



Tallink Selects Aldata For Space Planning Expertise

January 2010 – Tallink Group, the leading passenger shipping company on the Baltic Sea, has selected Aldata, the retail software specialist, to supply and implement its Apollo Space Optimization software suite. The Apollo solution will be deployed initially in four of Tallink’s on-board shops in early 2010.

The company selected Aldata’s premium space optimization offering, Apollo Designer Workstation, which uses automation to dramatically improve the retail space planning process. Designer Workstation reduces the amount of time it takes to generate a planogram from days to minutes using strategic merchandising rules, category assortments, performance criteria and space constraints. Tallink will be using the system to optimize both store-level shelf space utilization and the overall consumer buying experience.

Managing Director of Tallink Duty Free, Aimar Pärna said: “The broad supply chain expertise of the Aldata team supports us to understand how to thoroughly implement and gain full value from the Apollo system. We are confident that by increasing the efficiency of our store layouts, and planning at a more specific level, we will soon experience further improved in-store execution. The solution will enable us to plan stock more accurately, and provide granular data for our replenishment system, which in turn will minimize potential wastage, as well as ensuring that our best sellers are always available to our customers.”

Shaun Bossons, Senior Vice President of Aldata Apollo, said; “Aldata already has a strong presence in the Nordic region, and we’re delighted that our Apollo Space Optimization solution is gaining a strong foothold in the market since its recent launch. Retailers and Suppliers here are beginning to see what a critical difference space planning makes as the link in the supply chain that places products in front of potential buyers. If shelf space is not optimized, and a generic planogram is sent to store, not only is revenue lost but customer satisfaction is damaged also. This is what Apollo is addressing, and we are confident that companies like Tallink will quickly see the financial and strategic benefits of our solution.”

About AS Tallink Grupp

AS Tallink Grupp is one of the largest passenger and cargo shipping companies on the Baltic Sea Northern region, with 19 ships offering customers year round mini-cruises, passenger transportation and cargo services. The company operates on seven shipping routes under the brands of Tallink and Silja Line. Additionally Tallink operates four hotels in Tallinn under the hotel chain brand Tallink Hotels.

<http://www.tallink.com>

Aldata 100% Retail-Wholesale

Aldata is a global leader in the supply of integrated business solutions to organizations that serve the retail consumer and wholesale distribution markets. Aldata has an unparalleled 20-year track record of delivering targeted software projects that substantially improve its customers’ businesses, from supplier to shopper. Today, Aldata customers include 15 of the World’s 30 largest retailers, thousands of retail brands, and hundreds of national and regional chains. More at: <http://www.aldata-solution.com>

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