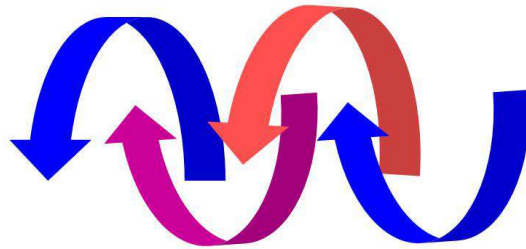


Omni-Channel Distribution

Voice-Powered Omni-Channel Distribution

Distribution Centers • Retail • eCommerce • Catalogue



“AccuSpeechMobile is unlike any solution we’ve seen. Twelve WMS Apps are already voice-enabled and powering our Omni-Channel National DCs and retail stores-- with more apps in the queue. Take a look at AccuSpeechMobile. It might surprise you.”

Kevin Thompson
Sr. Business Process Improvement Manager

Cabela's
WORLD'S FOREMOST OUTFITTER

AccuSpeech *Mobile*

A Vanguard Voice Systems Company

Omni-Channel Distribution

Voice Productivity Across Omni-Channel Distribution Operations

Cabela's Foremost Outfitters is among the elite national retailers speeding response to their customers with a sophisticated *Omni-Channel* approach to inventory, distribution and order fulfilment. Cabela's has fine-tuned its WMSs order fulfilment and inventory applications to support the specific requirements associated with retail, e-commerce and catalogue orders. Furthermore the company's fulfilment systems can satisfy orders originating from any source from both its distribution centers and its 40 retail stores.

With AccuSpeechMobile, Cabela's is fuelling even faster order fulfilment speed and accuracy with voice productivity supporting all its Omni-Channel Manhattan WMS applications at its 4 national distribution centers and 40 retail locations.

To date the Omni-Channel applications **referenced below** have been voice powered and are in full production.

Omni-Channel Distribution Measuring Results Using AccuSpeechMobile Voice Deployment

- Faster Multi- Channel Order Completion
- Extends Voice Productivity: DC to Retail Stores
- Increased Order Accuracy
- Improved Customer Satisfaction
- Improved Inventory Availability & Visibility
- Reduced Training Costs
- Seasonal Workforce "Make Rate" Faster

- Voice Enabled DC and Retail Omni-Channel Apps

Inventory

- Receiving
- Replenishment
- Cycle Count
- Put-to-Store
- Cross-Docking

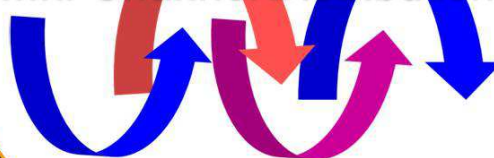


Order Fulfillment

- Retail Stores
- eCommerce
- Catalogue
- Shipping



Omni-Channel Distribution



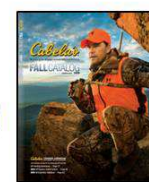
Inventory

- Cycle Count

Retail Stores

Pick, Pack & Ship Apps

- Walk-in
- eCommerce
- Catalogue



Catalogue Orders



eCommerce Orders

AccuSpeech *Mobile*

Omni-Channel Apps: Business Objectives

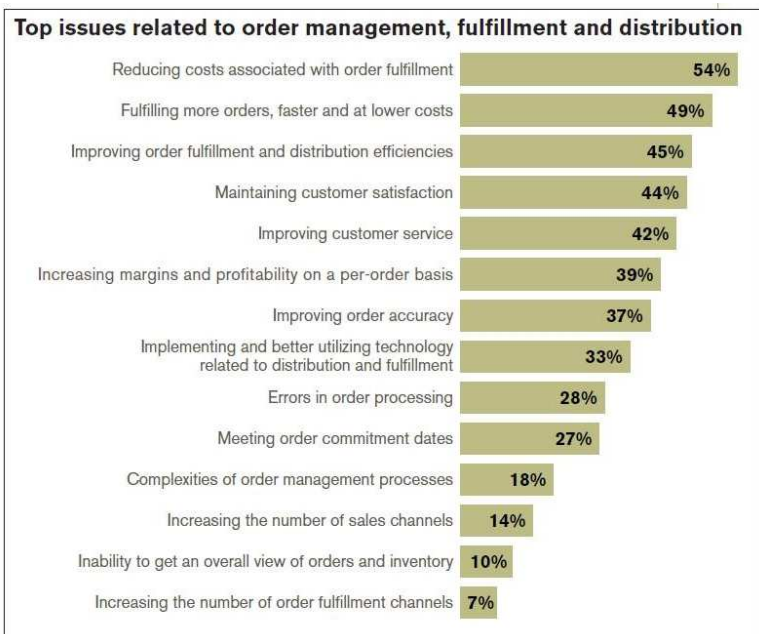
Leading retailers like Cabela's are focused on the ability to satisfy customer orders from *any channel, anytime, from any location*. Retailers are faced with many of the same issues associated with Omni-Channel operations – reducing costs, fulfilling more orders faster at lower costs, improving fulfillment and distribution efficiencies, while maintaining and improving customer satisfaction. **Voice productivity** becomes central when considering the need for increased accuracy, faster delivery and reductions in costs.

“We’re well on our way to saving \$1 Million per year through our voice-powered Omni-Channel picking applications alone – with additional cost savings from increased accuracy improved inventory management, reduced training costs, reduced re-work hours, lower shipping costs and increased customer satisfaction”

Kevin Thompson
Cabela's Foremost Outfitters

Peerless Research Group 2013

“...voice-driven cross-docking and a first-of- its-kind *voice-enabled 'pick, pack & ship'*” application is operational in Cabela’s retail stores fulfilling multi-channel customer orders.”



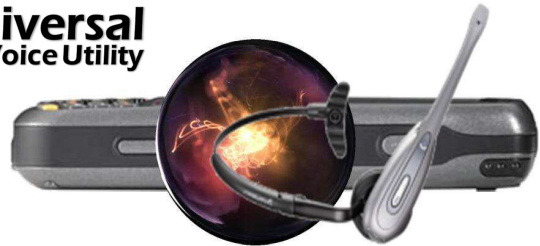
The Cabela's business process improvement and distribution operations teams continued to refine and optimize their warehouse management applications, deploying substantially improved business processes to speed customer order fulfillment. One method to improve their business process was the strategic use of voice productivity using AccuSpeechMobile. With **AccuSpeechMobile's "server-less"** approach to voice-enabling, a broader base of sophisticated commercial or custom applications and work flows are voice-powered easier and faster with all voice integration and voice capabilities being driven solely from Cabela's powerful Motorola devices.

Deploying Voice to Omni-Channel Apps

After being trained to use AccuSpeechMobile's PC-based Voice-Enabling Console, the Cabela's business process improvement team gained complete control of voice-enabling their applications. No consultants, no expensive overhead. The Voice-Enabling Console is so easy to use, only two members of the business process improvement team voice-enable all Cabela's applications, *in addition* to their other non-voice related WMS operational duties. The mobile voice solution avoids any need for server-based integration driving all voice integration and voice capabilities completely from Cabela's mobile devices. A device based integration file is created using the Voice-Enabling Console which is uploaded and operates in real time with AccuSpeechMobile's Universal Voice Utility and the mobile terminal emulator on the mobile device.

From the first fully deployed voice enabled application, the Cabela's team deployed seven (7) Omni-Channel applications in only 18 months. Today additional applications like **cross-docking** and a **first-of-its-kind voice-enabled 'pick, pack and ship'** application is operational in Cabela's retail stores fulfilling orders for walk-in, eCommerce and catalogue customers.

Universal Voice Utility

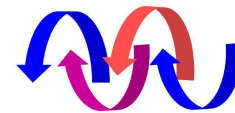


Distribution Center

- Order Fulfillment (Picking)
 - Retail
 - eCommerce
 - Catalogue
- Inventory
 - Receiving
 - Cycle Count
 - Put-to-Store
 - Cross-Docking

In-Store Mobile Retail

- Pick
- Pack
- Ship
- Cycle Count



Integration and Voice Capabilities for all Cabela's Voice - Powered Omni-Channel Apps are Completely Driven from Mobile Devices

“The Cabela's workforce nearly doubles during peak season, as a result of voice productivity our new employees 'make rate' 60% faster, resulting in a significant reduction in training costs.”

Measuring Results

With voice applications at Cabela's expanding throughout and beyond the distribution centers to retail stores, expectations for new productivity gains and faster response to customers are high as the company's Omni-Channel operations expand. According to *Kevin Thompson, Sr. Business Process Improvement Manager*, the deployment of voice has resulted in substantial cost savings with **over \$1 Million alone** in reductions attributed to the voice-powered productivity of picking applications that execute orders for their retail stores, eCommerce and catalogue channels. In addition cost reductions and operational efficiencies have been recognized with:

- **Increased Customer Response & Satisfaction**
- **Training costs have been cut by 60%** -- a substantial achievement as the company's seasonal workforce nearly doubles to 2400 during peak season.
- **Order accuracy has improved by 90%**
- **Cycle Counts Doubled** with Same Workforce
- **Improved Inventory Management:** Reduced outages, reduced re-work hours and shipping costs

“The AccuSpeechMobile Voice-Enabling Console is so easy to use, only two members of the Cabela's business process improvement team voice-enable all Cabela's apps, in addition to their other non-voice related WMS operational duties.”

Distribution Profile

- 4 National Distribution Centers
- 40 Retail Stores
- Omni-Channel Distribution
- 1000 Year Round Workers
- 2400 Workers – Peak Season
- WMS – Manhattan Associates
- Devices: Motorola Solutions
4090 – 9090 – 9190
- Voice: **AccuSpeechMobile**



AccuSpeech *Mobile*

This is the voice innovation you've been waiting for! Now you can deploy a practical voice solution for all your WMS transportation, retail and other supply chain productivity apps. The innovative AccuSpeechMobile voice solution eliminates the costs, complexities and risks associated with older pioneering voice technologies, providing complete voice functionality and integration solely from your powerful warehouse mobile devices. Just imagine a completely mobile solution that eliminates your IT server as the source of costly voice integration with your commercial or custom-built WMS applications. The AccuSpeechMobile device-based Universal Voice Utility installed on your devices and customized by the PC-based Voice-Enabling Console, is a practical, easy-to-deploy solution. It makes voice productivity an affordable alternative for any warehouse operation or networked distribution centers.



Universal Voice Utility

- Seamless Integration
- Map of Fields & Controls
- Grammars & Context
- Voice Functions/Features
- Speech Engine Integration

Any Mobile Application
Warehouse • DC • Mobile Retail
Any Commercial or Custom-Built
Terminal Emulation • WEB • .NET

- Manhattan
 - Discrete Order Picking
 - Cluster Picking
- HighJump
 - Zone Picking
- Redprairie
 - Batch & Put Picking
 - Put-to-Store
- SAP
 - Dynamic Picking
- Oracle
 - Case or Piece Picking
 - Inventory
- Retail
 - Cycle Counting
 - Receiving
- Infor
 - Demand Replenishment
- Royal4
 - Top-Off
- JD Edwards
 - Location Replenishment
 - Refrigeration
- (others)
 - Vehicle Operations
 - Yard Mgmt
 - Cross-Docking

A 'Server-Less' Voice Solution

- Absolutely No Server-based Integration
- No Server-based Interfaces • No Middleware
- No Business Process Changes • No Vendor Interfaces

Device-Based, Seamless Integration with Your WMS Application

Device-Based WMS Integration File



- Map of Fields & Controls
- Grammars & Context

Easy-to-Use Wizard-based Rapid Development Environment (RDE) SDK creates a device-based integration (map and grammar) file that customizes the Universal Voice Utility to deliver seamless voice functionality to your WMS applications.

For More Information Contact:

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AccuSpeech *Mobile*

About AccuSpeechMobile

AccuSpeechMobile is an innovative mobile voice technology that upgrades any mobile workforce application with a fully functional voice-user-interface (VUI). The mobile software solution provides full voice functionality and seamless application integration powered **solely** from your mobile devices.

AccuSpeechMobile is a patented, one-of-a-kind solution adopted and proven by world-class companies.

Now mobile SCM or field service workforces everywhere can achieve greater productivity by using faster, more accurate voice-commands to collect and access the information they need, while maintaining manual and visual focus on their mobile tasks. The mobile solution supports any web, TE, or smart/thick client mobile application, whether *on-premise*, *cloud-based*, *hosted* or *SaaS* mobile implementations. www.vanguardvoice.com

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We Fit Your Life.™

