

Joint Benetton-IBM release

ON-LINE FOR INTERNATIONAL AGREEMENT WITH IBM FOR THE AUTOMATION OF 7000 BENETTON GROUP POINTS OF SALE Agreement for installation of IBM POS and support services

UNITED COLORS
OF BENETTON.

Ponzano - Milan, 2nd July 1997. Benetton Group and IBM Semea have signed a framework contract for the global provision of a POS (point of sale) system, involving IBM cash registers, specialised software for point of sale management by American company RTI, and IBM support services, installation and maintenance, for Benetton stores world-wide.

"The application of this solution in stores in 34 countries will make it possible to rationalise the management of 7000 Benetton points of sale in 5 different continents. Operative management of stores will be simplified, whilst the transfer of information technology to points of sale will also be possible from the company's central information system", commented Bruno Zuccaro, Director of Information Systems in Benetton.

The first phase of the project will be implemented in Italy, USA, France and Great Britain, and gradually extended to the rest of Europe, and then to countries throughout the world where Benetton operates.

The agreement signed with IBM allows for uniform supply conditions world-wide, regardless of different pricing, the effect of exchange rates, the diversity of sales channels and support organisations.

"In IBM, Benetton has found not only a supplier but also a partner, able to offer technical expertise, assistance during the installation phase and all the necessary support", said Carlo Poggi, Head of ISU Process & Petroleum at IBM Semea, commenting on the agreement.

The solution offered to the Benetton Group uses specially configured IBM SureOne 4614 or 4694 cash registers, to be supplied by local authorised IBM dealers.

The application package chosen by Benetton is R-Pro by RTI, which has been adapted to the specific requirements of the Group. RTI, based in California, is a Carmichael company, represented in Italy by Progres Veneto. IBM Semea will be responsible for software distribution in Europe.

The software solution totally manages the point of sale, front and back office requirements and corporate functions, and is particularly suited therefore to a complex distribution structure such as that of the Benetton Group, which has several types of point of sale.

IBM will provide the Benetton sales network with a series of freephone telephone numbers as the contact point for each country, to provide solution and support information.

With its head office at Ponzano, Benetton Group SpA is a two billion-

dollar international organisation present in over 120 countries and a network of 7000 stores throughout the world.

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