



"The combination of Analysis Services and ProClarity has no data integration hurdles and gives us so much more power and flexibility. We have not only solved the scalability problem, we can also produce reports much more quickly than we were able to previously. The speed at which the data is presented to the users is phenomenal; they can view reports instantaneously that show all the products sold across all the outlets - that's 2.8 million data values."

Steve White
EPOS & MIS Development Manager
Scottish & Newcastle Retail

Situation Overview

In Retailing, traditional and new growth companies face a compelling landscape. Emerging concepts, channels and trends have altered fundamental principles that had stood in the industry for generations. Core business performance is impacted by an ever-growing list of internal and external factors outside of a company's direct control. Demographic trends, globalization, currency movements, mergers and acquisitions, non traditional and emerging channel growth and consolidation, mass media and brand proliferation today create issues that must be addressed in order to assure long-term success for retailers.

The growth of technology and information tools offers process discovery and measurement options that can drive fact based decisions from which a strategic course of action can be developed. Winning companies will manage their performance in a proactive process and from this have the chance to build long-term sustainable results.

Compelling Questions

Across every function within a retail company, performance is driven by the management of data to answer the needs and the results of the business. While data provides discovery, it creates a climate raising questions, which will impact the operation of the business.

- How can the information from market research that discovers consumer preferences and uncovers channel concepts affect performance and brand development opportunities?
- Can the efforts of media and pricing strategies be used to drive consumer behavior and brand development?
- How will measuring channel sales performance and Category Management assist in buying negotiations with suppliers/vendors for brand and category profitability?
- Can supply chain operations, be enhanced through the management of in-store labor budgets, product acquisition, shelf/sku management, inventory control and distribution?

Key Applications

In order to answer the pressing questions they face in retail, decision makers need to be able to easily uncover and clearly communicate key performance criteria including:

- **E-business:** click-stream data, associated sales data, electronic promotions tracking
- **Customer Relationship Management (CRM):** purchase patterns, preferred payment methods, targeted/customized sales messages and product offerings
- **Merchandise Management:** just-in-time delivery figures, inventory reporting, forecasting, weeks of supply, seasonal demand, high popularity items, sell-through rate
- **Category Management:** analyzing sales, promotions, assortment, pricing, and shelf roles; existing strategies vs. purchase trends comparison and product affinities
- **Market Basket Analysis:** product attachment rates, demographic baskets, brand switching, customer loyalty, core items, up-sell, cross-sell, placement, etc.
- **Store Operations:** asset and inventory turnover, sales and margins, comp store sales, reallocation and direct-to-store delivery, front-store sales, sales per square foot
- **Loss Prevention:** inventory disparities, return rates, cancels, markdowns and back-orders



Select Retail Customers:

The Body Shop
buy.com
CompUSA
Custom Food Group
Kerry Group
Marshalls
Nordstrom
OnePrice Clothing
Publix
Scottish & Newcastle Retail
Winn-Dixie Stores

ProClarity Helps Solve Retail Business Problems

Providing that data is well organized and managed in a data mart using state-of-the-art technology such as Microsoft® Analysis Services, ProClarity® Analytics Platform provides analytics to enable:

- Intuitive information exploration that any user can employ from their desktop for timely, more accurate planning or inventory control.
- Flexible solutions that help retail organizations share information across the enterprise (among store and regional managers) using popular productivity tools.
- Superior custom decision support applications that manage vast amounts of product and market data.

Benefits of the ProClarity Product Family

The ProClarity Analytics Platform with a middle-tier server component, allows for varying user requirements to be scaled across an enterprise. For those analysts needing to drill deeply into data for greater understanding, the desktop components provide full functionality. The rich client enables web-based reports for those who need to analyze active reports. Users who require constant situational monitoring (sales or supply-chain analysis, for example) can receive dashboard-style updates wherever and whenever required.

Additional business benefits of the analytic application platform include promoting collaboration and workflow. The process of sharing improved data understanding increases collaboration, the fact that these are electronic files aids dissemination and workflow. This all amounts to a closed-loop decision-making system with output from analysis being captured as briefing books for ongoing decision-making.

ProClarity Analytics Platform

The ProClarity Analytics Platform 5 is a customizable software environment that directly influences business performance by delivering structured and actionable analytics to decision makers in real time. At its core is the ProClarity Analytics Server, a middle tier server that is also a repository where company wide collaboration and analysis takes place. Users can interact with ProClarity across any net: -intra, extra or Internet, via our thin, rich or desktop client interfaces. Power options include the ProClarity Business Reporter for Excel and the ProClarity Selector.

ProClarity International b.v.
Waterman 7b, 5215MX 's-Hertogenbosch
The Netherlands
+31.73.681.0800
sales@proclarity.nl

ProClarity Corporation
500 South 10th Street
Boise, ID 83707
(208) 344-1630
sales@proclarity.com
www.ProClarity.com

ProClarity Asia
105 Cecil Street
#11 - 04, The Octagon
Singapore 069534
+65 6293 6879
sales@proclarity.nl