

IBM Software Group

Store Development Performance Blueprint



Solution Description

To optimize investments, retail organizations must be able to model and quantify the financial impact of store development initiatives—to determine which projects will deliver the highest business benefits, provide the best return, and support key corporate objectives. Once these initiatives are put in place, retailers must be able to measure performance to determine if they are meeting store development plans and objectives.

The IBM Cognos Store Development Performance Blueprint enables retailers to plan initiatives by selecting required resources, determining project expenses, and forecasting capital expenditures. It lets them model and forecast returns for projects based on internal risk standards as well as value and manage store performance including using risk and return calculations for property divestitures.

Features & Benefits

The Store Development Performance Blueprint uses IBM Cognos to help retailers model and quantify the financial impact of store development initiatives:

- Determine revenue impact, ROI and costs of store development projects such as construction, remodels, and equipment upgrades
- Automatically apply development initiatives to regions, stores or groups of stores based on their attributes
- Allocate expenses and capital expenditure to projects
- Model and analyze financial impact of initiatives and explore multiple scenarios to determine Payback Period and Net Present Value
- Track and assess development status using visual scorecards
- Measure the impact of initiatives, including revenue and expenses by store region and initiative type, using scorecards and reports
- Analyze and report on sales results such as return on capital and sales increases from upgraded stores
- Alert store operations personnel about new requirements through integration with the IBM Cognos Store (P&L) Operations Planning Performance Blueprint

Value Proposition

Building new stores and remodeling or upgrading older ones requires significant capital investment and expenditures. Retail chains must be able to assess the financial and operational impact of store development initiatives to make the most of investments and deliver the greatest business benefits. The Store Development Performance Blueprint enables the right store development decisions; significantly improving the customer shopping experience and increasing ROI.

IBM Segment

- Cognos

Business Function

- Performance Management

Target Industry

- Retail

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