



# MIDAX CAO

## COMPUTER ASSISTED ORDERING

### Who controls your store replenishment...You or your Vendor !

If your vendor is filling your shelves, he fills the gaps with the product he wants to push. If you have Midax CAO, your vendor fills the gaps with product, that you want, in the quantity you need to optimize your service levels. It is widely accepted in the industry that properly administered CAO will add 1% to your bottom line and increase your stock-turn by at least 5%. Midax enables you to make that happen in your stores.

Whether for CAO (Computer Assisted Ordering) or scan-based trading, a precise order can be developed using the Midax Tool Set ahead of the order delivery. You produce this order based on your store needs, putting you totally in control of your inbound inventory.

Eliminate the need to rely on notes, and a costly paper trail, let our automated order criteria and perpetual inventory system take the guess work out of your ordering process.

The basics of placing an order uses sales transactional data from the POS and historical movement of the SKU out of the store, honed by:

- Current Trends
- Effects of current AD on sales
- Contributing events such as seasonality, weather, holidays, etc.
- Inventory on-hand on shelf and in back-stock
- Sales this defined period vs. last
- Out -Of- Stock trends
- Time to delivery, including scheduled deliveries

The Midax data components that feed these calculations come from:

- Midax DSD
- Midax Perpetual Inventory
- Midax Data Storage of 18 months of Item Movement from POS T-logs

Order #536449		Details																
AKEL WHOLESALE																		
31	x c	077817107300																
<b>BACHMAN PRETZELVANIA TI</b>																		
Invent	P/Size	1/7 OZ																
Status	Price	1/0.95																
Restr.																		
Ex:AM	17	S:Qty	58															
<table border="1"> <thead> <tr> <th>Fri</th> <th>S</th> <th>Sales last 7 days</th> <th>W</th> <th>Thu</th> </tr> </thead> <tbody> <tr> <td>17</td> <td>14</td> <td>5</td> <td>8</td> <td>6</td> </tr> <tr> <td>0</td> <td>0</td> <td>0</td> <td>0</td> <td>0</td> </tr> </tbody> </table>				Fri	S	Sales last 7 days	W	Thu	17	14	5	8	6	0	0	0	0	0
Fri	S	Sales last 7 days	W	Thu														
17	14	5	8	6														
0	0	0	0	0														
31	31	077817107300																
17	02	BACHMAN PRETZELVANIA TI	18.95															
50	50	077817107000																
17	02	BACHMAN BUTTER TWIST PRETZEL	12.35															
53	53	077817109300																
17	02	BACHMAN THIN RIGHT PRETZEL	12.45															
60	60	077817105800																
17	02	BACHMAN PRETZEL TWIST	12.35															
Actions		Close																

Using this data and algorithms Midax personalizes to your individual needs, Midax will recommend an order, - that will minimize your spend, optimize break point discounts and maximize your service level. You can override that order by line item,- so your managers' skills still comprise part of the process: that is your call.

Having given the vendor an order to fulfill, the order is received pre-loaded in DSD. The receiver merely notes any differences in price and quantity. That order detail is immediately on the central server for discrepancy reconciliation in Buying and consolidation in Accounts Payable for payment.

#### Easy to Use Windows Pocket Pc application

Midax uses hand-held devices using Pocket PC with full color screens and simple operator-lead menu-driven applications. The Midax programs on those terminals are browser-based. The data they access at any time is on the central server. So if the battery dies, as the data is on the server, you can pick up another terminal and carry on where you left off. The application is compatible with all leading industry handheld terminals.

#### Full Order Consolidation

Orders are automatically consolidated by type, allowing start and stop operation throughout the day. Orders are transferred real time to host for export to your wholesale source or vendors.

Reduce Excess Inventory

Avoid Unexpected Stock Shortfalls

Improve Shelf Stock Levels

Order Based On Demand

Increase Sales Return Items To Stock

Perpetual Inventory Sub-System

