

## **Southwire Company Selects Retail Solutions to Support its Home Depot Channel**

**Leading Wire and Cable Supplier to Leverage Retail Solutions Services  
to Increase Visibility into Sales at the Store Level in Near-Real Time**

**Mountain View, CA – March 30, 2011** – Retail Solutions Inc., the leading solution provider helping manufacturers and suppliers to the retail industry create value from operational downstream data, today announced that Southwire Company, one of North America's largest wire and cable producers, has selected Retail Solutions' platform to support Southwire's business with Home Depot.

"Our business would benefit from a simple, user-friendly, flexible reporting solution at the most detailed level," explained Kirk Sutterfield, Vice President Retail Sales, Southwire. "Retail Solutions offered the best solution, with a seemingly painless and quick delivery combined with the features we need to understand how to maximize the potential of each of our products at Home Depot stores."

Retail Solutions provides a comprehensive data visibility and analysis solution across more than 30 leading retailers in the United States and in Europe. More than 700 customer teams have implemented Retail Solutions' proprietary Retail Execution Management solutions and best practices to improve their business at retail.

"We are pleased to see more and more suppliers in the Home Improvement channel adopt the Retail Solutions approach," said Karl Waldman, Vice-President of Customer Operations, Retail Solutions. "Our customers are seeing tangible results in multiple areas: from on-shelf availability to store-level micro-assortment and from forecasting accuracy to in-store execution compliance, we have found many opportunities to grow sales and improve the partnership between manufacturers and their customers."

Over the past 60 years, Southwire has established itself as a market leader in the wire and cable industry by providing innovative, high quality products and services with unsurpassed fill-rates and lead times to customers seeking a complete line of quality products from a single supplier.

"We offer a very complex assortment of products, with numerous SKUs at Home Depot," added Sutterfield. "The large amount of EDI and data across nearly 2,000 stores quickly became overwhelming. With Retail Solutions, we feel that we now have a solution to transform this data into easy-to-digest and actionable information to help our team make the best decision at every level of every process."

Southwire will start to use Retail Solutions immediately, thanks to Retail Solutions' no-investment, no-delay, no-hassle Software-as-a-Service (SaaS) model.

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### **About Retail Solutions Inc.**

Retail Solutions powers Retail Execution Management. Retail Solutions develops and delivers a comprehensive suite of Software-as-a-Service (SaaS) solutions that turn downstream data, such as point-of-sale (POS), supply chain, merchandiser feedback and customer loyalty data into actionable visibility into the store and onto the shelf.

More than 350 leading companies such as 3M, Abbott, Bausch & Lomb, Bayer, Colgate-Palmolive, Clorox, Heineken, HP, Kao Brands, Kraft, Nestlé, Novartis, Procter & Gamble, Reckitt-Benckiser, Schering-Plough Corp. and Unilever trust Retail Solutions to grow their retail sales, maximize in-store operation productivity, plan and execute more effective promotions, reduce their costs and join efforts with retail partners to improve shelf availability and consumer satisfaction. Please visit <http://www.retailsolutions.com> for more information.

### **Media and Analyst Contact Information:**

Cedric Guyot, +1(650) 390-6106, [cedric.guyot@retailsolutions.com](mailto:cedric.guyot@retailsolutions.com)

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### **About Southwire Company**

A leader in technology and innovation, Southwire Company is one of North America's largest wire and cable producers. We manufacture building wire and cable, metal-clad (MC) cable, FlatWire Ready® products, cord products, utility cable products, industrial power cable, OEM wire products, copper and aluminum rod and continuous casting technology. Southwire is also a leading supplier of wire and cable installation tools by MAXIS™ to the commercial, industrial and utility construction markets. To learn more about our products, our community involvement and our vision for a sustainable Southwire, please visit us on the web at [www.southwire.com](http://www.southwire.com).