

## Improving Responsiveness and Business Insight with Retail Analytics

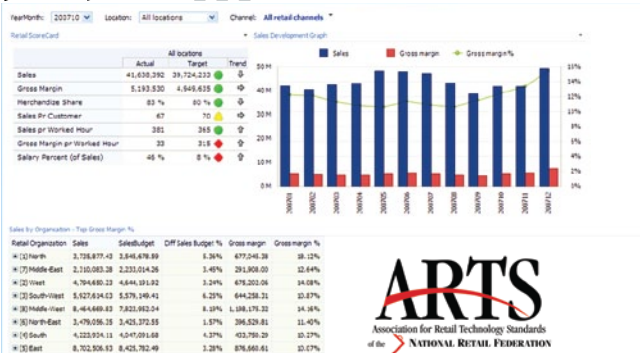
In a period of economic uncertainty, finding ways to save money while addressing customers' needs is critical to the success of your business. As retailers, you face a number of on-going trends and challenges that must be addressed to optimize responsiveness to your customers. Successful retail organizations have seen increased growth and profitability by delivering on the following key business imperatives:

### Gaining Insight Across Sales Channels and Your Retail Network

- Timely views of sales activity with access to information from point-of-sale systems to easily track sales performance and customer buying trends.
- Provide store managers access to store data and comparative performance to other stores in the same chain or through out the enterprise.
- Rapid access to operational data to provide buyers and merchandisers a clear picture of day-to-day business, supporting improved assortment planning and store clustering.

### Customer Service Excellence

- Analyze current and historical sales information to understand trends such as seasonal or regional sales and better shape promotions and marketing campaigns.
- Review customer buying habits integrated with loyalty programs to create targeted promotions.



A sample dashboard highlighting key performance indicators across multiple stores and regions.

### Solution Highlights

- ✓ Consolidated information available to users based on roles using intuitive dashboards providing analysis for:
  - Store, Category and Vendor Performance
  - Promotion Effectiveness
- ✓ Partnerships with industry leaders like ProfitBase, to providing retail specific solutions endorsed by the National Retail Federation's Association for Retail Technology Standards (ARTS)
- ✓ A full set of business and connector templates for a variety of source systems to speed deployment and reduce costs and risks.
- ✓ Experience developing and implementing business intelligence solutions at leading Canadian Retailers

### Low Total Cost of Ownership (TCO)

- Effective analysis of inventory at stores and distribution centres to drive design of optimal replenishment plans and reduce out-of-stock situations.
- Drive rapid decision-making for key business stakeholders; for example the ability to analyze and understand product sales and consumer trends and habits.
- Analyze product returns to understand reasons and help minimize loss.

### Improved Business Insight Through Retail Analytics

Ideaca has experience delivering insight to retailers by providing 360 visibility to your business. Our solutions, based on the ProfitBase retail analytics platform offer a comprehensive set of ARTS compliant metrics and key performance indicators (KPI's). Our solution optimizes performance and delivers bottom line results by providing role-based access to information such as;

- Store, Category and Vendor Performance
- Low Margin SKUs and Stock Out Visibility
- Optimized Product Mix
- Pull-Thru SKUs
- Promotion Effectiveness



## What can you expect?

### Value-Driven Solutions

The ability to deliver real-time business intelligence is recognized as critical for best-in-class retailers. Empowering decision makers with good information to predict customer buying trends, plan more effective promotions, control and improve margins and improve category performance is essential to help overcome business challenges, execute against imperatives and drive business benefits across the organization.

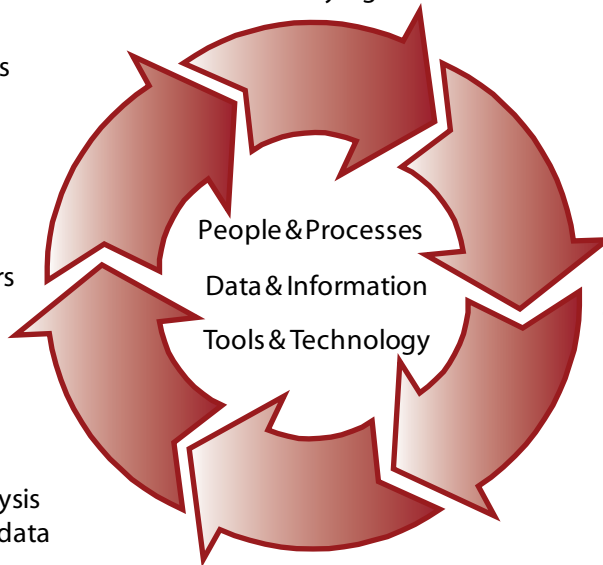
#### Reduce 'stock-outs' to improve sales and customer satisfaction.

Optimize staffing levels during peak/slow periods

Identify sweetheaters and reduce shrinkage

Optimize promotions through analysis of customer data

Interpret patterns in historical data to predict customer buying trends



Frequent and accurate comparison of store and category performance

#### Increase supply chain visibility and insight.

Improve visibility of top selling products

Gain walletshare from existing customers through basket analysis

Measure and learn from customer behavior to quickly develop and sell new products

#### Reduce inventory and improve turn-over.

#### Secure customer loyalty to drive increases in margin and revenues.

### How Can We Help You?

Our experienced team of retail consultants coupled with our solution accelerators and an integrated software offering from Microsoft are all critical components to minimize your risk, optimize your performance and reduce your total cost of ownership.

To learn more about Ideaca's Retail solutions contact **1-866-816-IDEA x5157**, or e-mail [sales@ideaca.com](mailto:sales@ideaca.com).



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