

Information Management for Retail

Cleanse, Consolidate, and Control Retail Data With Omni-Gen™

Highlights

- Unify and harmonize data across multiple channels
- Create a single view of customers, for enhanced profiling and segmentation
- Improve information generation, storage, handling, and sharing
- Proactively enhance data quality



Retailers operate in a highly dynamic environment – with multiple sales channels, complex supply chains, sophisticated merchandising strategies, and a more savvy buyer community. To remain competitive, they must manage and leverage the vast amounts of information that are generated as buyers browse and purchase products, and as merchandise moves from the manufacturer to the warehouse to the store and, finally, to the shopping cart.

But retailer efforts to effectively manage information are challenged by complex data infrastructures made up of kiosks, point-of-sale, inventory, e-commerce, and internal applications, as well as information collected by suppliers, merchant marketplaces, and third-party entities. Ensuring data quality, consistency, timeliness, and accessibility across key operations, such as merchandising, purchasing, marketing, customer service, finance, store management, and inventory/warehouse control, has become more difficult.

Omni-Gen™ information management solutions from Information Builders enable retailers to:

- Ensure consistency across all point-of-sale, e-commerce, marketing, product pricing, inventory, customer, and other data systems
- Unify, validate, and enhance customer details across multiple sales channels
- Enhance marketing success through more accurate customer profiling and segmentation
- Eliminate errors and inconsistencies in data collected from or shared with external partners

Information Builders helps organizations transform data into business value. Our business intelligence, integration, and data integrity solutions enable smarter decision-making, strengthen customer relationships, improve performance, and drive growth.

- Implement and enforce formal data management policies
- Minimize the high costs associated with manual information management

Creating Formal Data Management Policies

Data consistency and integrity are central to helping retailers uncover the most profitable ways to satisfy shopper needs, while keeping operations running smoothly. But the vast nature of the retail information landscape, and the speed at which new information is generated, makes end-to-end data governance a harrowing endeavor. Retailers need to not only implement the formal rules and policies required to control the way information is generated, handled, stored, and maintained, but also to deploy the right tools.

Eliminating Invalid or Redundant Data

Retailers sell through multiple channels – stores, catalogs, websites, kiosks, and online marketplaces – all managed by separate and often unintegrated systems. They also collect data from vendors, third-party sellers, and other external sources. Without an effective information management strategy in place, the risk of incorrect, incomplete, or redundant data is high.

Creating a Single, Consistent View of Products and Customers

Multi-channel sales strategies create the potential for data that includes duplicate customer data, which can hamper targeted marketing programs and customer service. Other challenges include rectifying product detail and pricing information redundancies across the multiple systems used for purchasing, inventory management, store operations, etc. This can cause information errors that result in incorrect pricing, stock shortages or surpluses, and other problems. Comprehensive information management can help retail organizations achieve a single, consistent, enterprise view of customers, products, and more.

Powerful Solutions to Meet Evolving Information Management Needs

Only Omni-Gen offers a comprehensive, fully integrated platform that provides:

- **Data Governance.** Retailers can achieve complete visibility into quality issues and more rapidly identify and cleanse corrupt, invalid, or incomplete data. Data stewards will be empowered to proactively capture and detect bad information, define how certain problems will be handled, and closely track the issues requiring manual intervention
- **Data Quality Management.** Evaluate, monitor, and manage data quality across different information systems, and also proactively prevent incorrect data from entering these systems in the first place
- **Master Data Management.** Consolidate millions of records according to easily defined business rules, making unified and validated master data instantly available to a wide range of internal applications, as well as the external systems maintained by business partners and affiliates
- **Data Integration.** Seamlessly collect and unify data from a wide array of internal and external systems, such as point-of-sale, inventory management, e-commerce, and CRM

Find Out More



We can help you succeed. Talk to your local Information Builders representative to learn how. Visit us at informationbuilders.com, e-mail askinfo@informationbuilders.com, or call (800) 969-4636 in the U.S. and Canada. To improve your skills, visit education.ibi.com.

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