

Provide Commerce Selects HighJump Software's Supply Chain Execution Suite to Manage High-Velocity Operations for Its Perishable Products

EDEN PRAIRIE, Minn.--([BUSINESS WIRE](#))--HighJump Software, a 3M company, a global provider of adaptable supply chain execution solutions, today announced that Provide Commerce has selected the HighJump Supply Chain Advantage suite to manage its fast-growing operations. Provide Commerce, an online retailer of perishable goods such as flowers, fruit, sweets and premium meats, will implement the HighJump solutions in five distribution centers across the country. Q4, the supply chain systems design and implementation division of Fortna Inc., assisted Provide Commerce in the selection and will take part in the system implementation.

Provide Commerce's brands include ProFlowers, Secret Spoon Sweets, Uptown Prime, Sharies Berries and Cherry Moon Farms. The company's 30 percent year over year annual growth rates for each of the past six years led it to search for a warehouse management system capable of scaling to meet the demands of volume projections. Provide Commerce evaluated ERP and best-of-breed systems before selecting HighJump Supply Chain Advantage.

Key to its decision were the need to effectively manage more than 52 inventory turns per year and build a more sophisticated vendor quality program that will include lot traceability for each individual customer order. Additionally, with the largest portion of its business generated by ProFlowers, Provide Commerce must manage incredible volume increases associated with holidays such as Valentine's Day and Mother's Day.

"We expect the system to deliver much greater visibility into our operations, enabling company-wide improvements in our order fulfillment and customer service levels," said Curtis McConnell, Program Manager of Supply Chain Systems, Provide Commerce. "We have many processes that are unique to both the floral industry as well as ProFlowers that we can't afford to change, and the adaptability of HighJump Software's suite will allow us to preserve our competitive advantages as well as automate many of our manual processes. We are really looking forward to working with HighJump Software and Q4 on this initiative."

"HighJump Software is consistently a top choice for fast-growth companies with complex distribution operations," said Joe Blauert, chief operating officer, HighJump Software. "We're extremely pleased to be joining forces with Q4 to provide a strong foundation for Provide Commerce's continued expansion."

"We are pleased to be working with Provide Commerce and HighJump Software on this project," said Patti Satterfield, vice president, Fortna. "We're confident Provide Commerce will benefit from the combination of HighJump Software's robust, adaptable supply chain execution systems and Q4's expertise in designing and implementing solutions to meet their business goals."

About Provide Commerce, Inc.

Provide Commerce(SM) operates an e-commerce marketplace of Web sites for perishable goods that consistently delivers fresh, high-quality products direct from the supplier to the customer at competitive prices. The Company's platform combines an online storefront, supply chain management technology, and established supplier relationships to create a market platform that bypasses traditional supply chains of wholesalers, distributors and retailers. Provide Commerce launched its marketplace in 1998 to sell and deliver fresh cut flowers for everyday and special occasions such as Thanksgiving, Christmas, birthday and anniversary events, through its ProFlowers(R) brand and Web site, www.proflowers.com. Provide Commerce also offers fresh fruit, delectable sweets and premium meat direct from the supplier through its Gourmet Food Business Unit. To date,

these offerings consist of Cherry Moon Farms(SM), www.cherrymoonfarms.com, Secret Spoon(SM), www.secretspoon.com, and Uptown Prime(R), www.uptownprime.com. For more information, please visit www.prvd.com.

About Q4, the System Implementation Division of Fortna

Q4 designs, implements and supports total supply chain solutions for our clients by delivering business-goal focused strategies. Our balanced approach of operational improvements combined with systems expertise and organizational excellence provide solid supply chain solutions that can be implemented and managed for long term success. Q4's integrated services and unmatched supply chain design tools have provided long term relationships with clients in a wide range of industries including apparel and footwear, multi-channel retail, consumer products, third party logistics, auto parts, and electronics. www.fortna.com

About HighJump Software, a 3M Company

More than 1,300 customers worldwide are transforming their supply chains with solutions from HighJump Software, a 3M company. HighJump Software is a leading provider of supply chain execution solutions that streamline the flow of inventory and information from source through consumption. HighJump Software's functionally rich, highly adaptable solutions create a global execution platform spanning the supply network, manufacturing, warehousing, transportation and delivery. As an independent subsidiary in the 3M family of companies, HighJump Software delivers on a century-old commitment to innovation and quality. www.highjumpsoftware.com

About 3M - A Global, Diversified Technology Company

Every day, 3M people find new ways to make amazing things happen. Wherever they are, whatever they do, the company's customers know they can rely on 3M to help make their lives better. 3M's brands include Scotch, Post-it, Scotchgard, Thinsulate, Scotch-Brite, Filtrete, Command and Vikuiti. Serving customers in more than 200 countries around the world, the people of 3M use their expertise, technologies and global strength to lead in major markets including consumer and office; display and graphics; electronics and telecommunications; safety, security and protection services; health care; industrial and transportation. For more information, including the latest product and technology news, visit www.3M.com.

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