

## **Relational Solutions, Inc.**

*POSmart*



### **Business Challenge**

How can a consumer goods company manage consumption level Point-of-Sale store level data coming in a multitude of disparate formats from mass retailers such as Wal-Mart, Kmart, Target, Walgreens, CVS, department stores, supermarkets, and so on.

### **Solution Description**

POSmart automates the integration of disparate downstream POS store level data from mass retailers, combines it with internal data such as shipments, forecasts and promotions to give our consumer goods customers a complete picture of their sales, promotions, exceptions, inventory and sell-through.

### **Value Proposition**

Relational Solutions can greatly reduce the cost and improve time-to-market for implementing a complete POS analysis system in one to two months. POSmart has built-in DataStage processes for cleaning and validating all retailer POS data. Its ability to integrate with existing data warehouse structures is key to its open architecture. The system is completely automated, requiring minimal administration. Analysts and business users can use the POSmart BI Portal for quick and easy access to the data with the abilities to online analytical processing (OLAP) drag-and-drop and to drill down.

### **Company Description**

Relational Solutions is in its 12th year of business. We specialize in data warehousing and business intelligence. Our POSmart application is a time-proven solution that has evolved over the past 10 years. Today, POSmart has been adopted by some of the largest CPG companies in the world.

#### **IBM Segment**

- Data Management

#### **Business Function**

- Portfolio Management

#### **Target Industry**

- Consumer Products

*For more information, contact:*

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