



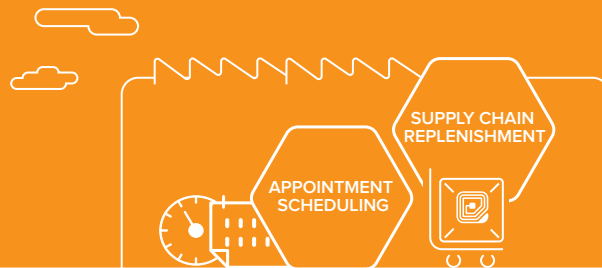
 **CLICKREPLY**
 **SIDEUPREPLY**

BOOST YOUR SUPPLY CHAIN EXECUTION.

**THE COMPREHENSIVE PLATFORM
FOR LOGISTICS 4.0 OPERATIONS**

INDUSTRY 4.0 READY!

**DEvised, DESIGNED AND DEVELOPED
ACCORDING TO LOGISTICS 4.0 PARADIGMS,
LEA REPLY IS A COMPREHENSIVE PLATFORM FOR THE EXECUTION AND
CONVERGENCE OF SUPPLY CHAIN PROCESSES.**



INBOUND & MANUFACTURING



EXECUTION & CONTROL



LOGISTICS & DISTRIBUTION



E-COMMERCE & RETAIL



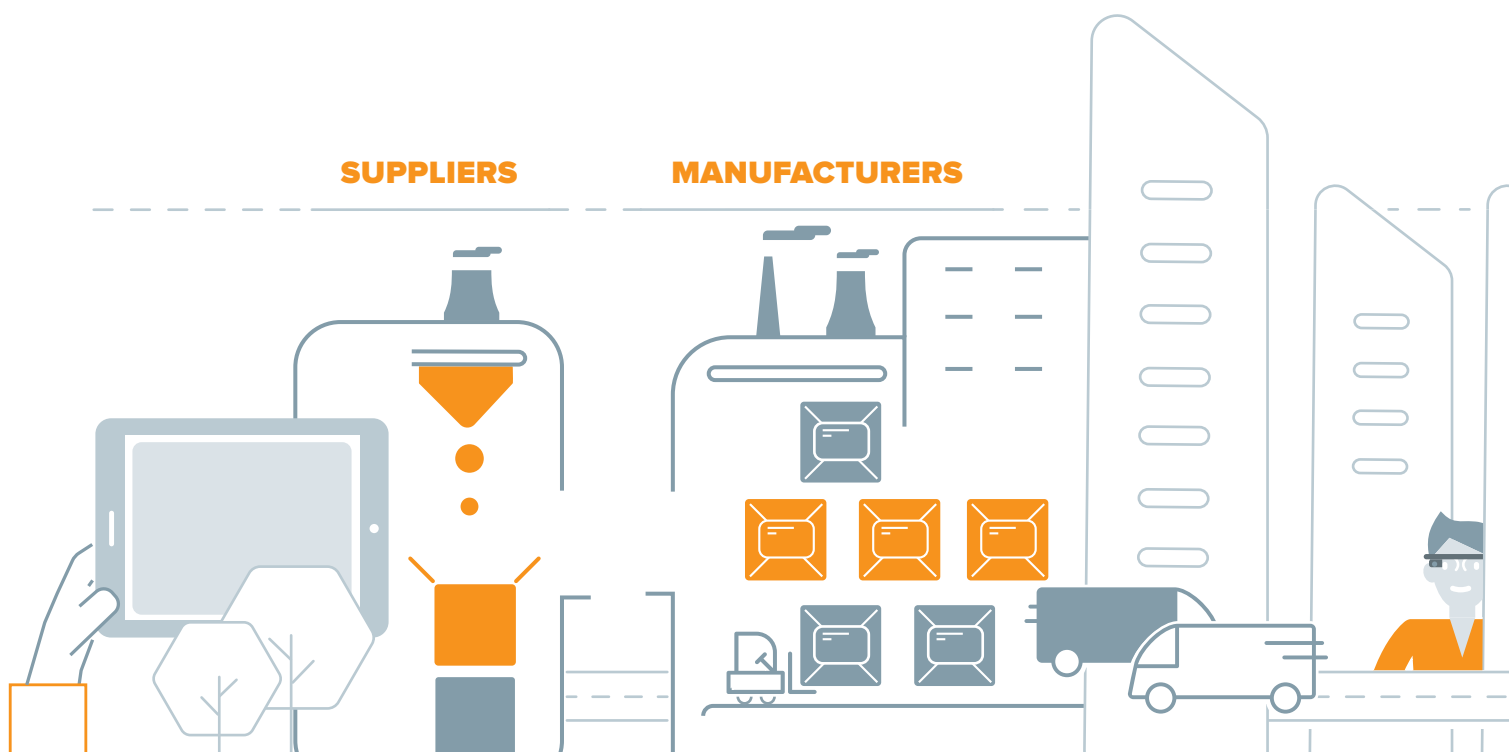
EXTENDED SCE COVERAGE

The challenge of Supply Chain Management is to integrate end-to-end solutions and break down barriers between the supplier, company, customer and consumer. Solutions should turn existing models into collaborative networks in which the proper planning and implementation of execution components are increasingly important.

In this era of globalization and competition, full visibility and control of such Supply Chain processes can no longer be considered optional for businesses; maximizing profits, reducing operating costs while enhancing the level of customer service, and improving inventory control, are the challenges that companies must address and overcome.

ON LEA REPLY PLATFORM IS BASED THE SUITE OF INTEGRATED AND INTERCONNECTED SOLUTIONS FOR SUPPORTING EFFICIENCY, VISIBILITY AND COLLABORATION ALONG THE SUPPLY CHAIN EXECUTION WITH A COMPLETE LANDSCAPE COVERAGE, FROM THE WAREHOUSE MANAGEMENT TO THE STORE LOGISTICS MANAGEMENT.

LEA Reply is a comprehensive platform, designed and realized with the latest technologies, to enable end-to-end processes and maximize Supply Chain convergence.



WAREHOUSE MANAGEMENT LEA EDITION

CLICK REPLY™ is the Reply's proprietary suite of product based on LEA platform aimed to ensure effective warehouse operations and accurate control of supply chain processes for logistics, distribution and manufacturing. Click Reply™ is a suite of flexible and scalable solutions. It is rapidly deployable and designed to optimize the supply chain management.

SIDEUP REPLY™ is an “as-a-service” suite of products, based on LEA platform, for warehouse and inventory management, hub, cross-docking, track-and-trace, and operational efficiency in the distribution of products to the final customer or retail outlets. SideUp Reply™ is multitenant cloud-based offering able to increase the efficiency of logistic chains and to provide real-time visibility and collaboration among all the stakeholders.

Warehouse Management is not more a monolithic solution: functional and landscape coverage is approached with a multi domain strategy: **independent, decoupled** and **individually meaningful** elementary business services compose a catalog of services, aimed to orchestrate end-to-end Supply Chain Execution convergence. This approach reduces complexity and re-usability of all business components enabling increased efficiency and ensuring applicability in different logistics contexts.

CLICK REPLY WM LEA EDITION SUPPORTS ALL OPERATIONAL ACTIVITIES WITH A TASK-DRIVEN APPROACH, AND IT RELIES ON SET OF RULES TO MAKE HANDLING STRATEGIES COMPLETELY FLEXIBLE. SIDEUP REPLY WM LEA EDITION BRINGS ALL THESE BENEFITS ON SAAS COMMERCIAL MODEL TOO.

The extended landscape coverage –Inbound & Outbound Logistics, Inventory & Location Management and Additional Logistics Support Services makes the solution a multipurpose Warehouse Management tool, open to different range of application.



TECHNOLOGICAL HIGHLIGHTS

Warehouse Management Lea Edition has been designed to integrate the latest IT Technologies and effectively use them to provide complete integration capabilities with internal and third-parties elements, to speed up development and integration and to enhance user experience.

The platform foundation is a native cloud infrastructure that provides internal and third-parties resources with a single, standardized platform for fast development and deployment of web and mobile applications, managing structured and heterogeneous data.

The platform ability to activate and make meaningful communications with the different **subsystems increase the overall efficiency in an *app-ization* approach**, where each element is operating autonomously, without a strong hierarchy or dataflow constraints.

OPERATIONAL ACTIVITIES ARE TASK DRIVEN SO THAT PROCESSES CAN BE CONFIGURABLE AS A SEQUENCE OF TASKS, DECOUPLED FROM THE UNDERLYING DOMAIN SERVICE LAYER.

The user interface has been designed to support such task-driven approach, focusing on mobile consumerization: it gives immediate access to useful information making use of responsive web technologies, mobile devices support and real-time notifications.





LEA REPLY IS AN INDUSTRY 4.0 SUPPLY CHAIN EXECUTION (SCE) PLATFORM, DESIGNED TO MANAGE END-TO-END BUSINESS PROCESSES.

LEA Reply offers numerous application opportunities for the digitalization and the integration of logistics across the entire value chain. The platform enables independent and decoupled logical domains, to ensure a perfect fit with today's business's dynamic application landscape.

Built on a native cloud infrastructure, this SOA approach and the adoption of latest IT Technologies, makes LEA Reply a reliable and strategic tool within the Supply Chain Execution.



LOGISTICS REPLY is the Reply group company that, in the Supply Chain Execution industry, offers its customers a complete range of cutting-edge services and solutions, with its Click and SideUp product suites, from logistic process design and modelling to the design and delivery of turnkey application solutions, to the introduction of innovative technologies.

www.reply.com