

IBM Cognos Retail Demo

Part 6: Summary

No matter how companies approach their day-to-day operations, the fact remains that it's a buyer's market. The more businesses understand their customers, the more they understand themselves. By seeing themselves through the eyes of the consumer, companies can anticipate market shifts, execute more effective marketing plans, and stay one step ahead of the smarter customer.



“The benefits we gained from our business intelligence implementation are widespread throughout the corporation. Smarter planet to Elie Tahari means the access to information on a timely manner from the selling floor from the customer to the executive level so they can make faster and more accurate decisions.”

Nihad Aytaman
Director of Business Applications
Elie Tahari



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