

TAKE YOUR RETAIL ANALYTICS TO NEW HEIGHTS WITH QUANTISENSE EXTENSIONS



As a retailer, you need flexibility in your analytic applications so they can grow to meet the changing needs of your business. QuantiSense's out-of-the-box application delivers a powerful start to your business intelligence implementation and quickly puts the core analytics your company needs into the hands of your professionals.

QuantiSense Extensions, delivered by our Professional Services team, is here to help continue the momentum of your initial implementation so you can expand into



new areas of valuable insight. Our Professional Services team combines field-proven code with deep retail and technical knowledge to deliver your organization an unbeatable competitive advantage — and get your enterprise expansion off the ground quickly and reliably. QuantiSense Extensions are available in the areas of marketing, direct-to-consumer, cross-channel analysis, store operations, vendor profitability, clustering, and more.

MARKETING

CUSTOMER ANALYTICS

Retailers know how important it is to understand customers from every angle and analyze key customer metrics. To enhance your business intelligence implementation, QuantiSense can provide integration with CRM, campaign management and loyalty programs, tying customer information to transactions and passing this information back to these systems to enable more effective customer marketing.

PROMOTIONAL ANALYTICS

Some marketing campaigns are tied directly to shopper transactions through the use of a coupon, special promotional code, or giveaway. But many promotions are much less direct, making it difficult to measure lift, or the impact of a particular promotion on actual sales. QuantiSense's sophisticated analytics can measure the inferred lift of coupons or giveaways that are not tied to a transaction, enabling you to measure the success of these campaigns and their impact on actual sales.

WEB, CATALOG, AND CROSS-CHANNEL ANALYSIS

Many multichannel retailers run each channel as a separate business, with data and analytics in one area completely isolated from the others. This prevents your business from having a single view of the enterprise — no shared inventory, no shared buying power, and an inconsistent view of customer needs. QuantiSense Extensions go beyond basic business intelligence with the ability to provide a comprehensive cross-channel view of core metrics across all your retail stores, outlets, catalogs, and e-commerce

"The solution's flexibility and performance have allowed us to analyze and improve the key elements of our business that really make a difference to our customers."

— Dennis Hernreich,
COO and CFO,
Casual Male



websites — supporting the analytical needs specific to each segment while enabling you to run all your channels as a cohesive business.

QuantiSense's cross-channel business intelligence enables you to:

- Provide consistent customer experience where channels reinforce each other
- Achieve economies of scale in inventory, purchasing, and operations
- Leverage cross-channel opportunities such as emerging trends and inventory sharing

Direct-to-consumer channels require analytics beyond the scope of traditional business intelligence to manage specific needs of these channels. These include order lifecycle, demand vs. sales, catalog and call center activity, conversion, and channel-specific product hierarchies. Because QuantiSense's infrastructure is designed from the ground up to support multiple source systems, your QuantiSense implementation can act as the meeting

point between channels and provide a holistic view of performance, customer data, and inventory across the enterprise.

SALES, TRAFFIC AND LABOR ANALYSIS

For retailers, measuring conversion rates at stores is critical to identifying performance drivers, measuring lost sales opportunities, and for labor scheduling. QuantiSense Extensions for sales, traffic and labor bring these data sources together with all your enterprise retail data so you can staff the retail sales floor more efficiently and cost-effectively. For example, on a Saturday, a retailer could increase sales as much as ten percent simply by having more staff on the sales floor — but on a Sunday, “window shoppers” could mean traffic is just as high but conversion is much lower, so not as many sales people are needed.

Today, store management teams are challenged to make optimal staffing decisions because sales, traffic and labor data are stored in different systems. With QuantiSense, however, joining these three data sources enables your store teams to understand Sales per Employee Hour and other key metrics to optimize store performance and the customer experience.

VENDOR PROFITABILITY

Vendor profitability analytics, another QuantiSense Extension, enable retailers to view all information about a vendor's performance in a centralized location in order to distinguish vendor strengths

and weaknesses. Traditional reporting may show that a certain vendor's products are flying off the shelves, but with a more accurate representation of the vendor's profitability including factors such as returns, shrink, and markdowns, you may learn that the same vendor is not very profitable after all. By putting this information in the hands of your buyers and store management, you can develop more valuable vendor relationships and negotiate more effectively.

CLUSTERING

Many retailers make painstaking manual efforts to roughly rank the performance of stores and certain classes of products in attempt to optimize each store's merchandising assortment. This process results in a narrow evaluation and a complicated scoring method that can unfairly rank stores against one another. The QuantiSense Store and Performance Clustering Extension empowers you with the ability to automate the creation and analysis of store grades down to the sub-classification level. QuantiSense's approach to clustering enables you to use many sophisticated business factors in designing store grades, and also promotes consistent use and analysis of grades across the enterprise.

If your company is interested in learning more about any of the QuantiSense Extensions, please contact us today at retailinsight@quantisense.com.



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