

## QuantiSense Reports for Duty to Navy Exchange Service Command with Retail Analytics and Business Intelligence Solution

### NEXCOM selects QuantiSense's industry-leading analytics software for retail merchandising operations

**ATLANTA, August 31, 2010** – QuantiSense today announced that the Navy Exchange Service Command ([NEXCOM](#)) has selected its retail analytic and business intelligence (BI) application for its global network of nearly 300 stores and 1,200 service operations across 104 Naval installations. A \$2.5 billion worldwide chain of retail stores and Navy lodges, NEXCOM offers a wide variety of products and services for active-duty Sailors, reservists, retirees and their family members.

With a goal of increasing sales, NEXCOM required a retail-specific analytic application to help manage its margins, avoid overstocks, and better understand the flow of product and how much inventory it needed in each location at any given time.

QuantiSense will provide NEXCOM with a packaged retail analytics solution, including over 1,200 retail metrics and the signature [QuantiSense Playbooks](#)™, a set of “plays” unique for each retail job role that guides users to take action and make better decisions in response to specific, recurring situations.

QuantiSense will help NEXCOM:

- **Reduce overstocks:** Some of NEXCOM's products are required to be in stock over 90 percent of the time, so maintaining that level without bloating the inventory with overstocks is a significant ongoing challenge.
- **Market basket analysis:** QuantiSense will allow NEXCOM to determine market basket affinities down to the store level, which can be difficult considering its disparate geographical locations and diverse product offerings. Additionally, market basket analytics will help NEXCOM determine the success of each store promotion.
- **Role-based dashboards:** QuantiSense executive dashboards will enable NEXCOM's users to easily view the most important information for their specific role in the organization, whether it's buying, planning, allocating or executive management. Instead of spending hours pulling reports for each weekly meeting, QuantiSense exception reports and drill-down dashboards will streamline the process for optimal efficiency.

"We need to have as much insight as possible into the productivity of merchandise assortments at each store, i.e., stock positions, margin contribution, promotion sell-through, and allocations," said Kean Westcott, Senior Vice President and Chief Information Officer, NEXCOM. "We anticipate that the capabilities offered by QuantiSense will allow us to leverage our existing IT investments while helping us better understand our business at the store level across varied retail locations."

"NEXCOM will be our most expansive geographic implementation yet," said Jeff Buck, CEO, QuantiSense. "With our packaged product and standardized implementation, QuantiSense will be able to jump-start NEXCOM's use of sophisticated exception reporting and retail analytics."

#### About NEXCOM:

The Navy Exchange Service Command (NEXCOM) is headquarters for the worldwide Navy Exchange System that oversees 104 Navy Exchange facilities and its nearly 300 stores worldwide; 42 Navy Lodges; Ship's Stores; and the Uniform Program Management Office. NEXCOM's mission is to provide authorized customers quality goods and services at a savings and to support quality of life programs for active duty military, retirees, reservists and their families. The Navy Exchange enterprise operates primarily with a non-appropriated fund (NAF) business instrumentality. Revenues generated are used to support Morale, Welfare, and

Recreation (MWR) programs. In FY08, \$2.5 billion in sales were generated with over \$45 million in profits provided to Navy MWR programs.

**About QuantiSense**

QuantiSense is the leading provider of [retail analytics and business intelligence](#) (BI) applications exclusively for retailers. Customers include Burlington Coat Factory, Casual Male Retail Group, The Guitar Center, Hallmark Cards, Pacific Sunwear, Restoration Hardware, and Spencer's. Implemented in 100 days, the QuantiSense application features a best-practices retail data warehouse and ETL that can layer atop your existing data warehouse in addition to pulling data from source systems. Users conduct analysis using QuantiSense's packaged retail analytics, reports, and role-based dashboards tailored for executives, buyers, planners, allocators, and additional roles throughout the retail enterprise. QuantiSense Playbooks™ empower retailers with a collection of role-based scenarios and situational analysis to drive process throughout the enterprise and guide users to the appropriate actions every time. To learn more, visit QuantiSense at [www.quantisense.com](http://www.quantisense.com).

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