

Information Builders enables agile information solutions with the WebFOCUS business intelligence (BI) platform and integration technologies from iWay Software.

Information Builders and Retailers

Improve Decisions, Customer Loyalty, and Profitability With WebFOCUS and iWay

Retail organizations use business intelligence (BI) and integration solutions from Information Builders to improve decisions, customer and vendor loyalty, and profitability. Sales, inventory, product, and other data can be integrated and transformed into valuable business information to identify key trends and help make analytically based business decisions.

WebFOCUS – Business Intelligence for Retailers

For retailers, business intelligence must answer the tough business questions and reveal those that still must be asked. Information Builders' WebFOCUS BI platform provides all users with fast and simple access to timely and accurate business information.

- **Customer intelligence.** Identify, acquire, serve, and keep the most profitable customers
- **Merchandise intelligence.** Optimize merchandising plans, assortments, pricing, promotions, and more with demand forecasting and predictive analytics
- **Operational intelligence.** Leverage organizational assets to trade with vendors and better serve customers
- **Performance management.** Analyze, forecast, and maximize profits by monitoring cost and performance to drive disparate functional units toward common goals

iWay Software – Integration for Retailers

iWay Software integration solutions from Information Builders can help any retail organization obtain a single, clean, consistent, integrated view of its business. Data cleansing, matching, and monitoring allows retailers to create a seamless information link from the manufacturer to the point of sale. Retailers can also integrate and synchronize data from disparate sources to optimize inventory and make key business decisions that drive profits.

- **Access all data** regardless of its source or structure
- **Profile data sources** to flag potential quality problems
- **Cleanse all data** to ensure accuracy, completeness, and timeliness
- **Reconcile data discrepancies** to maintain a consistent view of data
- **Deliver data in the right format**, at the right time, to wherever it's needed
- **Implement data integration** rules and processes to accelerate IT projects and keep costs down
- **Audit, monitor, and report key metrics**, such as data quality, and maintain a robust audit trail to control and sustain visibility into data, as well as to reduce the cost of future change

Find Out More

To find out how our solutions can help your company succeed, talk to an Information Builders representative today. Contact your local Information Builders office, visit us at **informationbuilders.com**, or in the U.S. and Canada, call **(800) 969-4636**.

Bring Customers to the Next Level

- Predict, identify, and analyze trends to respond to consumer buying needs and behavior
- Use predictive models and association rules to determine the products that work best for specific customers
- Understand customer perceptions about services, stores, products, and merchandising, and communicate results across the enterprise
- Create flexibility for basics, seasons, and waves
- Stock the right amount of goods and services in the correct place, at the best time, and at the right price to meet market demand or fulfill potential

Market Basket Analysis and Promotion/Merchandise Planning

- Optimize merchandise levels, minimize out-of-stocks, and manage inventory costs
- Conduct market basket analysis to anticipate customer response and improve promotions
- Develop plans for key financial indicators including returns, cost of goods, supply-chain costs, and gross profit
- Plan for the impact of markdowns and promotions on inventory value and margin

Smarter Operations

- Align corporate and store operations around critical revenue and profitability targets, and quickly adjust plans and resource allocations to maximize growth
- Set, measure, and monitor key performance metrics based on standard financial statements
- Use predictive models to improve recruitment and optimize staffing decisions
- Increase cost savings by comparing and benchmarking performance across stores, channels, regions, and divisions
- Gain visibility into key metrics across the chain
- Monitor turnover and employee productivity

With business intelligence and data integration solutions from Information Builders, retail information becomes a competitive advantage, providing everyone in the organization with access to the current and critical data they need to determine proper courses of action and make smarter decisions. Retail organizations are then free to focus on understanding and satisfying customers, managing merchandise life cycles, optimizing supply-chain operations, understanding channel performance, and viewing the overall state of their businesses.