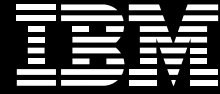


IBM Global Services

Retail Performance Analytics



Solution Description

Customer information is one of a retailer's most valuable assets. However, gaining actionable insights from that information requires advanced business intelligence capabilities. IBM's Retail Performance Analytics solution can help you build a single source for sales, marketing and business performance information. Included in this solution are powerful analytics tools that improve decision making across your organization.

The Retail Performance Analytics solution can help you integrate operational data with customer information, to promote your strategic objectives and provide consistent service across all channels. With this solution, companies can view a complete picture of their customers and target customer segments for merchandising programs. This allows the ability to stock the right products, in the right store, in the right quantity, at the right time and streamline business processes for substantial competitive advantage.

Features & Benefits

IBM provides performance management reports that give retailers the ability to analyze and respond in real-time to changes in customer demand. Pre-built analytics templates provide insight "out of the box" regarding channel performance, customer segmentation and loyalty, campaign management and market basket analysis, all of which accelerate time to value. Retail enterprise data models deliver an end-to-end view of customer, product, sales and supply chain information. IBM planning and reporting tools provide deep insights into customer preferences and product needs, allowing customized offerings to retain and grow high-value customers. Finally, data integration capabilities tie the warehouse to operational systems from the stores throughout the retail enterprise.

Value Proposition

Retail Performance Analytics creates a single source of information that helps retailers coordinate planning and measurement across the chain. This allows them to grow revenue, increase market share and forge better connections with customers. By giving retailers a single-view of the customer, financial product, vendor data and more, retailers will be better positioned to respond to changing customer and business needs.

IBM Segment

- Cognos
- InfoSphere

Business Function

- Merchandise Plan
- Allocation
- Promotion Performance

Target Industry

- Retail

For more information, contact:

IBM Corporation

Kristen Meyer
703-889-5302
kristenmeyer@us.ibm.com
www.ibm.com/software

This brochure was developed to assist you in identifying products from select Business Partners that may be of interest to you as you consider your information technology needs. Any reliance by you on this publication is at your sole risk and will not create any liability or obligation on the part of IBM.

© Copyright IBM Corporation 2009. All Rights Reserved. IBM, the IBM logo, Cognos, FileNet, InfoSphere and Optim are trademarks of IBM Corporation in the United States, other countries or both. All other company or product names are registered trademarks or trademarks of their respective companies.



Let's build a smarter planet.

