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ULTA CHOOSES SAP FOR WORKFORCE MANAGEMENT SOLUTION

Partners with itelligence to implement SAP™ Retail Workforce Management

CINCINNATI, Ohio, May 17, 2004 – itelligence today announced that ULTA Salon, Cosmetics & Fragrance Inc. has selected SAP Retail Workforce Management. ULTA, a nationwide leading retail beauty products supplier, will use SAP Workforce Management to manage labor resources for superior customer service and sales performance. itelligence, a leading global full-service SAP provider, was chosen to implement the SAP solution.

“ULTA’s goal is to provide outstanding service and beauty advice to all of our guests in all of our stores,” said Greg Smolarek, Senior Vice President of Information Systems, ULTA. “The workforce management solution from SAP will allow us to create optimal work schedules that provide maximum service coverage at each store while making sure that all of the *other* tasks are performed efficiently and insync with corporate labor standards. Our goal is not to cut the payroll but to increase sales by ensuring that more of every employee’s time is spent servicing our guests. The centralized solution will allow us to provide the key metrics to all parts of the busines and the ability to quickly adapt to the constantly changing landscape. Ulta has recently gone through a successful implementation of SAP CRM and looks foward to continuing to improve the business by working with SAP and itelligence.”

“The workforce management solution from SAP brings retail stores and headquarters together for more strategic decision-making and deployment of resources,” said Jim McMurray, senior vice president, SAP. “By selecting SAP for Retail and partnering with itelligence, ULTA gains a competitive advantage through a centralized solution and retail-specific functionality.”

“We are proud of our ongoing partnership with ULTA,” said Steve Niesman, itelligence CEO and president. “This agreement reflects our successful relationship as ULTA’s SAP implementation partner and its continued faith in our expertise in retail mid-size businesses.”

itelligence consultants had previously replaced ULTA’s legacy system with an integrated suite from SAP, enabling the retailer to accurately forecast how much it will need to have on shelves. This resulted in raising in-store stock from 96 to 98 percent and increasing inventory turns, the number of times per year businesses are able to sell off their complete inventory of finished goods, by 30 percent.

ULTA, with stores in 18 states, offers customers outstanding beauty advice in a relaxed, help-yourself atmosphere. Its stores combine the best of three worlds under one roof – salon, department store, and drug store – in locations that are single beauty destinations for women wishing to simplify their lives.

About SAP

SAP is the world's leading provider of e-business software solutions. Through the mySAP.com e-business platform, people in businesses around the globe are improving relationships with customers and partners, streamlining operations, and achieving significant efficiencies throughout their supply chains. Today, more than 15,000 companies in over 120 countries run more than 36,000 installations of SAP software. With subsidiaries in over 50 countries, the company is listed on several exchanges including the Frankfurt stock exchange and NYSE under the symbol "SAP." (Additional information at <http://www.sap.com>).

About itelligence

itelligence is the leading global, small to mid-market business full-service SAP provider. We offer a full-scope of SAP services, including SAP consultancy, system integration, licensing, outsourcing, education, help desk support and hosting. Itelligence is a wholly owned subsidiary of itelligence AG, a global consulting organization with 1,000 dedicated employees in 15 countries. One of only 12 consulting firms to earn SAP Global Partner status, itelligence has been SAP's worldwide partner since 1993.

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