



Information Management software

## JCB Partners Retail Pathways™

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### Partner Solution

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■ **Target Industry**

*Retail*

■ **Business Application**

*Retail Performance Management*

■ **Product**

*IBM Cognos Adaptive Analytics*

*Framework*

*IBM Cognos 8 Business*

*Intelligence*

*IBM Cognos 8 Enterprise Planning*

### Business Challenge

Retailers face many challenges due to volatile economic conditions, unprecedented competition and a fickle customer base. Now, more than ever, retailers need reliable access to vital data including vendor profitability, markdown effectiveness, product cost analysis and customer value analysis. Retailers must be equipped with the appropriate operational data to get an accurate picture into the performance of the business that will enable them to create positive change and impact the bottom line.

Retailers stand to gain a great deal of insight and competitive advantage if they adopt an advanced analytics model. This was substantiated by The Aberdeen Group in their January 2008 report “Business Intelligence in Retail: A Best-in-Class Roadmap for Performance Improvement”. The study identified the top five performance management characteristics that best-in-class retail companies have adopted, revealing that such retailers are four times more likely to update their transaction data on a real-time basis; are 32 percent more likely to have data cleansing tools. As a result, these retailers have increased their average year-over-year same store sales by 11 percent and are 14 times as likely as their less savvy counterparts to have increased their gross margin over the past year.

In an attempt to analyze data, retailers must contend with any number of stumbling blocks, including dated and costly IT architectures, multiple technologies and rigid operational processes. Additionally, their existing information analysis process offers a poor return on investment – with overworked finance groups often spending more than 80 percent of their time gathering and manipulating data and less than 20 percent in actual analysis.

### Solution

JCB Partners has developed Retail Pathways™ to uniquely assist retail companies in gaining insight into the data that drives their businesses. This pre-packaged reporting and analytics solution helps retailers with sales and budget “performance-to-plan” reporting, point of sale (POS) data consolidation, product sales mix and market basket analysis, as well as budgeting, forecasting and consolidations.

Based on the IBM Cognos Adaptive Analytics Framework (AAF) and ideally suited for restaurant, big box, electronics and apparel retailers, Retail Pathways addresses several key areas of greatest concern:

- Store Profitability / Performance to Plan (assisting in the identification of above-store performance metrics)



Visualize » Analyze » Realize

- campaign effectiveness (delivering quantifiable metrics to ad and marketing campaigns to increase profits)
- channel analysis (maximizing the profitability of every customer interaction by revealing the relationship between the sales channel, customer demographics and return behavior)
- loss/fraud prevention (monitoring the relationships between transactional systems, inventory and cash to increase the bottom line)
- store performance (enabling system users to spend more time analyzing and executing versus compiling information), and
- supply chain execution (maximizing the proactive management of inventories and supplies, as well as analyzing customer returns to identify trends by vendor, customer and category).



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Designed with an open architecture in mind, the Retail Pathways solution accepts data from virtually any data source, ensuring that data is conformed, structured and summarized for efficient reporting and analytics. Other features include:

- Nightly data archiving in Retail Pathways' industry-specific warehouse;
- Pre-defined data model, dashboards, scorecards and reports;
- Flash reporting that integrates key corporate KPIs;
- The ability to conform data from multiple operational systems (POS, BOH, ERP, CRM); and,
- Add-on modules for Sales and Marketing, Finance Planning and Administration (FP&A) Budgeting/Consolidations, Supply Chain and Point of Sale (POS) Connectors.

### Value Proposition

JCB Partners specializes in delivering performance management solutions within retail company budget and personnel profile constraints often within just 3-4 months, empowering retailers to make intelligent, actionable decisions with a full understanding of underlying data points. By gathering and cleansing source data, testing key assumptions and identifying business drivers, the Retail Pathways solution enables retail companies to implement change throughout their organizations by providing a process that highlights past, present and future performance-to-plan initiatives.

### Company Description

JCB Partners is a pure-play retail performance management consulting company serving clients across North America. We help our customers develop and integrate Scorecards and Dashboards to better understand the data that drives their businesses. To learn more, visit [www.jcbpartners.com](http://www.jcbpartners.com).

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