



Alko chooses Aldata for integrated inventory, space and assortment optimization

October 13, 2010 - [Aldata Solution](#), a global leader in supplier to consumer business process optimisation, announced today that Alko, a €1bn wine and spirit retailer, has selected Aldata for its next generation integrated supply chain platform, improving supply chain visibility, warehouse turnover, store assortment, and space planning.

With sales of €1,170m in 2009, Alko is one of the largest wine and spirit retailers in the world. It is a state-owned, independent company which reports to the Finnish Ministry of Health and Social Affairs. The new agreement with Aldata includes supply chain management, demand forecasting, replenishment optimization, master data management and space optimization technology. It will provide total inventory visibility across all stores and optimization of inventory levels from supplier through to the store shelf. It also ensures that the brand carries the correct selection of products in all its stores.

"This is the largest technology project we have undertaken in the last decade," said Jaakko Uotila, President and CEO, Alko. "Because of its scope, and business critical nature, we needed to ensure that our partner was a perfect fit. We evaluated a number of market-leading software suppliers and Aldata was the clear choice."

Alko has been an Aldata customer for over 6 years and currently uses Aldata solutions for in-store operations including, POS, perpetual inventory management (with handheld technology), assortment management, automated store replenishment, and digital gift cards.

"Retailers today need to know exactly what local customers need on the shelf and the ability to deliver it on time every time, whether in food, drinks or speciality products" said Allan Davies, CMO, Aldata. "Alko's choice of our integrated inventory, space, and assortment solutions will enable them to reduce waste, cost, and manual processes, and provide the optimal mix of products to better serve their customers across Finland."

About Alko

Alko Inc. is an independent, entirely State-owned company. Alko is administered and supervised by the Ministry of Social Affairs and Health. The company has been formed in 5th April, 1932. Alko has 344 stores all around the country and the number of employees is about 2,700. The company's function is laid down in the Alcohol Act and Degree. The function of the company and the fact that Alko has a sole right in Finland on the retail sale of alcoholic beverages containing over 4.7 per cent of alcohol by volume are based primarily on reasons related to social and health politics. The satisfaction of our customers is essential for the function of the company in the future. Alko is prepared for maximum performances in all areas that will help make it the world's best chain of shops in retail sales of alcoholic beverages. More at: www.alko.fi

About Aldata

Aldata is a global leader in supplier to consumer business optimization. We help reduce costs, time, and waste, for retailers, distributors, and manufacturers, while improving availability, service, and customer retention. Founded in 1986, Aldata has an unparalleled track record of delivering successful projects for the world's largest retail and consumer brands, wholesale and distribution organizations, and specialist store chains. More at: www.aldata-solution.com

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