



How Integrated Performance Management Can Drive Profitable Growth For Retailers

Retail References

The number of business decisions you make in the course of a day depends on how you answer the following fundamental questions about your enterprise:

- How are we doing?
- Why?
- What should we be doing?

Answering these questions accurately and efficiently is what performance management (PM) is all about. The core capabilities of PM – scorecarding, reporting, analysis, budgeting and planning – supply the retail industry with valuable information on everything from store operations to marketing, from merchandising to finance.

Cognos provides a single, enterprise-wide platform for retail performance management. It integrates and leverages all your critical multi-channel, inventory, supply chain, marketing and financial data. What is more, it also delivers exactly the scorecarding, reporting, analysis and planning tools you need to sustainably optimize performance.

Performance Management Solutions

Maximizing Sales and Profits in Store Operations

- Plan and measure revenues, human resources, gross margins, controllable expenses and contributions to operating margins at store level
- Manage capital costs and the return on investment for store development initiatives, including: new openings, store remodeling/refurbishment and store upgrades

Increasing the Effectiveness of Marketing

- Manage the marketing spend and mix from the top down
- Enhance the visibility of promotional activities across the retail enterprise, enabling more efficient use of company resources to drive higher returns
- Control sales resources and ensure vendor compliance

Aligning Merchandise Planning with Corporate Strategy and Customer Demand

- Set merchandise sales and gross profit targets from the top down, build consensus from the bottom up and track sales performance
- Monitor merchandise performance to raise sales and protect margins
- Manage stock and value of inventory

Financing

- Strategic financial planning and forecasting
- Long-range strategic planning
- Expense planning and control
- Initiative planning
- Capital project planning

Human Resources

- Workforce performance

Why choose Cognos?

Leadership – Retailers worldwide choose Cognos.

It is a fact that more than 30% of the world's top 250 retailers – and over 325 retail chains worldwide – place their trust in Cognos. These organizations recognize Cognos' innovative capabilities, its vision, its ability to deliver, and its technology leadership in the field of performance management.

Solutions – Drawing on a wealth of expertise in the retail industry, Cognos has developed solutions, best practices and powerful software that helps leading chains limit project timescales, minimize project risk and deliver a faster ROI.

The open design of reports, analyses, plans, budgets and scorecards from Cognos slots perfectly into your existing environment, simplifying hitherto complex processes and increasing the value of your investment

Services – Cognos Global Customer Services views each customer engagement as a partnership. To each we bring the same consistent approach: a shared vision of success; clear accountability; strong leadership; and constructive dialog. At the same time, we enhance your productivity, give your users greater freedoms and accelerate the process of knowledge transfer.

Support – Cognos complements its integrated performance management capabilities by providing award-winning Global Customer Services. Customers and support professionals alike consistently put us top of the list for best software support and innovative services.

Partners – We maintain close relationships with key retail application and integration partners, including IBM, Accenture, Deloitte, GERS/Escalate, Kronos, PCMS Datafit, Teradata, Ultimate Software, Workbrain and Manugistics/JDA. We cultivate the partnerships – you reap the benefits!

Discover how Cognos can help you gain a competitive edge in the retail market. Visit our **Retail Resource Center** >> www.cognos.com/retail

The **Cognos Innovation Center** for Performance Management is both a forum and a resource dedicated to the understanding, adoption and implementation of best practices and enabling technologies in the discipline of performance management. >> www.cognos.com/innovationcenter

COGNOS

THE NEXT LEVEL OF PERFORMANCE™

Read what our customers say about the Cognos solution



FURTHER REFERENCES:

- 7-Eleven, convenience stores
- Amazon.com, online shop
- American Eagle Outfitters, fashion
- Appolinaris, beverages
- Arla Foods
- Arvato Logistics Services, Bertelsmann
- Big Y foods, supermarket chain
- Cadbury Schweppes, beverages
- Charles Voegelé, fashion
- Geest, food
- Joseph, fashion
- Laura Ashley, fashion
- Lindt, food and confectionery
- L'Oréal, cosmetics
- LVMH Perfumes & Cosmetics, cosmetics
- Miele, electronics and kitchen furniture
- Quick, restaurant chain
- Red Robin, restaurant chain
- Sigma-Aldrich, chemicals
- Steps, ladies fashion
- Thomas Pink, fashion
- Vandemoortele group, food
- Vegro, textiles
- Wolford, fashion

Beauté Prestige International

Cognos ReportNet and now the new integrated Cognos 8 Business Intelligence Suite too have given us the tools we needed to provide our users with more reliable, centralized IT decision-making. These tools have enabled us to design a decision-making portal that is now the benchmark for all company figures. They also contribute to enhancing the way we manage our business.

Christophe Davy
BPI Information Systems Director

Cewe Color AG

Powerful reporting is essential to gain the management knowledge and the ability to monitor results that we need. We had very clear requirements: We wanted a powerful, user-friendly solution with a wide range of functions that would allow us to show complex dependencies in easily comprehensible reports. The Cognos technologies were – and still are – way ahead of the competition in terms of meeting these needs.

Eugen Naigel,
Cewe Color Sales Manager for Germany,
Austria, Switzerland and Denmark

Kotányi

The Cognos Solution enables the sales division to analyze sales and material usage on completely different levels. This gives the sales managers accurate analyses for each subsidiary, right down to individual supplier addresses or specific items.

Andreas Speck, Head of Information Management,
Kotányi GmbH IT Department

Pernod

Thanks to the Cognos tools, we've been able to adopt a genuine enterprise management strategy. We now have a better understanding of our market, which helps us to improve the way we target our customers. In parallel, we've shortened the time we take to create budgets. That has given us more time to analyze and optimize performance.

Vincent Meunier
Information Systems Director

Stockmann

We were looking for an enterprise reporting solution that could replace our existing reporting tools with just one product and one architecture. Cognos met our requirements, and ReportNet gave us a single solution to consolidate our reporting.

Päivi Hokkanen
CIO Stockmann

Associated British Foods

Implementing Cognos Controller has been instrumental in reducing the amount of time we spend processing data and increasing the time available for analysis, leading to more accurate financial information and more informed decision making.

Peter Russel
Group Financial Controller at Associated British Foods

Grupo Idea

One of the philosophies of our BI project was to enable the financial department to manage and distribute information rather than systems, and with Cognos this has been made possible.

Ivan Lou
Idea Information Technology Director

TISAK

Cognos 8 BI finally gave us one version of the truth.

Delma Áiäin-Ain
Finance Director, TISAK

About Cognos

Cognos is the world leader in business intelligence (BI) and performance planning software for the enterprise. Our solutions let companies improve and direct corporate performance by enabling all of the key steps in the management cycle—from planning and budgeting, to measuring and monitoring performance, to reporting and analysis. Founded in 1969, Cognos employs over 3,500 people and serves more than 23,000 customers in over 135 countries. Corporate website: www.cognos.com

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