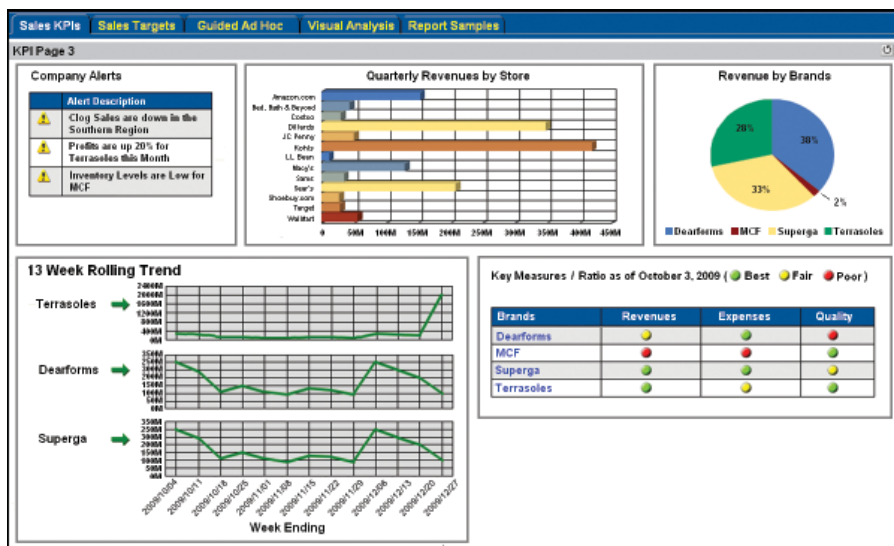


Information Builders enables agile information solutions with the WebFOCUS business intelligence (BI) platform and integration technologies from iWay Software.

# Introducing Retail Insight

1010data and Information Builders Deliver Powerful Analytics to Retailers

Introducing Retail Insight



WebFOCUS sales dashboards meet the needs for today's retailers – from inventory tracking and sales analysis, to vendor performance monitoring and demand forecasting.

Operating in a highly segmented consumer market, retailers rely heavily on intelligence gained via customer analysis. Successful data warehouse efforts to drive analytics processes can increase sales, boost productivity, decrease inventory, and improve customer loyalty.

Populating the retail data warehouse begins at the point of sale. Item-level information and pricing are accepted as part of the retail transaction, but consumers are reluctant to provide personal information, leaving retailers to focus on other data collection techniques.

Still, data warehouses are being pushed to their limit in both capacity and performance as data volumes expand into the tens of terabytes. It's not unusual for a mid-size, 100-store specialty hard-lines retailer to have upward of 100,000 SKUs and process nearly 30,000 sales each day. Department stores track closer to 1,000,000 SKUs on sales transactions. Variables such as seasonal sales, promotions, multi-sourced inventory, and a commissioned sales staff create large numbers that need to be managed.

Tapping into transaction data strengthens sales promotions, improves merchandise assortments with store and vendor tracking, and streamlines budgeting and sourcing of

new store locations. Some retailers are tying their risk, fraud, and predictive analytic management applications into item and transactional data to transform their informational performance.

Retailers need a tool that gives them a singular view of their entire organization and fosters smarter decisions in near real time. The ability to model and predict the impact of merchandising decisions could result in tenfold improvement to the speed, intelligence, simplicity, and cost-effectiveness of business processes.

### **Retail Insight**

Combining the ease of use and flexibility of Information Builders WebFOCUS business intelligence (BI) platform on the front end with 1010data's unmatched data warehousing power at the back end redefines the potential impact of analytics in the retail industry. Retail Insight gives retailers a transparent view of their entire enterprise so they can answer all questions about the business – enabling better customer awareness, complete market basket analysis, operations support, vendor portal visibility, loss prevention support, supply-chain visibility, and improved profitability.

Together, Information Builders and 1010data empower retailers to make timely, relevant, and complete information readily available to anyone who impacts their business, including executives, line-of-business directors, merchandising managers, warehouse and store staff, suppliers, customers, and external partners. With powerful information management solutions, retailers can collect and consolidate information from a variety of sources, including point-of-sale, inventory, and customer relationship management (CRM) systems to improve the tracking, execution, and management of such vital activities.

### **How It Works – Bringing It All Together**

iWay Software's integration solutions empower retail organizations to rapidly and economically join systems located throughout their entire enterprise. Enterprise information management (EIM) solutions clean, correct, and update data to ensure what is placed into 1010data's warehouse is used more efficiently and effectively.

Data residing in disparate systems and documents is nearly impossible to leverage for competitive advantage. As a result, executives, managers, and employees make critical business decisions based on information that is incomplete, incorrect, or outdated.

iWay facilitates the real-time management of any information across your entire enterprise, and integrates it into 1010data. Regardless of where your data resides, whether it's structured or unstructured, iWay can seamlessly integrate, enrich, and transform it into relevant and timely intelligence.

You'll experience:

- Unparalleled data integration and quality management via batch or real-time methods, with support for any rules, reference data, or technology platforms
- Direct access to content from 1010data and any other data source, warehouse, or application
- Real-time data retrieval and analysis
- Complete visibility into all business events through comprehensive activity monitoring
- Comprehensive data quality services to ensure optimum accuracy, timeliness, and reliability

- End-to-end metadata and master data management
- Speed and high performance allowing millions of records to be retrieved, transformed, and moved in minutes, with real-time information access in just milliseconds
- Integrated, advanced extract, transform, and load (ETL) capabilities, including dynamic capture of events and changed data
- Maximum scalability to support future metadata management, business process automation (BPA), or business-to-business (B2B) integration needs

### Business Intelligence for Retailers

Once integrated into 1010data, WebFOCUS enables retailers to analyze, predict, and act quickly on big decisions related to market conditions, as well as the variety of little decisions that sales associates make each day. Retail Insight provides transparency into:

- Supply and demand patterns, so you can quickly respond to out-of-stock or overstock situations
- Customer segments, to better understand who they are and which ones are valuable
- Promotions and offers so you can optimize for higher redemption and response
- Assortments, to help you localize for different markets and customer segments
- Key cost drivers in your operation to increase efficiency
- Key metrics such as sales, labor, inventory, market basket, share of wallet, and promotion effectiveness
- Turnover and employee productivity
- Performance across stores, channels, regions, and divisions
- Merchandise levels, out-of-stocks, and inventory costs

Retail Insight helps drive growth via a thorough understanding of all the factors influencing your business – including customer demand. Tying all your systems together and layering in BI will allow you to enact the following types of analysis:

**Customer Profitability.** Projects the initial sales curve and lifetime value of a customer relationship, enabling more effective use of marketing, sales, and service investments

**Channel Usage and Profitability.** Assesses and predicts the most suitable and efficient channels for each customer and contact activity

**Product Preference and Profitability.** Assesses value and ROI on a product basis across customer groups and channels

**Bundling/Cross-Selling/Up-Selling.** Identifies products that complement each other

**Customer Loyalty/Churn.** Monitors customer loyalty: which customers are likely to leave, when that is likely to occur, and what factors influence decisions to stay or go

**Demand Forecasting.** Generates reliable estimates of short-, medium-, and long-term demand, so services, products, and distribution plans are always in place to meet customer expectations

**Market-Basket Analysis.** Assesses links and patterns in the mix of customer choices/responses with a view to improving cross-sell/up-sell opportunities and product introductions, maximizing Web site browse-to-action conversions, and using loyalty promotions to increase retention

**Customer Segmentation.** Divides the market into groups that share common characteristics to support manageable, accurate, time-based market response propensity models

## Find Out More

To find out how our solutions can help your company succeed, talk to an Information Builders representative today. Contact your local Information Builders office, visit us at **informationbuilders.com**, or in the U.S. and Canada, call **(800) 969-4636**.

**Event-Trigger Analysis.** Illustrates correlations between events, such as demographic changes or holidays, and the implications of those events

**Marketing Optimization.** Incorporates information about customers, offers, and channels; factors in business objectives and resource/channel constraints; and calculates the optimal mix of choices for a campaign

### Immediate Results

The largest discount retailer in the U.S. – based on number of stores – currently generates more than five billion data records each year and has accumulated more than 70 billion records of historical and operational data. Rapidly growing volumes of data have exhausted the company's existing data warehouse infrastructure, so it has turned to 1010data and Information Builders to access a "single version of the truth" at the most granular level of detail possible.

Ultimately, 1010data and Information Builders helped this retailer analyze the efficacy of market basket productivity, determining that keeping the stores open just 30 minutes more per day could generate more than \$500 million in additional revenue. Retailers can optimize efficiency and maximize productivity by seamlessly tying together all information assets, enhancing key processes, and making strategic use of corporate data to fulfill corporate mandates such as:

- Reduce imminent out-of-stocks
- Reduce overstocks and stale inventory
- Develop shopper segmentation
- Reduce new hire training
- Make decisions based on data not instinct
- View cross-channel inventory and demand
- Identify sales swings at the store level

### About 1010data

1010data was founded in 2000 by pioneers of large-scale data systems on Wall Street. Drawing on that experience and new technologies, the company developed a Web-based service and the underlying software that makes it easy to acquire, organize, manage, and analyze large volumes of complex, interrelated data.

### About Information Builders

Information Builders' award-winning combination of business intelligence (BI) and enterprise integration software has been providing innovative solutions to more than 12,000 customers for the past 35 years. WebFOCUS is the world's most widely utilized BI platform. It provides the security, scalability, and flexibility needed at every level of global extended enterprises. Its simplicity helps create executive, analytical, and operational applications that reach dozens to millions of users. Information Builders' iWay Software suite provides state of the art, multi-purpose, pre-built integration components that address all SOA, application, data and information management requirements. Its integration adapters have been adopted by the leading software platform providers.



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 Printed in the U.S.A.  
on recycled paper