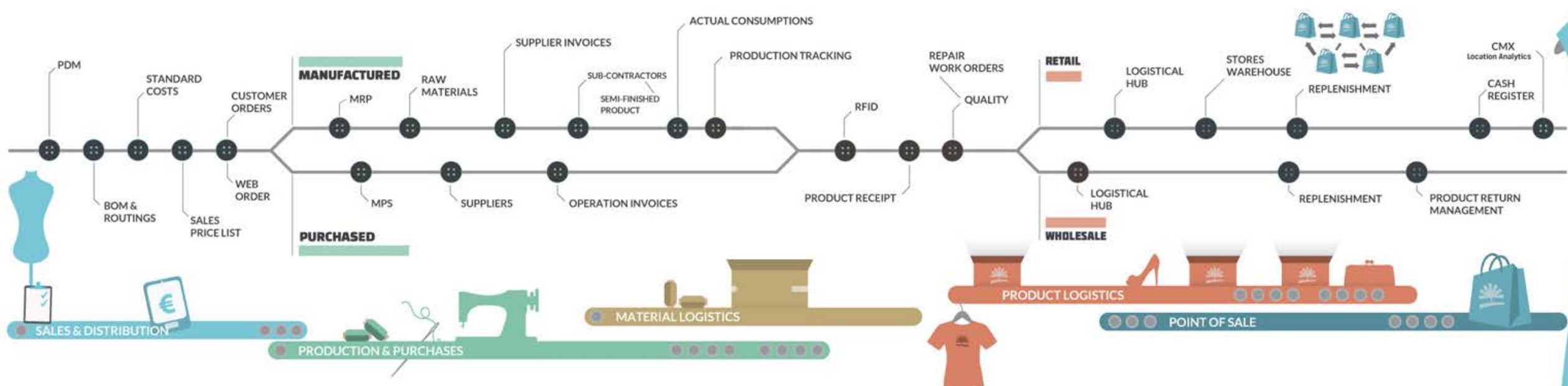
**S-MARKET HUB**

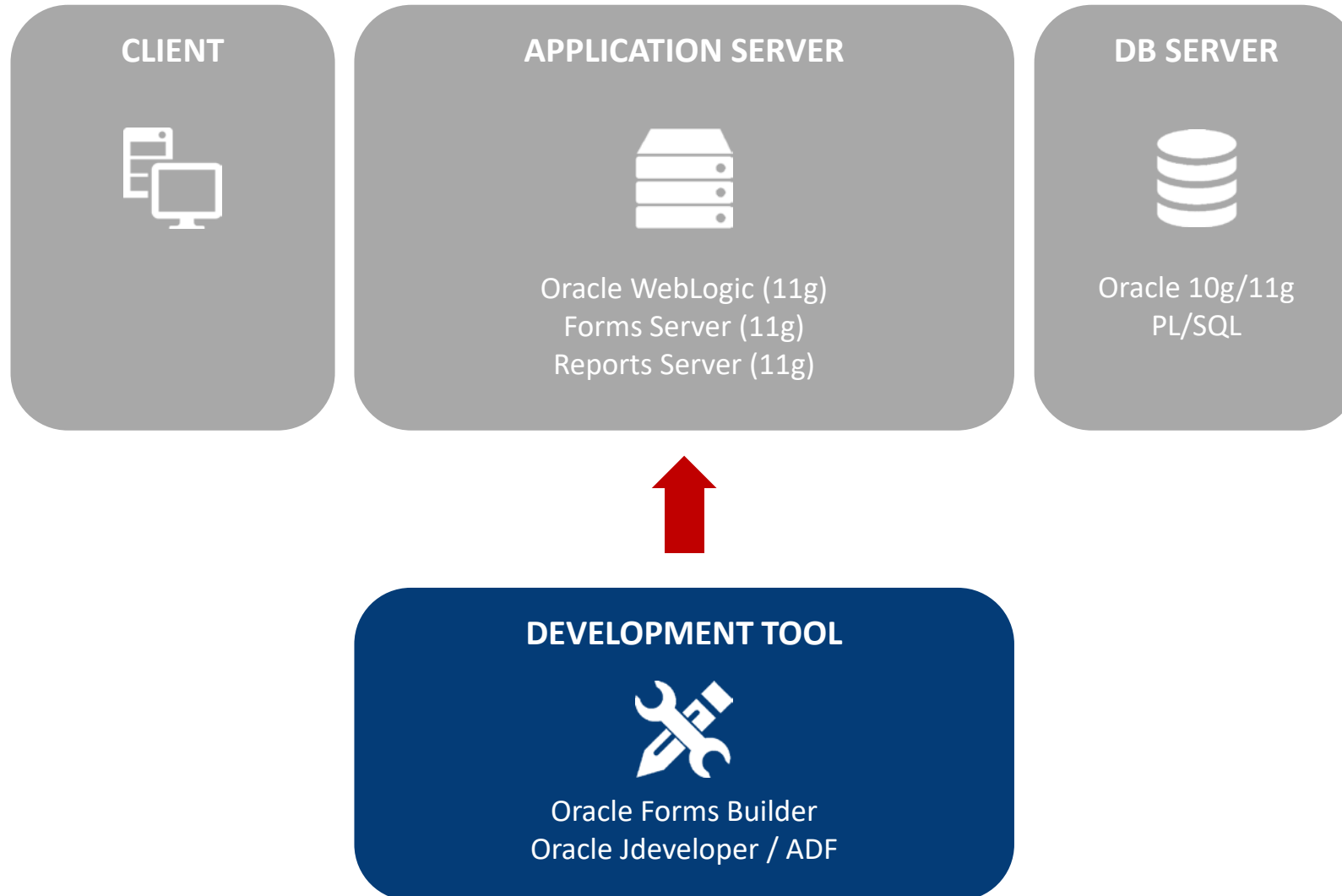
raccoglie e integra le informazioni provenienti dai punto vendita, device, clienti



Best of breed

Functional Coverage





Stealth3000 Retail

stealth3000.dedagroup.it/S3Retail/faces/menu?_adf.ctrl-state=9b8vacm8q_78_...frRedirect=237189C

Rechercher

Menu

- Stealth 3000
 - Tables de Base
 - Produits
 - Tiers (Cl., Fourn., Ag.)
 - Données Techniques
 - Stocks-Entrepôts
 - Ventes
 - Affectations
 - Achats
 - production
 - Planification MPS / MRP
 - Retail Paramétrage
 - Commandes Web (Param.)
 - Système
 - Retail
- Préférences
 - Functionalité
 - Génération Bon Livraison (DOT) depuis Bons Préparation
 - Génération Factures depuis Bon Livrais. (DOT)
 - Gestion Factures et Avoirs Clients
 - Génération Doc. Mvts ASN et MET depuis Bons de Livrais
 - Réception au Magasin (ASN)
 - Consultation Besoins Produits Finis (MPS)
 - Génération et Impression Besoins P.F. (MPS)
 - Calcul MRP et Génération Suggestions (PF/MP)
 - Consultation MRP
 - Consultation RAS Suonections MRP

Consultation Besoins Produits Finis (MPS)

Actions Modifier Recherche Bloc Enreg. Zone ? Fenêtre

Produit

Modèle: [] Prod. 4S9C010LT001 CHEMISE ML POPELINE DE COTON

Couleur (C000) [BLANC] Mesure [] Variante []

Drop [] Stature [] Étiquette [] Étiq.Prix. []

Exclure Etiquette Exclure Etiq.Prix **Calcul Besoins Produit**

Date	Planif.	Cmdt	Cli.	Prév.	Project.	Stock	OF	Cmdt	Four	Plan	Pro
30/09/2015				35	0	0	0	0	0	0	0
24/10/2015				25	0	0	0	0	0	0	0
30/10/2015				30	0	0	0	0	0	0	0
TOTAL				90	0	0	10	0	0	0	0

Détail Tailles Visualisation Impression Stock QF Cmdt Fo... Cmdt Client

Enreg. : 1/4 <OSC>



Modello - Parte

Salva Annulla Ricerca e Sintesi

Ricerca Avanzata

Query: LM001 Articoli con immagine

Visualizza: Dettaglio Blocca

Immagine	Modello	Parte	Category Merceologica	Descrizione Modello - Parte	Anno Creazione	Stag. Creazione	Descrizione Classe Merceologica	Descrizione Sottoclasse Merceologica	MPS	Mp	Transazione	Genere	Annullato	Etichetta Parti Anark	Etichetta Pelliccia USA
	72050076	C77N0176	020	ANFIELD SINGLE BREASTED SHORT JA	2013	02	OUTWEAR	PARKAS	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	2	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	72050082	C77N0176	080	HARFORD MILITARY BLAZER WOMAN	2013	02	JACKETS	DOUBLE	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	2	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	72050103	L83N0039	050	HAYDON DESPATCH JACKET WOMAN	2013	02	VESTS	TAILORED	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	2	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
				BTN BLAZER WOMAN	2013	02	JACKETS	SINGLE	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	2	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
				JAK LAPEL JACKET WOMAN	2013	02	JACKETS	SINGLE	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	2	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
				SINGLE BREASTED SHORT JA	2013	02	OUTWEAR	TRENCH	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	2	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
				MILITARY BLAZER WOMAN	2013	02	LEATHER & FUR	JACKETS	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	2	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
				BLE BTN BLAZER WOMAN	2013	02	JACKETS	SINGLE	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	2	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
				REPLUM JACKET WOMAN	2013	02	JACKETS	TAILORED	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	2	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Colonne nascoste: 96 | Colonne bloccate: 5 | Record esaltati: 9



The screenshot displays the Stealth 3000 ERP system interface. The main window shows a search results table for 'Ricerca Avanzata' with the query 'LM001'. The table lists various clothing items with their respective details and status.

Immagine	Modello	Parte	Category Merceologica	Descrizione Modello - Parte	Anno Creazione	Stag. Creazione	Descrizione Classe Merceologica	Descrizione Sottoclasse Merceologica	MPS	Mrp	Transazioni	Genere	Annullato	Etichettatura:	
														Etichetta Parti	Etichetta Pelliccia USA
	72050076	C77N0176	020	ANFIELD SINGLE BREASTED SHORT JA	2013	02	OUTWEAR	PARKAS	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	2	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	72050082	C77N0176	080	HARFORD MILITARY BLAZER WOMAN	2013	02	JACKETS	DOUBLE	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	2	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	72050103	L83N0039	050	HAYDON DISPATCH JACKET WOMAN	2013	02	VESTS	TAILORED	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	2	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
				BTN BLAZER WOMAN	2013	02	JACKETS	SINGLE	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	2	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
				PAK LAPEL JACKET WOMAN	2013	02	JACKETS	SINGLE	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	2	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
				GLE BREASTED SHORT JA	2013	02	OUTWEAR	TRENCH	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	2	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
				MILITARY BLAZER WOMAN	2013	02	LEATHER & FUR	JACKETS	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	2	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
				GLE BTN BLAZER WOMAN	2013	02	JACKETS	SINGLE	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	2	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
				REPLUM JACKET WOMAN	2013	02	JACKETS	TAILORED	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	2	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Below the table, there is a gallery of product images showing a woman wearing a white jacket, a red jacket, and a blue jacket.

At the bottom of the interface, it shows 'Colonne nascoste: 96', 'Colonne bloccate: 5', and 'Record estratti: 9'.

RESEARCH and ANALYSIS



ADDITIONAL DATA



RULES



Reduced Customisation = Unique Product Standard

The screenshot displays the STEALTH software interface, divided into several key sections:

- Parti (Product Data):** Shows details for 'Parte 322-13-019-05' with description 'ELIE SAAB EDP INTENSE - VAPO 90 ML'. It includes fields for 'Sottoclasse', 'Sequenza', 'Produttore', and 'Descrizione'.
- Gestione Regole (Rule Management):** Displays a tree view of rules under 'Tiers (Cli./Fourn./Ag.)'. A specific rule is expanded, showing a list of conditions and actions, such as 'COLF.=\'r255g255b180\'' and 'Couleur_Fond([Tiers>>Code], COLF)'.
- Logiciel de navigation Blocs (Block Navigation):** A tree view showing the software's structure, including 'Produits', 'Clients, Fournisseurs, Agents', and 'Catégories Clients'.
- Table of Images:** A table with columns for 'Image', 'Nom file image oggetti', and 'Retail'. It lists image files like '/app/stealth3000/prod/FR/st3kdemo_vela/use'.

An image of an Elie Saab perfume bottle is shown on the left, with a red arrow pointing towards the product data section of the software interface.

- Immediately Available
- Checked Values in additional tables
- Help and Msg specific
- Usable in Research and Analysis
-



Partner Program

Partner Program

The strategy of DedaGroup Stealth is to become a channel driven organization, taking its EcoSystem solutions to Brands through an effective and efficient network of partners.

Dedagroup Stealth has the strategic mix of world--class products integrated into a OmniChannel Ecosystem, and open integration methods for Partner IP and regional variants.

With a globally renown Customer base and through a channel partnering network, by leveraging country specific and regional resources, our philosophy is centered on partner enablement and profitability and customer satisfaction.

The 3 areas that are at the core of the strategy:

Margin

Marketing

Management

Supported by what we firmly believe is the best Partner Program in the industry -- our goal is the mutual growth and success of our respective businesses

Margin

- ✔ The Dedagroup Partner Program, the Partner is enabled to offer the Fashion Brand a true EcoSystem solution, with agreed margins that are regionally aligned.
- ✔ Alongside this, Dedagroup provide a dedicated Business Manager to the Partner to assist in creating a mutually beneficial business plan
- ✔ With the DedaGroup Stealth Platform, DedaGroup strategy, globally renown references and first class support, Partners can build a secure future, safe in the knowledge that as retail and brands move to meet their Customers' demands, you can move with them in the confidence that you can continue meet their needs.

Marketing

- ✔ Working with the Corporate Marketing Department in Dedagroup Stealth, Partners will be able to effectively market above the line and below the line, with messaging tailored for the region, offering Brands the opportunity to learn more about OmniChannel Story of today and tomorrow, by focusing on Thought Leadership and the benefits of an Ecosystem environment within Retail.
- ✔ We provide you with a complete toolkit to assist you in promoting you and the opportunity into your region. The toolkit includes:
 - ✔ Presentations
 - ✔ Brochures
 - ✔ Stock Imagery
 - ✔ Brand Videos
 - ✔ Case Studies
 - ✔ Whitepapers
 - ✔ Logos
 - ✔ Campaign News
 - ✔ Brand Templates

Management

- ✔ Dedagroup Partner Program offers continued management throughout. This is to ensure that you, the Partner, are in the strongest position to sell, implement and support the Ecosystem for a Brand, giving you a continued and sustainable revenue stream today and tomorrow.
- ✔ You will be given a dedicated Partner Development Manager to work with you to align a Business Plan with your business Strategy.
- ✔ The Partner Development Manager is your dedicated resource for all your requirements from commercials, through sales conversion, demonstrations, licences, training and onwards. With the backing of a complete support network of Retail Specialists, this ensures that any responses are effective and timely, and that suggestions for Platform improvement are brought directly to the Development Team.
- ✔ As part of being a Partner, you have access to a community environment where Partners can download documentation, share ideas and wins, integrations and solutions to overcome unique requirements.

Support

- ✔ Dedagroup Stealth prefer the Partner to manage Level 1 and Level 2 calls. This is due to the relationship between Partner and Customer, alongside the expert regional knowledge
- ✔ DedaGroup Stealth Support are able to handle all types of support calls dependent on the agreed requirements of the Partner, and will liaise with the Partner regarding solutions
- ✔ Level 3 support calls are the responsibility of Dedagroup Stealth Support and relate to issues which require intervention at the code level and are beyond the scope of the partner
- ✔ DedaGroup Stealth can be contacted via telephone (24 X 5), or simply by creating a Support Ticket on the Support Portal
- ✔ Dedagroup Stealth like to receive feedback on improvements and enhancements to the Platform to ensure relevance to the Retailer and the region
- ✔ Maintenance covers the standard Software Assurance on upgrades and enhancements. This includes product improvements, new features and functionalities; maintenance updates (patches), tools and templates to create better product quality, thereby reducing the Cost of Ownership to the end--user.

Training

- ✔ DedaGroup Stealth has created a Stealth Certification Program which offers extensive training, both initial and ongoing, that has assisted Partners in achieving the goals of some of the best known high Fashion Brands across the world.
- ✔ With certification for both Sales and Implementation, not only does the Partner show competency to the market, but also to the Partner Network.
- ✔ The results are shared across the Partner network to give all Partners the visibility of the level of support and skills within that region, allowing you to select the best fit for those Brands wishing to expand across borders.

Certification

The “Stealth Certification” will be made of the following levels:

- ✔ **Start Certification (online)**

It is a first introduction to the Fashion market and processes, and Stealth.

It is aimed at **new Stealth users** and IT.

“Stealth tools” module is also available for IT Staff and Partners

- ✔ **Professional Certification (on premise)**

Start Certification with additional Stealth practical work and insights.

“Stealth tools” module is also available for IT Staff and Partners

- ✔ **Expert Certification (online)**

- ✔ **Custom training (on premise)**

Summary

✔ STEALTH OMNICHANNEL PLATFORM

- ✔ OmniChannel Solution
- ✔ Designed solely for the Fashion Market
- ✔ Long history in the market with globally renown Brands and References
- ✔ EcoSystem integrated Applications
- ✔ Integration openness to allow for Local and Legacy systems
- ✔ Global Partner network

✔ PARTNER PROGRAM

- ✔ Business Plans
- ✔ Margin
- ✔ Above and below the line Marketing
- ✔ Dedicated Partner Management
- ✔ Product Focussed Support Team
- ✔ Unparalleled Training from Senior Stealth and Retail Consultants

- ✔ Backed by a team that counts over 200 specialists dedicated to the continuous development of the solution specifically designed for the Fashion and Retail market, DedaGroup Stealth offers Partners an asset of differentiated factors, unique in this line of work.

Dedagroup è uno dei più importanti attori made in Italy del settore Information Technology, con headquarter a Trento e un fatturato di 230 milioni di Euro. La nostra identità di Software Vendor combinata alle competenze di System Integration e Digital Design ci posiziona come interlocutore naturale nello sviluppo dell'innovazione digitale di Aziende, Enti pubblici e Istituti finanziari.