

Retail Analytics and Reporting Solution

Everyday retailers need to track margins, slash inventory levels, negotiate with suppliers for better terms, and understand their customers to design promotional campaigns and stock the right products. But how can you do all this when your data is spread across multiple systems, inside and outside the organization? Retailers in every category need as much support as they can get when deciding where to operate, what they should stock, which customers are most profitable and how much to communicate with them. Without timely visibility into data from across the retail supply chain, insight into strategic questions comes too late to avoid costly mistakes.

“The key to success in today’s challenging economy is not lots and lots of raw data – it’s the ability to understand that data so you can make effective business decisions, manage costs and find opportunities to unlock value that might have otherwise been overlooked.”

— Wendy LaHaye, Vice President IT, Order Motion

How easily can you answer the following questions today?



- Who are my best customers and what do they buy?
- The average number of items a customer purchases is declining, what can I do about it?
- Is my marketing budget channeled for maximum return?
- What kind of lift did we get from the last promotion?
- How can I better reconcile open orders against the financial plan?

Traditionally, the answers to these questions are found using simplistic query and reporting tools coupled with instinct and intuition. Spreadsheet analysis provides rudimentary understanding of the business, but it can’t provide the kinds of answers you need to be proactive, differentiated, and to sustain success.

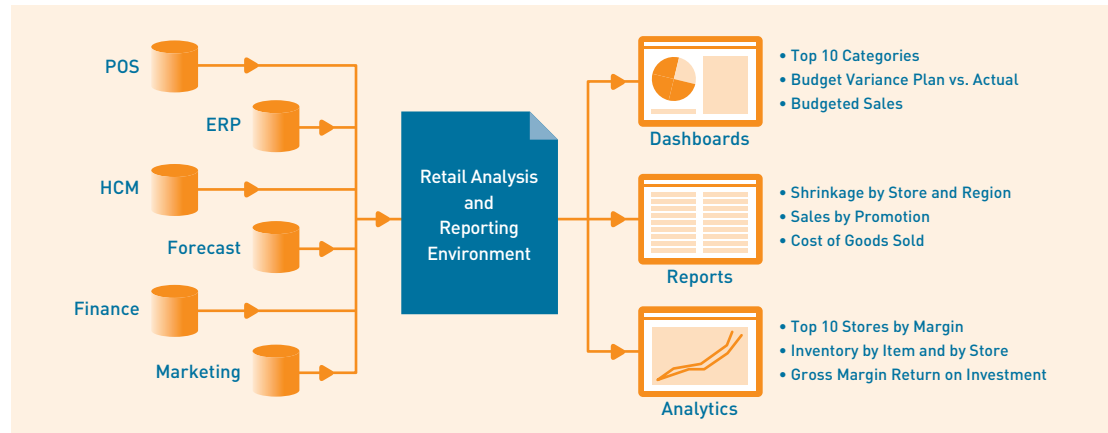
Break Down Data Silos—and Get the Big Picture on What Sells

PivotLink’s On-demand Retail Analytics and Reporting solution delivers valuable insight to formulate business strategies and performance metrics for individual stores, products, and campaigns while maximizing both customer satisfaction and profitability. It enables any user to make decisions now – not in a week or a month – to drive better business outcomes. For retailers whose success or failure depends upon accurate and timely decisions, on-demand retail analytic tools can make all the difference.

On-Demand Benefits

- Lower TCO
- Faster implementation and upgrade cycles
- Increased scalability of both users and data
- Self-service report generation
- Unburden IT

Today's retailers need flexible systems that offer fast, data-intensive analysis for insight into what sells, when, why, and to whom. PivotLink's On-demand Retail Analytics and Reporting solution allows you to combat razor-thin margins by breaking down boundaries between critical data sources like sales, inventory, POS, merchandise planning, marketing and financial. Easy-to-use self-service tools help you aggregate data, perform ad hoc queries and analyze billions of rows of data, down to the most granular detail of individual transactions. PivotLink gives you quick and easy access to critical business metrics like highest gross-margin SKUs, inventory turns and stock levels, order status, supply chain costs, and store comparisons. Dashboards and secure collaboration features enable you to share vital information to drive profitable supplier relationships and lean supply chain operations.



Features:

- Combine data from multiple sources
- Self-service analytic and reporting tools
- Dashboard views for retail management, suppliers, and distributors
- Instant insight into critical business information across the supply chain
- Scalable to thousands of users – easily and affordably

Benefits:

- Target the right customers with the right messages at the right time—for maximum customer relationship value.
- Optimize the selection, placement, and promotion of merchandise across all geographies, store locations, and store displays.
- Streamline retail operations such as real estate decisions, staffing levels, and IT portfolio management.
- Assess individual store or whole enterprise performance to understand where changes will yield the greatest benefit to strategic goals.

ABOUT PIVOTLINK

San Francisco, CA based PivotLink is privately held, rapidly growing company leading the industry in BI technology innovation. We pride ourselves on drastically reducing the cost and time required for implementing business intelligence. Visit us at www.pivotlink.com

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