

Teradata Accelerate for Retail

Use Insight to Improve Margins and Cut Costs



Faced with tightening budgets and a growing need to justify technology investments, retailers everywhere are looking for new and better ways to bring rapid ROI to their businesses. Those challenges are made even more difficult if you're trying to integrate different technologies and systems from several vendors.

What retailers like you need is a complete solution, one that lets you analyze, predict, and quickly respond to changing market conditions. Just as important, you need a solution that drives quick return and value from your IT investment. And you need added insight that will help you improve margins, cut costs, and drive revenue from key areas of your business.

Combining Power and Intelligence

And that's exactly what Teradata Corporation and Claraview, a division of Teradata, deliver with Teradata Accelerate for Retail: four packaged business intelligence (BI)

solutions designed for fast implementation and strategic decision support. These offers bring you the best in data warehouse technology, as well as unmatched depth in BI services and retail experience. Together, Teradata and Claraview offer:

- > A complete data warehouse system, including Teradata® Database, a Teradata Purpose-Built Platform, database management tools, and support.
- > A solid foundation of reporting in selected business areas.
- > Help validating the technical requirements to implement the reporting.
- > Delivery of the reporting leveraging your existing BI infrastructure (IBM Cognos®, Business Objects™, MicroStrategy®, Microsoft®, or Oracle BI).
- > Identification of any gaps between the report requirements and the capabilities of the targeted BI tool.
- > An architecture that will support Sales and Inventory, Assortment Planning, Market Basket, or Store Operations reporting requirements and be easily extended to accommodate future application needs.

Make Better Decisions

Built on the powerful Teradata Database, Teradata Accelerate for Retail provides vital insight for making big and small decisions related to market conditions, including those your sales associates encounter every day. Being able to deliver that added insight

into your business quickly helps you more clearly pinpoint:

- > Basic drivers of retail profitability, including sales, margin, and inventory.
- > Trends in sales, inventory flow, promotions, and markdowns.
- > Merchandise and promotional mix and increased lift opportunities.
- > Store trends and opportunities, including fast moving inventory, stock outs, increased or decreased traffic, customer conversion rates, and top-selling merchandise.

Rapid Time to Value

A Teradata Accelerate for Retail package provides everything you need to deploy an entry-level data warehouse at a competitive price point. These low-risk offers are designed to deliver value within 90 days. Each offer focuses on a specific area of the retail business and uses tried-and-true analysis and reporting methods. The Teradata Accelerate for Retail offers are:

Teradata Accelerate for Sales and

Inventory – Reports for Daily Flash Sales and Margin Reporting, Weeks of Supply Reporting, Style Selling, Stock Ledger, Turns Analysis, Average Transaction Analysis, and Returns Analysis.

This offer provides the kind of detailed information you need to understand the most basic drivers of retail profitability, including sales, margin, and inventory. In today's world of rapidly changing demand and sales, this information is critical to

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maintaining profitability. These reports allow you to quickly identify trends and analyze root causes or opportunities, such as inventory position, poor performing or over-performing product lines, products, promotions, and stores.

Teradata Accelerate for Assortment

Planning – Analytical reporting, including: Style Selling, Product Profitability, Size Analysis, Quarterly Style Recap, Forecasted and Actual Sales by Style, Forecasted and Actual Sales by Department, Daily Sales, Open to Buy, and either Seasonal Analysis or Brand and Product Performance.

Understanding the trends of products and styles sliced by location, seasonality, and size is critical to proper inventory planning, sales, and profitability. This offer provides the insight you need to plan sales, inventory, promotions, and markdowns with more precision. In addition, these reports allow you to analyze merchandise performance against plans, ensuring that products that are selling well continue to stay at regular price, while items that need help get early markdowns to avoid inventory glut. The insights gained with this offer can be input into any type merchandise planning tool you use.

Teradata Accelerate for Market Basket

Analysis – A reporting bundle that includes: Buying Patterns/Product Affinity, Market Basket Analysis, Customer Spending Patterns, Average Transaction Analysis, Promotional Event Recap, Percentage of Transactions, and Decomposition of Comp.

Faster Response. Higher Profits.

A leading home improvement retailer asked Claraview to design and develop centralized reporting applications, including the reporting of sales and inventory on a Teradata system. This solution enables the retailer to effectively monitor its business and quickly respond to sales and inventory trends. The result: after deploying the solution, the retailer experienced a growth in profitability that, according to its CEO, was due to an improved ability to effectively monitor the business and respond to sales.

Because of that initial success, the company has grown its BI initiative to include other areas of the business, including costing, pricing, and loss prevention. Currently, the retailer has approximately 3,200 field and corporate users of the system.

This offer allows you to analyze the relationships between merchandise items, as well as customers and promotions, to determine the mix that will provide the greatest lift. These reports also provide insight into the most efficient way to merchandise a store or website.

Teradata Accelerate for Store Performance

Management – Includes the following analytical reporting: Daily Sales Flash, Decomposition of Comp, Sales and Margin per Square Foot, Revenue by Hour and Day, Profitability by Stores, Store P&L, Top Sellers, Item Movement, Weeks of Supply Recap, In Stock/On-Hand Analysis, Sales per Hour, and Transactions per Hour.

Store performance provides key insight into the health of your business. This offer helps you determine store trends and opportunities, such as fast moving inventory, stock outs, increased or decreased

traffic, customer conversion rates, and top-selling merchandise. It also enables you to maximize your sales through more effective personnel scheduling. In addition, it enables store managers and corporate personnel to view profitability at a store level and determine areas for improvement. With these data, store management can analyze information and take necessary actions to increase sales and improve store profitability.

Why Teradata Accelerate for Retail?

To help you improve margins, cut costs, and drive revenue across every area of your business, you must have a detailed understanding of key facts. You also need a simple, affordable, flexible solution that quickly delivers value. Providing unmatched performance, proven methodology, and rapid ROI, Teradata Accelerate for Retail delivers all these things and more.

Teradata Accelerate for Retail

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About Claraview

Claraview is an industry leader in implementing all aspects of business intelligence solutions that enable organizations to more efficiently analyze their data for better decision making. Claraview's BI experts use The Claraview WaySM, a comprehensive methodology, to deliver a unique combination of data warehousing and business intelligence experience, deep industry knowledge, and a proven track record of providing workable solutions to retailers worldwide.

About Teradata

Teradata Corporation, the global leader in data warehousing and analytic technologies, provides solutions that help make smart companies smarter. Teradata gives companies the people, technology, innovation, and a world-class network of customers and partners enabling them to gain competitive advantage to master their markets. With Teradata, the smartest wins.

For More Information

To learn more about the benefits of using Teradata and Claraview solutions to enhance your decision making, contact your sales representative or visit www.Teradata.com or www.claraview.com.

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Raising Intelligence