




proven success in retail

- Running on ATG, Neiman Marcus generated more revenue in 2003 from its Web site than any competing department store site, accounting for 7.5 percent of its total sales.
- Since implementing an ATG solution, Restoration Hardware's average Web site order size jumped from \$97 to more than \$200.
- Cabela's saved 19 percent in call center costs by pushing order inquiries to the Web.
- By deploying ATG Commerce, Finish Line, Inc grew its conversion rates by nearly 100 percent and reduced shopping cart abandonment rates significantly.



The Internet continues to have a huge impact on the way retailers connect with consumers. Many are still striving to integrate their traditional brick-and-mortar and catalog businesses with their online operations to create a more consistent customer experience. Retailers are also considering new levels of online self-service to differentiate themselves from the competition. Keeping pace with these new developments and challenges is the key to ensuring a successful and prosperous multi-channel business.





the loyalty effect – build relationships that last

better sales through testing

ATG provides the most comprehensive analytical capabilities ever developed for online marketing and sales – allowing your business managers to understand buyer behavior and quickly pinpoint where in the shopping process your customers are abandoning transactions. Only ATG enables merchandising managers to optimize online product placement, pricing, and promotion themselves, by creating, running, and analyzing A/B split tests without relying on IT for help.



Is your customer loyalty suffering from inadequate customer service, lackluster shopping experiences, or underperforming marketing campaigns?

ATG® helps retailers reinforce customer loyalty as the enduring constant in a successful business model. You know that the most profitable customer relationships are those that are built to last. With ATG, you can build relationships powerful enough to both attract and, more importantly, retain customers. ATG's industry leading solutions for online marketing, sales, and service help you create a compelling experience that targets the needs of your customers and motivates them to buy more.

By continually adapting to customers' preferences, delivering relevant information, and making customer interactions more consistent across channels, ATG's solution will strengthen relationships and sustain long-term satisfaction and loyalty.



solve your most pressing online business challenges

Give your customers a consistent multi-channel experience

Retailers realize that multi-channel shoppers can be up to three times more profitable, and they purchase 27 percent more product with each shopping trip, than single-channel shoppers. Sharing order, catalog, customer profile, inventory, and promotional information with each customer-facing system is critical.

ATG enables you to provide personalized service across all customer touchpoints (call center, POS, and kiosk), offering a consistent customer experience.

Solve the shopping cart abandonment dilemma

According to Boston Consulting Group, "Too many consumers shop without making a purchase. Industry-wide abandonment rates are 65 percent, but most retailers lack the tools to pinpoint where in the marketing and sales process drops are happening or why." ATG gives you a clear understanding of where and why customers abandon their shopping carts, and also gives you the tools to successfully re-engage with those customers. The ATG retail solution can deliver the appropriate products, promotions, information, or services for converting more browsers into buyers. Plus, ATG offers robust, feature-rich commerce applications that make the online check-out process short and simple.

Boost incremental sales to enhance revenue and profitability

With ATG, your merchandisers and marketers can use dynamic cross-selling and up-selling to increase average order sizes. They can create targeted promotions that endorse new products, advertise discounts and specials on overstocks, or recommend additional purchases that are related to customers' needs.

Combat high operational costs and improve efficiency with Web self-service

ATG offers comprehensive, personalized Web self-service solutions, reducing the costs incurred through more expensive service channels. ATG helps you automate customer service before, during, and after a sale, significantly reducing your cost of doing business. ATG not only integrates easily with other applications and data to preserve your existing investment, but also scales to meet the increasing demands caused by seasonal peaks in traffic, reducing hardware requirements.

Manage customer demands and respond to market changes

If you want to more effectively manage customer demands and respond to market changes, ATG can help you prepare fast, accurate responses to customer requests, anticipate changes in your market, and counteract the latest competitor's campaign.

Over 300 consumer-facing companies around the world have improved both their customer experience and their bottom line, thanks to ATG. Some of the 70 ATG-driven leaders in the retail industry include:

Benetton
Best Buy
BMG
The Body Shop
Bookspan
Cabela's
Casual Male
The Container Store
Finish Line
Foot Locker
Foot Action
J.Crew
Joann Stores
Kingfisher
PeaPod
Restoration Hardware
Sephora
Sharper Image
Smith & Hawken
Target
Vitamin Shoppe
Walgreens

"ATG's technology has been the backbone of our online effort since 1999. Our online business has since grown to be larger in volume than our physical store locations. Sephora.com gives our customers a unique personalized experience that complements the effectiveness of our other channels." Barrie Lambert, General Manager, Sephora.com





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To learn more about ATG's retail solutions and read case studies, visit www.atg.com

About ATG

ATG makes the software that the world's largest and most prestigious companies use to create and manage highly targeted, relevant, and rewarding online marketing, sales, and service. With ATG powering your online business, you have the most intelligent and adaptable tools that create a guided and consistent experience for your customers across multiple touchpoints and throughout the customer lifecycle.

Deployed on the industry's most popular application servers, ATG's solutions power the online business of many of the world's best known brands, such as A&E Television, Aetna Services, Inc., Alcatel, American Airlines, Barclays Global Investors, Best Buy, BMG Direct, Eastman Kodak, Ford Motor Credit, HSBC, Hyatt, J.Crew, Merrill Lynch, Newell Rubbermaid, Target, U.S. Army, Walgreen Company, and Wells Fargo.

ATG provides the following solutions that span the complete customer lifecycle in retail, financial services, telecommunications, government, media/entertainment, travel/leisure, manufacturing, and other industries:

Marketing

- Market segmentation
- Customer profiling
- Targeted content delivery
- Scenario-based application workflow
- Fully integrated e-mail and Web campaigns

Sales

- Business and consumer commerce
- Shopping cart and checkout
- Catalog/product management
- Pricing management
- Merchandising and promotions
- Inventory management
- Transaction abandonment analysis
- Split market testing

Service

- Event-driven proactive service
- Customer and employee self-service
- Call center knowledge management

In addition, ATG provides a comprehensive set of tools to help business users:

- Create and deploy Web site content
- Integrate Web site applications with data residing in other enterprise systems
- Analyze Web site effectiveness
- Optimize content and creative presentation to yield the best results

ATG also offers a full range of education, consulting, and support services to ensure maximum return on your ATG investment.