



Simply Powerful Compliance

Technical Overview

January 4th, 2010

What is compliantia?

The image shows a screenshot of the Compliantia web dashboard on the left and a BlackBerry mobile device on the right displaying the mobile interface.

Web Dashboard:

- Navigation: Dashboard, Compliance (selected), Reports, Admin
- User: Fabien Tiburoe, Role: Brand Administrator
- Section: Compliance Dashboard
- Sub-section: Store Standards 2009/2010 at 0003 on 2009-08-20
- Visit Info: This visit has 2 images, Attach another image to the visit
- Location: 0003
- Form: Store Standards 2009/2010
- Date Of Visit: 2009-08-20
- Notes: What a top performing store should look like! Took photos of end of aisle
- Score: 100 (23/23)
- Status: Completed
- Store Exterior Checklist:
 1. Parking lot clean of litter(1)
 2. Store hours clearly posted(1)
 3. Access to person with disability(1)
 4. Signage in good working order(1)
 5. Flyers at the door(1)
 6. Promo banners up and current(1)
 7. Doors in good working order(1)
 8. No caddie and obstruction at door(1)
 9. Windows clean(1)
 10. Garbage bins clean and not overflowing
- Store Interior Checklist:
 1. Aisle labels up(1)
 2. Store lighting in good order(1)
 3. Magazine rack properly stocked(1)
 4. Baskets available(1)
 5. End of aisle specials on display(1)
 6. Cash registers open, no lineup(1)
 7. Newspapers & magazines near check-out(1)
 8. Sales signage up and current(1)
 9. Seasonal products on display(1)
- Frozen

BlackBerry Mobile Interface:

- Header: compliantia mobile
- Logo: YOUR LOGO ✓
- User: Fabien Tiburoe, Brand Administrator
- Affiliation: Affiliated with 5 stores
- Buttons: Begin visit, Search visits
- Recent visits:
 - Halloween 2009 at 0003 on 2009-08-28
 - Back to School 2009 at 0001 on 2009-08-28

- An innovative operational compliance service for the retail marketplace
- A Software as a Service (SaaS) solution that is low risk, low cost, low barrier of entry
- A platform to define, verify and report on operational compliance with retail standards, events and programs
- A service that integrates your store list and organizational hierarchy
- Completely customizable and real-time
- Available on the Web. On the BlackBerry™. Anywhere.

What are the core technologies?

Open-source, best-practices stack with a proven track record of reliability and scalability in the enterprise and at some of the world's largest web properties.

- Web-based application. Standards based. Fully XHTML Strict compliant.
- Runs on all major browsers including Internet Explorer 6 and up, Mozilla Firefox and Google Chrome.
- Server-side Java, Grails, Spring, Hibernate
- Apache Tomcat
- Postgresql
- Linux

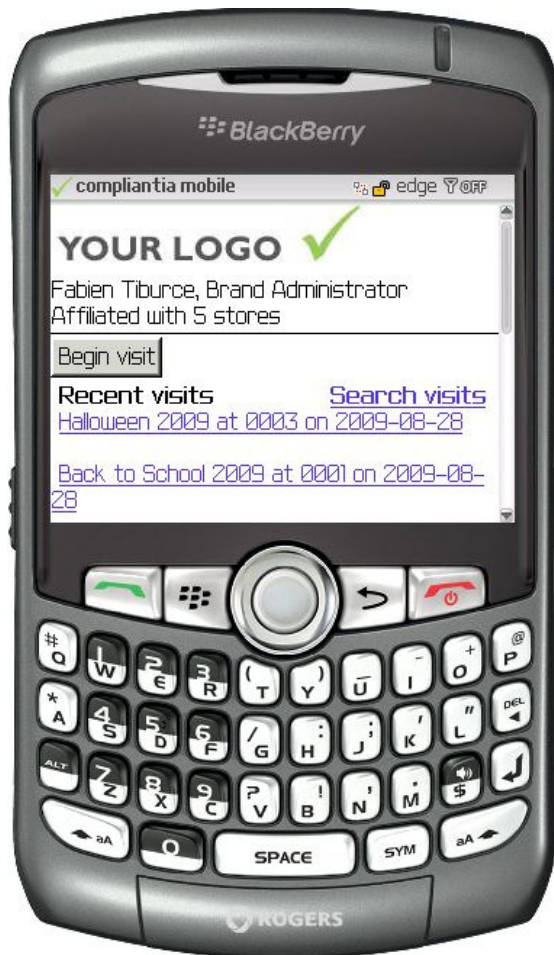
Do we install it locally?

- compliantia.com is a Software as a Service (SaaS) solution. It is available to retail customers as a turn key, fully hosted application.
- Large organizations may opt to maintain store and user lists using automated data feeds. Alternatively compliantia can use a public Web or LDAP based API for store list and authentication, if one is available.
- The IT department is also involved in ensuring store routers, if applicable, are configured to go to compliantia.com (in case management has determined that store owners and managers need to log in to compliantia.com's web interface)
- There is no configuration needed to use the blackberry interface. The ability to use the built-in browser and go to compliantia.com is the only requirement.

Where does it run?

- compliantia.com is hosted at RackSpace™, a leading provider of managed servers and cloud-hosting solutions with a heavily redundant infrastructure and secured facilities.
- compliantia is highly available. Production application servers are load-balanced. Databases are distributed and backed-up daily.

BlackBerry Interface



- The compliantia interface has been optimized for micro-browsers, the BlackBerry™ and iPhone™ in particular.
- The mobile interface does not use JavaScript files nor style sheets. Mobile smart phones can be used out of the box with default settings.
- The application is optimized for low bandwidth. One image only, streamlined html. Loads quickly, consumes little bandwidth.