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QuantiSense, Netezza To Partner For Retail Business Intelligence

QuantiSense announced it will collaborate with Netezza to deliver a business intelligence and analytics application developed exclusively for the retail industry.

The companies said that with the integration between their solutions, retailers will be able to quickly and easily take advantage of "QuantiSense Playbooks" which it characterizes as "a set of plays unique for each retail job role that guides users to make better decisions and take action in response to specific situations."

According to the QuantiSense, QuantiSense Playbooks turn the methodology of the best professionals into standardized decision processes that are consistent across the retail organization, enabling retailers with powerful analytic capabilities to reduce stockouts, minimize overstocks and markdowns, identify sales upswings and downswings at the store level, and guide their users to take appropriate action based on insight.

According to QuantiSense, Netezza's data warehouse and analytics tools will enable QuantiSense to deliver rapid performance from more than 1000 retail metrics built into the QuantiSense application.