



Winston Weber & Associates and NextOrbit announce partnership to address the age old retail out-of-stock problem

TAMPA, Florida-July 7, 2015-Winston Weber & Associates, Inc, a management consulting resource for retailers and CPG manufacturers, today announced a strategic alliance with NextOrbit, a leading expert in predicting and mitigating retail out-of-stocks.

The NextOrbit cloud and subscription model is capable of significantly reducing out-of-stocks and providing retailers the opportunity to add at least 1% to 2+% to same store sales. This capability aligns with WWA's emphasis on the evolution of category management and related businesses processes to a shopper centric retailing approach that focuses on the shopper and enhancement of the shopping experience. The combined capabilities of both companies will add considerable value to both retailers and CPG manufacturers.

"The industry has experienced out-of-stocks ranging from 8% to 10% for over 25 years, with 47% of out-of-stocks attributed to store ordering and forecasting and 25% attributed to items being in store, but not on the shelf" said Win Weber, Chairman & CEO of WWA. "Unfortunately, possible solutions have not produced the desired results. Most are too costly, involve too much change and take too long to deliver value. NextOrbit, on the other hand, is a cloud based model with no huge upfront costs, does not require changes in existing systems and delivers a much faster return-on-investment. Importantly, it is the one that definitely has the capability to significantly reduce out-of-stocks.

"We are excited to be working with the WWA team" said Kishore Rajgopal, Founder and CEO of NextOrbit. "WWA has an in-depth understanding of how retailers and suppliers must evolve in an industry that is rapidly changing and they have an understanding of the degree correcting the out-of-stock problem can enhance the shopping experience. This is going to be a very exciting time for both of us"

About Winston Weber Associates

Founded in 1985, Winston Weber & Associates (WWA) is a valuable resource to national and multinational retailers and consumer packaged goods companies in the US, Canada, Mexico, Latin America, Europe, Australia and Asia. Recognized as one of

the original architects of category management and a leader in the evolution to a more shopper centric industry, WWA's areas of expertise include strategic direction, organization design, business process reengineering, collaborative planning, category management evolution to shopper centric solutions planning, merchandising/marketing, retailer operational efficiency and skills development. WWA is headquartered in Tampa, Florida. For more information visit <http://www.winstonweber.com> or contact Win Weber at winweber@winstonweber.com.

About NextOrbit Inc

Founded in 2013, NextOrbit is a cloud platform serving Retailers and consumer packaged Brands in US, Europe, Canada, Latin America, Australia and Asia. NextOrbit's predictive store ordering and OOS (Out of stock) alerts enables Retailers (and CPG brands) to mitigate Out of stock, optimize inventory on fast and slow moving skus and enhance shopper experience.

NextOrbit's algorithms and IP (Intellectual Property) blend Retailer data (Point of Sale, Store Receipts etc) along with context data (weather, local events, macroeconomics, demographics, competitive promotions, social media comments, holidays) to produce fine grained OOS (out of stock) alerts.

NextOrbit's subscription model allow Retailers (and CP brands) to experience benefits by trying on a subset of stores and SKUs before committing to larger scope implementations.

NextOrbit is headquartered in Frisco TX with its product development center in Bangalore India. For more information visit <http://www.nextorbit.com> or contact Kishore Rajgopal at kishore.rajgopal@nextorbit.com