

Manage Your Data: Manage Your Business

Mapping Business Needs to Technical Capabilities

Industry Solutions > Retail

Teradata Retail Logical Data Model and Retail Enterprise Data Warehouse Roadmap

Many retailers struggle with trying to match their business needs to their technical capabilities. The language that enables business needs to be matched to technical capabilities is data. And the better you manage and leverage data about your assets, the better you manage and leverage the assets.

For retailers, data about customers, stores, financials, products, inventory, and employees are vital to running the business. To be competitive and provide the services and products that keep customers shopping at your stores, you need a single, consistent view of your data. This single view of data helps you make smarter, faster decisions and gives you a consistent view of your business so that you can see how all aspects of your business relate to one another. This, in turn, enables you to answer questions such as:

- > Which products are my best customers buying?
- > Am I selling those products at the right price, at the right place in the store, and in the right color, size, and quantity combinations?
- > Which products drive the highest baskets in terms of sales volume, revenue, or profitability?
- > What is vendor performance relative to other vendors in category in terms of sales, profitability, and service level?
- > What is the in-stock % of my top selling products?
- > What would be the optimal price for this item on promotion?

- > What promotions should we offer to each customer segment?
- > What is a product's viability and substitution value based on customer browsing versus purchase behavior?
- > Is my labor being planned and scheduled efficiently to maximize customer service and sales, while minimizing labor costs?
- > How can I improve customer service and the products that I offer based on customer, control group, and other methods of quality feedback?
- > What is the company's total associate benefits liability, and how has it increased or decreased from the prior year by plan and by associate demographics?

An enterprise data warehouse (EDW) can help answer these questions and help you achieve your company's goals whether it's understanding who your customers are or managing your vendors better. Teradata Corporation understands that balancing your enterprise's goals with the practical reality of creating a data repository to answer key business needs can be a daunting task.

Begin the Journey to a Better Business

Teradata provides the tools and expertise that are necessary to make the planning and implementation of an EDW less intimidating. With nearly 30 years of retail expertise and consulting combined with tools, such as the Teradata® Retail Logical Data Model (RLDM) and the Teradata Retail Enterprise Data Warehouse Roadmap (EDWr) modeling tool, we can help you

The Teradata Retail Logical Data Model allows your enterprise to:

- > Accelerate time to market of your EDW by leveraging Teradata knowledge.
- > Easily define your data requirements for your organization.
- > Leverage a well documented set of data definitions and relationships, which can be customized for your environment.

The Teradata Retail Enterprise Data Warehouse Roadmap modeling tool can help your enterprise:

- > Align your enterprise strategy with your data strategy.
- > Model your enterprise business needs to find the best roadmap for data warehouse growth.
- > Identify next steps in implementing a data warehouse.
- > Show information and data needed to solve a specific business problem.
- > Enhance interdepartmental communication and understanding.
- > Reduce costs by effectively reusing data and knowledge.

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jump start your EDW planning and development process by helping you understand the data assets you have, or need, to meet your goals and objectives.

Teradata believes that building an EDW is similar to planning a journey. Both require three key things to succeed:

- > A clear and worthwhile objective or destination.
- > A map that shows you how to get to your objective or destination.
- > A navigational device that helps you know exactly where you are during your journey.

Teradata retail experts help you start the journey by defining business objectives and linking those objectives to the analytics, actions, and results that could be taken by leveraging available data. We call this a business improvement opportunity (BIO) assessment, and we do this to help you determine and prioritize your business goals. Teradata has identified numerous BIOs that typically challenge most retailers, such as reducing out of stocks, optimizing demand forecasts, or increasing market basket revenue for declining customer spends.

The Teradata RLDM is the map that shows the pieces of information required to support the BIOs that challenge your business. The RLDM models enterprise business data, data relationships, business rules governing these data relationships, and retail-specific topic areas. It provides a single, integrated view of your business that allows business and IT users to communicate about information needs and systems. The RLDM is a

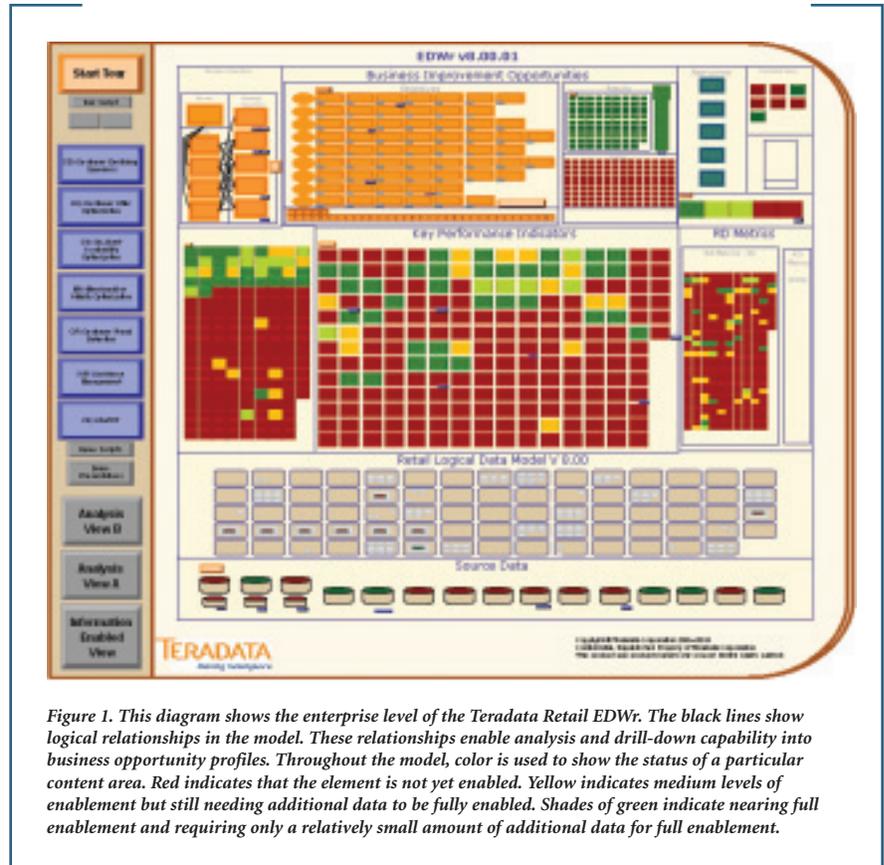


Figure 1. This diagram shows the enterprise level of the Teradata Retail EDWr. The black lines show logical relationships in the model. These relationships enable analysis and drill-down capability into business opportunity profiles. Throughout the model, color is used to show the status of a particular content area. Red indicates that the element is not yet enabled. Yellow indicates medium levels of enablement but still needing additional data to be fully enabled. Shades of green indicate nearing full enablement and requiring only a relatively small amount of additional data for full enablement.

picture of all of the pieces of information necessary to run your business. Just as you wouldn't begin a journey without a map, you wouldn't build an EDW without an enterprise logical data model.

The Teradata EDWr model's content and navigation (See Figure 1.) make it easier to show data required to address a business need or to highlight the business potential of data that are available. This *store once, use many times* approach allows an enterprise to keep costs down while having a single version of the data backed by multiple uses and users. The Teradata RLDM

is the map, and the Teradata EDWr is the visual navigational tool. This navigational tool can help you see where you are at any time. Referencing your map will show how close to or far from your destination you are. The Teradata EDWr allows you to visualize how the data represented in the RLDM support the BIOs (your destination) that you're trying to address. The EDWr helps depict the relationships among enterprise strategy, business initiatives, business questions, business metrics, and the underlying data infrastructure (as embodied in the data model).

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The EDWr brings a disciplined, methodical approach to attaching the information needs of the enterprise to a phased plan (roadmap) for your enterprise to follow.

Strengthen Your Business Value

What makes Teradata different from the competition when it comes to data warehousing? It's the business value and the retail expertise that we can provide. We can help your business and IT functions collaborate and agree on the requirements for meeting business objectives and managing data assets better. Teradata is the market leader in data warehousing, and we've built that expertise, best practices, and intellectual property into our tools. Our team of industry professionals has retail business and technical knowledge. They work with all types of retailers to solve key business problems with the goal of helping retailers view and align their business around one of their most important assets – data.

The enterprise data warehouse is the foundation for helping you manage this data. The Teradata RLDM and Teradata EDWr make it easier to see what data you need to solve specific key business improvement opportunities. And, these tools can help you leverage data that you already have to address new business improvement opportunities. These Teradata tools and expertise help retailers access all centralized, relevant data across the enterprise, regardless of the functional areas, and align their tactical information needs to the large business priorities and goals. Teradata helps elimi-

The Teradata Retail Logical Data Model supports analytics for key retail business process areas including:

- > Merchandising
- > Assortment/Category Management/Product Mix (PMIX)
- > Item Pricing and Cost Detail
- > Inventory Management
- > RFID/Serialized Item Track and Trace
- > Shipment, Freight Billing, and Claims
- > Transportation Logistics (Distribution and Logistics)
- > Invoice
- > Agreements (terms, conditions)
- > Procurement
- > Plan-o-gram
- > Promotion Management and Marketing
- > Point-of-Sale Transactions and Detail
- > Catalog Sales and Content Management
- > Customer Value, Shopping, and Product Purchase Behavior
- > Quality Feedback
- > Loyalty and Gift Card Usage and Behavior
- > Store Labor and Operations
- > Human Capital Management (Human Resources)
- > Privacy and Vendor Management
- > E-Tail Web Commerce and Interactions
- > Forecasting and Scoring
- > Financial Management
- > Retail Pharmacy
- > Table Dining Servicing
- > Kitchen and Wait Time Management
- > Service Tips Reporting Compliance
- > Sales Tax and Fee Compliance
- > Call Center Productivity

nate the stovepipe approach to accessing data and, most importantly, gets the IT people and the business users focused on connecting their individual pieces to the broader company strategy.

Why Teradata?

Why choose Teradata to build the foundation of your enterprise data warehouse? Because only Teradata has such a successful track record of helping retailers like you leverage business data for analysis and decision making. We understand the problems and critical success factors

associated with data warehouses better than anyone in the industry – and we know how to put our experience to work solving the issues that mean the most to you.

Next Steps?

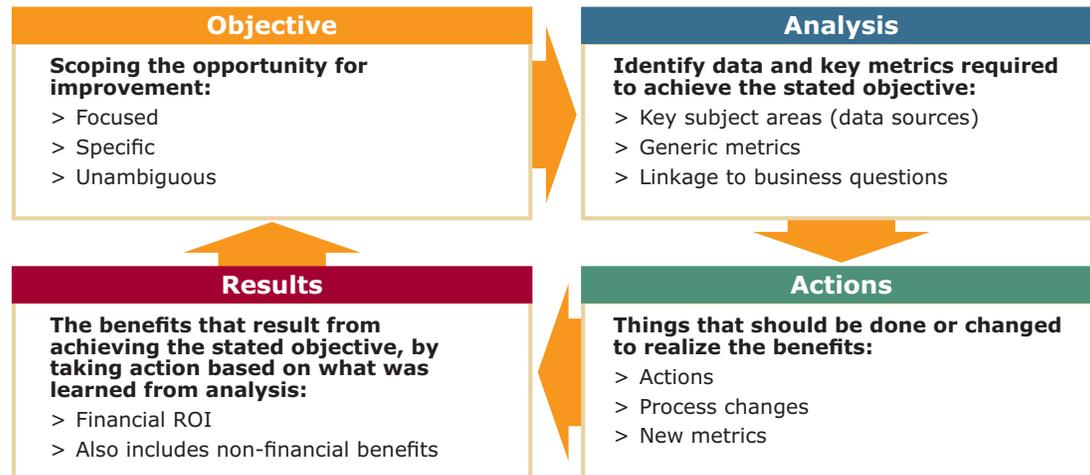
To learn more about how the Teradata RLDM and the Teradata EDWr can help you build a better business and align your business and IT functions around similar goals and objectives, contact your local Teradata representative.

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Business Improvement Opportunities Framework: What It Is



Subject areas that address analysis and are supported by the Teradata Retail Logical Data Model:

- > Account
- > Address (Contact and Geography)
- > Advertisement
- > Agreement
- > Associate Labor
- > Calendar
- > Catalog
- > Channel
- > Customer/Party
- > Demographics
- > Financial Management
- > Human Capital Management
- > Item
- > Item Pricing
- > Item Restriction/Charge
- > Inventory
- > Invoice
- > Location
- > Model Score and Forecast
- > Multimedia Component
- > Payment Account
- > Retail Pharmacy
- > Plan-o-gram
- > Point-of-Sale Register
- > Privacy
- > Promotion
- > RFID/Serialized Item Tracking
- > Sales/Fulfillment
- > Shipping Order
- > Shipping Transport
- > Quality Feedback and Call Center
- > Vendor Purchase Order/Receipts
- > Web Operations/Server
- > Web Site
- > Web Visit/Browsing
- > Work Process

Figure 2. Illustrates the framework that Teradata uses to define business improvement opportunities. We help you progress from identifying an objective to realizing results that you can achieve through analysis and actions.

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