

Dynamic warehousing solutions for retail
To support your business objectives



Information Management software

The IBM Information On Demand framework for retail.

*Delivering relevant, real-time insight to every person
as part of every transaction*





Turning challenges into opportunities

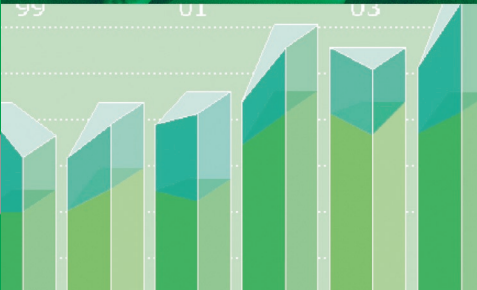
Customer and merchandise information scattered across multiple systems and applications. Constantly changing purchasing patterns and buying behavior. Ineffective, out-dated promotional offers. Lost revenue due to out-of-stock items. Retailers face these challenges every day. But with the amount of information today's retail applications capture and store, chances are the insight you need to turn these challenges into opportunities is already within your organization. You and your employees simply need to be able to quickly find, analyze and use that information.

Of course, getting to the right information isn't easy. And getting to the right information in real time, when it can actually make a difference, is even tougher. You could gain the insight and agility you need with a dynamic warehousing solution that enables you to access relevant information in real time, perform analysis as part of everyday activities and leverage a broader set of information types. However, you need to be able to quickly apply these capabilities to your unique business problems to avoid the significant costs and potential risks that are inherent in many business intelligence and warehousing implementations.

Speeding time to value for your data warehouse

With the Information On Demand framework for retail, IBM delivers a unique set of accelerators that can help you quickly and easily implement a robust, flexible dynamic warehousing solution that enables every person in your organization, as well as your customers and partners, to access all of your valuable information—in real time as part of every transaction.

The framework combines IBM DB2® Warehouse with the IBM Information Server and IBM Master Data Management Server to help you establish and manage trusted information that can be used to deliver real-time insights to everyone across the organization. It also leverages IBM's industry expertise to give you key services and business domain-specific accelerators, including preconfigured, preintegrated and pretested retail data





and process models, along with retail business solution templates. IBM has taken most of the work and nearly all of the guesswork out of warehousing projects, so you can start realizing the benefits of next-generation operational intelligence more quickly. Plus, the solution helps you establish a flexible and scalable platform that transforms the way you establish, manage and leverage trusted business information.

Benefiting from real-time access to information

In the past, you might have performed periodic market basket analysis and customer segmentation to generate quarterly marketing campaigns, often targeting a broad market segment and focusing on a particular channel. However, with this approach, the resulting promotions are potentially irrelevant to many customers within that segment. Further, the offers could be outdated by the time they reach the customer—because customer needs and preferences can change quickly and offers historically haven't aligned with customer-specific history. In addition, the nature of these campaigns makes them difficult to deliver consistently across all of the different channels your customers use.

But imagine the benefits you could gain if every person in your organization had access to relevant customer information in real time as part of every interaction or transaction. Using that information, you could generate highly relevant promotional offers tailored to the needs of each customer—right at the point of contact.

The IBM Information On Demand framework enables you to consolidate, synchronize and compare information from all of your applications and systems to gain a unified, consistent and trusted view of your customers and suppliers. By establishing trusted information, you can deliver actionable insights in real time—while engaged with a customer or before running out of key items.

By synchronizing data across all of your systems and making it available in real time, you can improve the effectiveness of your marketing campaigns to drive increased customer spending and higher sales, while better managing your inventory and supply chain to reduce costs and optimize profitability.

Relying on IBM expertise

IBM also offers a solution workshop created just for retailers that enables you to work with IBM professionals to customize prebuilt templates and reports for common retail functions, such as market basket analysis and customer segmentation reporting. During the two-day workshop, IBM will walk you through the data model creation process and help you apply the Information On Demand framework to your business.

Realizing real business benefits

Many retailers are already realizing the value of IBM Information On Demand capabilities. One large grocery retailer has increased the average purchase for loyalty customers by four percent, driving US\$50 million in cross-sell revenue. Another large grocery retailer has grown same-store sales by 5.6 percent, primarily driven by its ability to offer loyalty card holders more relevant in-store promotions that are based on their prior purchases. Other clients are leveraging these technologies to optimize inventory management. For example, one large department store chain is capturing point-of-sale data from over one million transactions per hour, while simultaneously supporting nearly 70,000 queries per hour to enable real-time merchandising. Meanwhile, another department store chain is providing store managers across 834 stores with in-store dashboards, giving them real-time inventory insight and enabling them to make adjustments locally, based on current activity.

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Why IBM?

Greater insight into your customers and your supply chain will lead to greater sales and increased profitability. Traditional approaches for leveraging data can actually hinder growth in today's highly competitive real-time, global marketplace.

IBM can provide a comprehensive solution based on its visionary strategy for dynamic warehousing, real-time information integration and multiform master data management. With its deep understanding of and expertise in the retail industry, IBM is positioned to apply these technologies to your company's unique needs. As you look to start leveraging your information more effectively, don't make it more complicated and costly than it has to be. Turn to IBM for a proven, cost-effective solution that can speed your time to value.

For more information

To learn more about the Information On Demand framework for retail and related product offerings from IBM, contact your IBM representative or visit:

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