

2016 objectives:
-up to 40 ROI
-54 growing

NORTH AMERICA'S LARGEST

IMPULSE MERCHANDISING

DISTRIBUTOR RELIES ON NEARSHORE
DEVELOPMENT

SOFTWARE CAPABILITIES THAT DRIVE

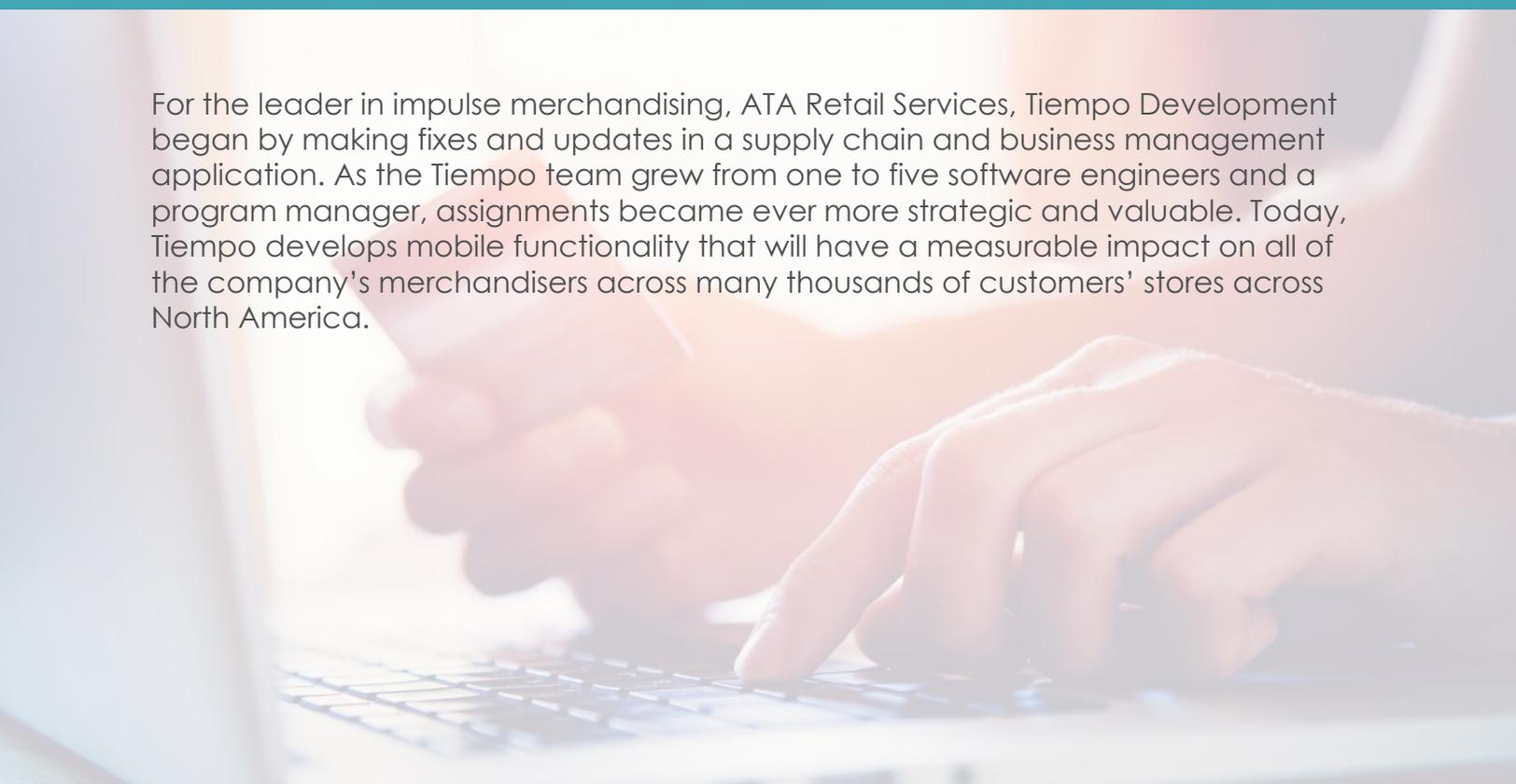
GREATER REVENUE AND
INCREASED COMPETITIVENESS FOR ITS
CUSTOMERS

CASE STUDY

tiempo
DEVELOPMENT ™



ATA Retail Services provides the delivery systems and products that many of us enjoy picking up with our shopping in grocery and drug stores. Beyond impulse merchandising items and programs for retailers, ATA Retail also offers a wide variety of displays, hooks, and fixtures needed to display the goods where consumers will find them most appealing. In addition to its headquarters in Pleasanton, California, ATA Retail operates large warehouses in Hayward, California, and Portland, Tennessee. In the U.S., more than 1,500 ATA Retail employees support leading retailers such as Safeway, SuperValu, and Kroger, regularly visiting more than 9,000 stores in 48 states. Recently, the company also entered into a business relationship with a large Canadian food retailer. Many of the systems and processes ATA Retail uses are proprietary to the company, and ATA Retail is one of just a few organizations that exclusively focuses on impulse merchandising.



For the leader in impulse merchandising, ATA Retail Services, Tiempo Development began by making fixes and updates in a supply chain and business management application. As the Tiempo team grew from one to five software engineers and a program manager, assignments became ever more strategic and valuable. Today, Tiempo develops mobile functionality that will have a measurable impact on all of the company's merchandisers across many thousands of customers' stores across North America.



THE STORY AT A GLANCE

CUSTOMER: ATA Retail Services, Inc.

INDUSTRY: Wholesale distribution–
Retail impluse items and
merchandising systems.

LOCATION: Headquarters in
Pleasanton, California.

URL: www.ataretail.com/

TIEMPO DELIVERS:

Enhancements, fixes, and
new capabilities for ATA 2.5,
a proprietary, richly featured
business management and supply
chain application.

MAIN ACCOMPLISHMENTS:

- Efficient, process-oriented development
- Innovative application development to take full advantage of mobility and advanced programming resources
- Enablement of more efficient in-store merchandising and consulting at a lower operational cost
- Technical expertise and insight not present within ATA Retail
- Collaborative, productive relationships with internal and external stakeholders
- High levels of affordability and accountability

CREATING A DELIVERY TEAM TO MOVE A BUSINESS-CRITICAL SOFTWARE APPLICATION FORWARD

Working with a single developer, ATA Retail began contracting with Tiempo Development in early 2013. Today, ATA Retail's Tiempo team includes five developers and a program manager. Mike Fujikawa, IT Director at ATA Retail, says, "I'm treating my Tiempo software engineers like a permanent part of my organization. We have brought more people into the group and presented them with more and increasingly complex challenges. They collaborate well with our internal stakeholders, and we are also confident in having them work directly with our customers."

For much of the time ATA Retail has engaged with Tiempo, the work centered on an application Fujikawa initially built many years ago. Since then, the software, referred to as ATA 2.5, has evolved to meet ATA Retail's changing needs. ATA 2.5 supports such business-critical functions as supply chain management, warehousing, sales, order entry, customer service, and accounting. It integrates with an ERP system from Sage and MAS 500 financial software.

GREATER VALUE IN ATA RETAIL'S CUSTOMER RELATIONSHIPS AT A LOWER OPERATIONAL COST

Recent and current projects often go beyond simple fixes and adjustments into creating new capabilities for ATA 2.5. For example, to support ATA Retail's strategically critical relationship with the Canadian retailer, Tiempo created electronic data interchange (EDI) functionality to facilitate efficient, reliable ordering, invoicing, and communications between the two companies.

The Tiempo software engineers are also working on a thorough redevelopment of the order entry application within ATA 2.5. This functionality will make it easier for the company's merchandisers to ensure that customers' stores are furnished with product in the right place at the right time. Fujikawa explains, "With Tiempo's assistance, we are going to expand our mobile capability for our merchandisers. We will be able to tie our products and systems even more closely to the offerings in the customers' store aisles, and perform item placement and prompt replenishment with a stronger impact on store revenues. By enabling greater efficiency for the merchandisers, we also expect to reduce our labor and

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IT Director
ATA Retail Services



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The rich expertise of Tiempo's software engineers is invaluable in creating ATA Retail's new software functionalities. For instance, in readying ATA 2.5 for the company's future, Fujikawa hoped to take advantage of ASP.NET Model View Controller (MVC) architecture, which nobody at ATA Retail knew well, but the Tiempo technologists were familiar with it. "Tiempo offers a highly experienced group of technologists with a wealth of diverse skills and insights," notes Fujikawa. "They understand the advantages of different development tools and technical resources, and they can also contribute from having observed a great variety of innovative business models and processes. This increases the value of Tiempo for us."



CONSISTENT FOCUS ON CLIENT ENABLEMENT AND PRODUCTIVE COLLABORATION

In its Pleasanton location, ATA Retail is not far from Silicon Valley and competes with some of the IT industry's leading innovators when it comes to hiring technical professionals. As Fujikawa explains, "We are a great place to work, but can't offer the glamour and some of the benefits people may find in larger technology companies. That can make it difficult to recruit and retain good people. Tiempo helps me fill this crucial gap with a team of excellent software engineers and an outstanding program manager, at an extremely competitive cost."

ATA Retail's Tiempo team maintains a collegial partnership with the company's IT group. "If there ever were any concerns about using a nearshore outsource provider, I don't hear them now," says Fujikawa. "Tiempo clearly makes our jobs easier, and they have a non-threatening, complementary approach that emphasizes their accountability and results in a high level of trust from our side."

When people transition in and out of ATA Retail's team, Tiempo is quick to accommodate the client's requests. "What's remarkable about Tiempo is that there are no egos involved," comments Fujikawa. "They make transitions very easy, without the pushback I've seen from other vendors. But they always ask the right questions so they understand how we experience their people and can provide an even better match when somebody new joins."





We follow an agile, customer-centric approach, the Tiempo Quality System or TQS—a structured, fast-moving framework that emphasizes tangible outcomes and collaborative client interactions on a daily basis. TQS allows us to align our customers' software development models and business practices closely with their Tiempo teams' efforts. We also own deep industry and technology expertise. Our software engineers and tech leaders know how to take advantage of the cloud, mobility, big data, social media, and a wide spectrum of development tools to build the software our clients need. Tiempo offers a unique and very successful combination of a nearshore business model, agile methodology, deep expertise, and advanced talent management. We build for you the powerful software that fits your vision and strategy, no matter whether you rely on it to run your own business or whether it is a product you provide to your customers. When time matters, we help you accomplish software releases that deliver the business value you look for with great velocity and most cost-effectively.

OUR COMPANY IS OVER 10 YEARS OLD WITH OVER 250 EMPLOYEES. OUR CONTINUED FAST GROWTH HAS BEEN DOCUMENTED IN INC. 500/5000 (FOR 2011, 2012, 2013, 2014 AND 2015). OUR TARGET CUSTOMERS RANGE FROM FAST GROWTH, WELL FUNDED COMPANIES WITH EXPERIENCED MANAGEMENT TEAMS TO ENTERPRISES WITH A BROAD VARIETY OF CUSTOM SOFTWARE NEEDS.

SOME OF OUR CURRENT SATISFIED CUSTOMERS INCLUDE TRIPWIRE, ADREIMA, WEBPT, ANNEXUS, PLANET DATA, AND PDX, INC.

OUR OFFERING

From conceptualization, through development, to deployment and support, our services are designed to deliver software that helps you realize your strategy and meet your goals. Depending on your specific needs you can take advantage of all of them, or a couple of services.

- Software Development creates the software, following our rapid, agile TQS methodology.
- When you want to understand markets and plan for the software you need, Big Data Analytics provides the most effective tools so you can process and visualize large amounts of data.
- Architecture and Design identifies the structure and design elements that your software solution requires.
- Product Definition translates your ideas and expectations into clearly documented and prioritized software capabilities.
- Tiempo Deployment and Support ensures successful software rollouts and helps you resolve potential issues that could impact your systems and processes.

In addition to company headquarters in Tempe, Arizona, we operate several development centers in Mexico, in time zones close to yours, staffed by highly trained and certified technologists who speak your language and understand your business culture.





THE BENEFITS OF OUR TIEMPO DEVELOPMENT TQS MODEL OVER INTERNAL DEVELOPMENT

- Scalability – Tiempo has the recruiting, training and team building processes in place to scale to meet your needs. No need to consider workspace, equipment, connectivity, licenses, etc.
- Quality – TQS is specifically designed to facilitate successful outsourced software development using self-organizing, self-managed teams with agile discipline. This provides predictably high quality results, allowing your senior management to focus on their core business.
- Costs for our development teams are typically 60% of comparable U.S. teams.

THE BENEFITS OF OUR TIEMPO DEVELOPMENT TQS MODEL OVER OTHER OUTSOURCED MODELS

- Our centers are staffed with professionals living in U.S. time zones and with U.S. culture. Daily agile meetings improve communication and timeliness for higher quality results and less stress.
- TQS methodology delivers improved time to market and a consistently superior product.
- Costs are favorable comparable to offshore outsourcing due to productivity and efficiency gains.

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