

## **BUSINESS INTELLIGENCE FOR RETAIL**

### ***WHAT IS BUSINESS INTELLIGENCE?***

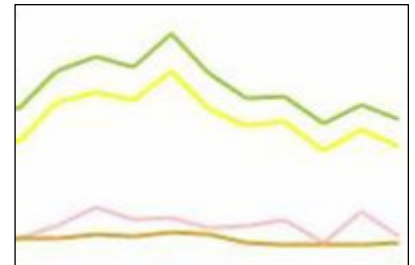
It is the up-to-the minute decision-supporting information you need, summarized from the vast amount of data you already have in your point-of-sale and back office software. And that information is presented the way you want it, anywhere, any time. It is information you can understand at a glance and take action on quickly and confidently. Business intelligence software takes advantage of today's computer technology to deliver that intelligence right to your computer screen in both graphical and tabular form.

### ***HOW CAN BUSINESS INTELLIGENCE HELP ME?***

Your retail business may have some unique characteristics, but you probably share some basic challenges with other retailers. Some examples of retail management challenges: markdowns, open-to-buy, inventory and inventory turn rates, size distributions, style and model changes, and promotions.

Spotting trends and problems quickly is very difficult without business intelligence and very fast and easy with business intelligence. For example, in less than a minute, you can:

- Watch today's sales for the company, a division, a department, or a category as they happen with updates every few minutes. Use that to see the progress of a promotion or other special event.
- See that the inventory of a product that is soon to be replaced is high in some of your stores. Take action to promote it, mark it down, transfer it, or return it to your supplier.
- Compare the buying patterns by size in a store or region to the size distribution you are using. Decide to modify the distribution to better meet the size demographics in that area.
- Analyze the open-to-buy and the sales by category in a division or department. Decide to promote/mark down some categories to free up money for fresh merchandise.



These are only a few examples of the many uses of business intelligence in retail organizations.

### ***WHERE DOES IT COME FROM?***

Business intelligence comes from your own data. You have data in your financial/accounting system and you have data in your point-of-sale, back office, distribution center or other business process system. The business intelligence comes from putting related sets of data together, summarizing it and displaying it in a useful, readable way – the way you want to look at it.

### ***HOW DO I PROCEED?***

You can obtain the QCS Business Intelligence Manager through one of our Resellers. Please check out website at [www.q-c-s.net](http://www.q-c-s.net) for Reseller contact information. You have two choices:

- You can obtain the software, license, and documentation and have your own IT resources carry out the implementation, or
- You can obtain a QCS Business Intelligence Solution from some of our Resellers.

### ***WHAT IS THE QCS BUSINESS INTELLIGENCE SOLUTION?***

Many Resellers offer an attractively priced "turnkey" Business Intelligence Solution that will give you the specific business intelligence capabilities that you decide will be most valuable to you. For example, you may decide that the most important areas you want to be able to manage more strongly are markdowns, inventory and tracking promotions. Or you might choose open-to-buy, markdowns and inventory. Or you might choose size distributions, store allocations, and regular sales.

### ***WHAT ARE THE ELEMENTS THAT MAKE UP THE SOLUTION?***

There are two parts to the Business Intelligence Solution: software and implementation service.

## **SOFTWARE**

The QCS Business Intelligence Manager does the work of extracting data from your financial and/or business process software's database. It presents the business intelligence in two ways: as instruments on a digital dashboard on your computer screen and in related reports. It uses Microsoft SQL Server 2005 to manage some technical data tables of its own and to retrieve your data from your existing database – without requiring any change or upgrade to your database.

The implementation team has expertise in retail applications, database processing and retrieval, and the QCS Business Intelligence Manager. They will install the software, analyze your chosen dashboard instruments and report designs, write "Structured Query Language" logic to retrieve and summarize the data into business intelligence, and train the users to use it effectively.

The implementation team will work hand-in-hand with your IT staff. They will not lose the vital control over the integrity, reliability, and security of the network of systems on which you depend. And the implementation team will train them so that they are fully comfortable.

### ***WHAT CHANGES DO I HAVE TO MAKE TO MY BUSINESS'S SOFTWARE?***

None at all.

The QCS Business Intelligence Manager works separately from your existing business software. It reads data out of your software's databases and processes it to produce the dashboard text and graphs and to produce more detailed "drill down" reports. It does not modify any of your data. It does not require that your business software be replaced or changed in any way.

### ***WHAT CHANGES DO I HAVE TO MAKE TO MY BUSINESS OPERATION?***

None at all.

The business intelligence you get from the QCS Business Intelligence Manager is all about your business operation as it is working. You will be able to make very effective use of the business intelligence without changing any aspect of how your business works.

That said, over time your use of the business intelligence may cause you to see some ways you want to make changes to improve operations. But that's your choice to make.

### ***HOW LONG DOES IT TAKE TO GET IT UP AND RUNNING?***

The time to get up and running varies based on a variety of factors, many of which are under your control. Typically from start of the project to live, production use is 3-6 weeks.