

Manthan Systems Foray's into ASIA region with Robinsons Retail group 'ARC retail business intelligence platform to drive Robinsons multiple retail store brands'

Manthan Systems, an Indian software product vendor today announced its first customer in the Asia region, the Philippine retail conglomerate Robinsons Retail group. Robinsons will implement ARC retail business intelligence platform for its multiple retail store brands. Robinsons has chosen ARC after several rounds of competitive evaluation that included several cross-industry BI software providers.

Bangalore, Karnataka, IND, 2007-10-16 10:20:46 (IndiaPRwire.com)

Backed by success in Europe and North American markets, Manthan Systems, an Indian software product vendor today announced its first customer in the Asia region, the Philippine retail conglomerate Robinsons Retail group. Robinsons will implement ARC retail business intelligence platform for its multiple retail store brands. Robinsons has chosen ARC after several rounds of competitive evaluation that included several cross-industry BI software providers.

Robinsons operates several retail store brands including Robinsons Department Store, Robinsons Supermarket, Handyman / Do It Best Center, and Robinsons Appliances. Robinsons is also a franchisee of Topshop, Topman, Dorothy Perkins, Wallis, Warehouse, Toys R Us, True Value and Howard's Storage World. The implementation is expected to start with the rollout beginning with Robinsons Supermarket.

The ARC solution deal was jointly fronted by Manthan Systems, and two of Manthan's partners Sybase Inc and Multi-Core Technology Resources Inc. The ARC business intelligence solution will be deployed on Sybase IQ data warehouse platform.

Speaking about why Robinsons chose ARC, Thelma G. Roxas, Vice-President and Chief Information Officer said, 'Among several characteristics of the ARC solution, we found its data model driven retail-centricity to be a key differentiator and of significant value to our retail businesses. In a proof of concept, we found our business users unanimously favoring ARC's rich analytical environment, its actionable utilities and easy-to-use user interfaces to other options. From an enterprise IT standpoint, ARC's pre-built enterprise connectivity with our key operational system - the JDA ERP platform, Data Warehouse scalability and its ability to be deployed rapidly have proved to be major advantages that align with our IT strategy goals.'

Citing Manthan's successful penetration into Asia-Pacific, Anand Sri Ganesh, Director of Marketing at Manthan Systems said, 'We are extremely delighted to have extended ARC's success in the North American and European market to Philippines through a successful partner network. We hope to replicate this success by bringing the best of retail business intelligence to other markets in the Asia Pacific region. ARC's best of breed retail analytics combined with its accelerated roll-out proposition is well suited for leading Asian retailers.'

Commenting on the partnership with Manthan, Jose A. Chua, Chairman - Multi-Core Technology Resources said, 'In Manthan we have found the right combination of industry specialization, deep experience in DW-BI solutions and a proven expertise in leading markets. The Robinsons win today underlines our successful partnership with Manthan. We are committed to bringing the best of

business intelligence to the rapidly growing retail markets in Philippines and South-Asian regions.'

- END -

About ARC

ARC is a retail data warehouse and an integrated BI suite specifically architected for retail. Being a specialized product built exclusively for retail, ARC dramatically reduces the deployment lifecycle and the total cost of ownership by cutting down the time needed to customize a business intelligence platform to the retail industry's specific needs. ARC's retail data model variants enable various retail formats like fashion & apparel, food & grocery, specialty and mass merchandise. The comprehensive data model is flexible enough to accommodate changing business dynamics across all functions from store to supply chain. For more information, please visit www.arc-bi.com.

About Manthan Systems

Manthan Systems is a provider of specialized software solutions for the retail and consumer goods industries. Manthan helps retailers capture and process data that can be leveraged to improve planning, monitor results, analyze and anticipate changes, and mine opportunities. Manthan understands retail business practices and their technology underpinnings having worked with a wide range of retailers and consumer goods companies including Woolworths Germany, Haggen Supermarkets, Game Stores Group, Castorama, Ecco Sko, McDonalds, Loblaws and Hagggar Clothing Co. For more information, please visit www.manthansystems.com.

About Robinsons

The Robinsons Retail Group was founded by Mr. John L. Gokongwei, Jr. Chairman Emeritus of JG Summit Holdings, Inc. The Robinsons Retail Group is the second largest retailer in the Philippines with 8 retail formats and it is currently handled by Ms. Robina Gokongwei-Pe, Senior Vice President. The 8 retail formats are the main anchors of Robinsons Malls and other mall developments. Robinsons Department Store's first store opened in 1980 in uptown Manila. In 27 years, the Robinsons Retail Group now owns and operates over 327 stores nationwide.

For more information, Please contact:

Rajiv Shankar

Managing Partner - Equator Communications

+918041239060

+919880 893 823+918022862276

You can also visit www.equatorpr.com for more information.