

## RETAIL DECISIONS in 10 STEPS

### 1. OPERATIONAL REPORTS

Look at sales, stock, order, cost, order, accounting reports in detail.

### 2. CAMPAIGN REPORTS

Compare campaign, benchmark the effects of it, evaluate the customer acquisition.

### 3. TOP N REPORTS

Make top-bottom reporting related sales and transactions based on days, hours, products, brands, shops.

### 4. CUSTOMER REPORTS

Do segmentation, rfm analysis, basket analysis, acquisition and loss measurement.

### 5. TARGET REPORTS

Compare how much you're close to your targets. Monitor it.

Retailers are looking for solutions to share comprehensive and trusted information to their suppliers, partners and customers. At this point decision processes are becoming more reliable with Business Intelligence and Analytical Solutions.



**DETAILER** is a prepackaged business optimization solution designed for retail sector having high performance, high scalability, and sophisticated analytics in it.

It transforms detailed data into valuable strategic information so that retailer can make right decisions at the right time followed by right actions.

It has a retail specific data warehouse and the users access this data warehouse through Business Intelligence technologies. Organizations are improving their capability to make data driven decisions by using Detailer's unique architecture to let them monitor all information they need to see together.

It has dashboards showing the performance of stores, brands, product groups and vendors besides it also enables to query operational data related with customer, sales, price information from a single view.

Retailers are combining, analyzing and evaluating the results of the information out coming from the business processes by Business Intelligence tools to;

- Improve service and sales processes,
- Increase sales and decrease costs,
- Increase store performance and productivity in all processes ,
- Decide on the right campaigns.

Retailers should take more action and spend less time with data driven decisions by using BI technology supported by executive dashboards and easy to use exception reporting.

It provides *ad-hoc* reporting and analysis capabilities besides the out-of box reports.

The users can easily design reports with predefined retailer specific KPIs and drill anywhere from summary reports to detailed ones.

Predictive analysis about

- Customer Behavior Scoring
- Fraud Analysis
- Advanced Sales Analysis & Forecasts
- Customer Segmentation
- Price Sensitivity
- Sales correlations

can be done by the help of the existing algorithms. Retailers can predict and manage the demand easily.

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### 6. DASHBOARD REPORTS

Evaluate the related KPIs

### 7. PERFORMANCE REPORTS

Compare indicators with the others or the past. Track the change.

### 8. ACTION REPORTS

Act by looking at performance reports and scorecards.

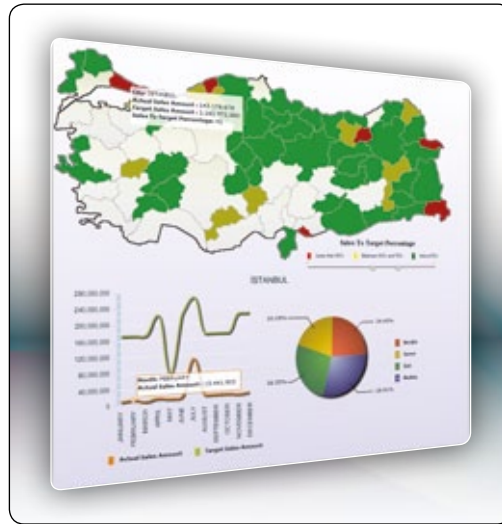
### 9. TREND REPORTS

Monitor the trend. Take precaution.

### 10. FORECAST REPORTS

Look at your past and evaluate your action and then predict the future.

## Product Specifications



- Operating System Independent
- Application Server Independent
- 64 Bit Architecture
- Mobile support
- Report Distribution
- Drill/ Pivot/ Page By/ Grid/ Graph Properties
- Rich Export Capabilities (Excel, PDF, TXT etc)
- Online/Offline Access
- Retail Specific Data Model and Transform Mechanism,
- Scalable Infrastructure;
  - 5 to 100s shops,
  - 5 to 100s users,
  - 20 GBs to TBs of data.
- Out of box Data Model and Reports
  - 200+ attributes,
  - 500+ metrics,
  - 300+ reports
- Quick Implementation, less project risk .
- Analytical Physical Model with Multilanguage Support
- Powerful Analytic Server
- WEB Based Interface
- Integration with Portals
- Powerful Data Transform Mechanism
  - Optimized
  - Detailed Logs
  - Data Transfer from Alternative Sources
  - Automatic Summary Tables
  - Automatic Prediction Tables

## Benefits

- Increase in customer number and revenue
- Decrease in cost of stocks
- Assuring availability of products on shelves
- Decrease in Supply Chain Costs
- Resource Planning
- Increase in Service Quality and Customer Satisfaction
- Monitoring Operations by Summary or Detailed Reports
- Forecasting and Precaution



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