SIS KLE
INFO_MART

IBM

Solution Description

SIS KLE's INFO_MART is a Business Intelligence software solution specifically designed for the retail industry. The INFO_MART Solution improves both supply chain and merchandise management processes, resulting in: optimized inventory levels and improved purchase, sales and operational margins.

Features & Benefits

- Shopping cart analysis for understanding customer buying habits (correlation between items and probability of purchase)

- Maximizes operating margins by optimizing inventory and improving operations

- Pre-installed forecasting and demand elasticity Analytical Modules for designing more effective promotions and sales

- Provides a predefined catalog of performance indicators for optimizing purchasing and improving supply chain performance

- Provides an instant 360° view of the business to all decision-makers

- Fully customized for the retail market and based on Management by Categories standards

- Significantly improves ROI and reduces risk using a set of predefined industry and Fast-Track indicators

Value Proposition

The INFO_MART solution can improve company ROI by providing knowledge based buying and a detailed view of vendors. With a predefined catalog of Key Performance Indicators (KPIs), purchase optimization and vendor efficiency is realized. The solution provides shopping cart analysis, allowing a better understanding of the customer and their buying habits. This level of detail allows for improved management of pricing levels, resulting in "fine tuned" merchandise purchases, sales and operational margins.

Company Description

SIS KLE is a Business Unit of SIS Organización, which specializes in Business Intelligence solutions for different industries such as Retail, Banking, CPG and Telco. Founded in 1997, SIS has 12 years of experience in the market with outstanding customer satisfaction. For more information please visit www.sis-infomart.com.

IBM Segment

- InfoSphere

Business Function

- Retail Business Intelligence

Target Industry

- Consumer Products
- Retail

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