

Gain Fast, Actionable Insight into Your POS Data

Teradata Demand Signal Repository

Chances are you're already receiving volumes of proprietary data directly from the retailers you serve. But if you're like most consumer products manufacturers, you're only scratching the surface value of this information. Why? Because it's unstable and not harmonized with your internal data and because it doesn't offer you the flexibility you need to meet the challenges of changing marketplaces.



The burden of trying to manage the data from hundreds, even thousands, of stores across an array of retailers has been put on your shoulders. It's up to you to gather information, make sure it's valid, and that incorrect data have not been duplicated, then consolidate and put that information to use. That's an especially daunting challenge if you don't have a platform that allows you to quickly load, host, and use terabytes of transactional data.

Because you're in the business of selling products, not managing data, you need a new and better way to gain insight from credible data – a new way to leverage enterprise reporting, real-time promotion optimization, and demand forecasting. You need a solution that automates the data collection process so that your time can be spent *analyzing* information instead of gathering, validating, and consolidating it. You need a Demand Signal Repository solution from Teradata Corporation.

Integrate Your Data Sources

You also need the ability to move beyond the logistics of data collection and harmonization and to leverage the rich business value within your collected data to affect demand planning, pricing, promotions, and category management. But faced with multiple sources of non-normalized data and difficulty in linking all your data sources to a common data model, it can be difficult to determine how to use your point-of-sale data strategically, integrate it with your other internal data sources, and achieve greater cross-retailer demand visibility.

Teradata, the leader in enterprise data warehousing, has teamed with three leading demand data analytics providers, Vision Chain, Relational Solutions, and Shiloh Technologies, to enable you to integrate multiple sources of demand

signal data for demand shaping advantage. It's a combination of capability and experience that offers you the infrastructure and the tools to create an enterprise view of multiple customer POS streams integrated with rich internal data sources.

Strengthen Revenues. Streamline Efficiencies.

A Teradata Demand Signal Repository solution allows you to tap in to the potential advantages POS data can bring to your business. According to AMR Research¹, that information can impact your enterprise in a variety of ways, including:

- > **Increased revenue** – Companies can generate additional revenue by using POS data to develop more successful new products and create better targeted promotions, increasing trade funds efficiency by 2%.
- > **Decreased costs** – Analysis of POS data can result in manufacturers spending less to deliver the right product to stores, improving forecast accuracy and refining store-level planning. Reducing out-of-stocks can contribute as much as 4% to the bottom line.
- > **Increased efficiency** – Your organization can become more responsive, streamline its business processes, and improve the results of each individual initiative. Most manufacturers can expect a productivity improvement of 10% to 15% from the strategic use of POS data.

¹ AMR Research POS Data: The Beginning of DDSN for Consumer Products Manufacturers, February 2004.

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Quickly Uncover Unknown Patterns

A Teradata® Demand Signal Repository provides you with everything you need to quickly gain valuable insight from your POS information today, as well as a scalable foundation for future business growth. In fact, it's a pre-packaged solution that can begin providing you with actionable insight in as few as three weeks.

It also provides you with critical decision support needed to analyze data to reveal previously unknown patterns in consumer demand, multi-channel inventory sell-through, promotion optimization, and overall store-SKU-level profitability. Fueled by this POS data, you can use your new insight to help transform your supply chain into a Demand Driven Supply Network.

An End-to-End Solution

Teradata's Demand Signal Repository extends the capability of traditional point solutions with a foundation of integration across multiple sources of demand data. It's an end-to-end solution that includes the following components:

Data Warehouse – A time-tested repository for large volumes of demand data based on the Teradata Database and a Teradata Platform. This powerful combination allows you to analyze business operations and drive smarter, faster decisions by providing a complete view of your business and giving you the flexibility and agility to compete. Teradata provides integrated, optimized, and extensible

The Power to Collaborate

A demand signal repository (DSR) is a large centralized data warehouse that provides a single, shared point of reference for all demand and customer related data, including POS data. By integrating the disparate data sources used by sales, marketing, finance, and operations into a common view of the business, you have the power to collaborate at an entirely new level.

Deployment of demand signal repositories and the use of downstream data are growing among consumer product manufacturers. That's because analyzing and quickly acting on POS data can have a profound impact on both top line revenue and bottom-line profit through:

- > Greater on-shelf availability.
- > Better new product introduction and life cycles.
- > More efficient supply chain.
- > More effective consumer pricing.
- > More effective, efficient promotions.
- > Improved accuracy of customer profit and loss statements.

technology for a single application-neutral repository of your current and historical data, forming the framework of the business intelligence architecture.

The Teradata Purpose-built Platform Family is designed to offer the right size platform at a price that fits your budget and that meets your needs. Whether you're just starting a data warehouse initiative, are consolidating data marts into an integrated enterprise data warehouse (EDW), or already have an EDW, you can choose the platform that is right for you. And Teradata platforms offer you the

flexibility and scalability to grow with you as your business and your needs change.

Teradata Manufacturing Logical Data Model (MLDM) – A robust conceptual architecture that describes data relationships and maps out demand data specifically for consumer products manufacturers. A Teradata MLDM provides you with a blueprint for building your initial data warehouse today, and a pathway to strategic and tactical analysis in the future – all from a single, integrated view of your business.

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Analytics – Applications for analyzing and presenting data are provided by the three Teradata partners. The demand signal repository analytics let you collect daily or weekly downstream retailer POS data, validate, and cleanse it. Then it harmonizes the data with your internal data (shipments, forecasts, budgets, and promotions) and syndicated data (IRI, AC Nielsen, IMS). Meanwhile, other analysis software loads history and updated POS data on a daily, weekly, and scheduled basis, and stores the data in the demand signal repository, offering you maximum flexibility and speed. It enables you to easily manage vast amounts of data including POS, shipments, forecast, RFID, demographics, weather,

store traits, company product and store characteristics, all in one place for more effective management.

Teradata Master Data Management – Master data management (MDM) is the set of processes to create and maintain a single view of reference *data* that is shared across systems. Teradata MDM will streamline your processes for more agile decision making. Higher quality data will be available faster, enabling improved up selling and cross selling by your front-line sales force. Risk and compliance issues will become less of a problem. And you'll be able to augment data quickly into existing or adjacent systems – all while maximizing your ROI in your Teradata solution.

Why 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 find out more about how a Teradata Demand Signal Repository can help you gain quick, actionable insight into your POS data so you can continue to grow your business, contact your local Teradata representative or visit Teradata.com.

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