

The Profitbase Retail Business Intelligence (BI) solution delivers Business Insight to retail decision makers enabling them to identify problems and opportunities and make better, faster decisions. The solution provides one consolidated view of information resulting in 360 degree visibility to all aspects of business performance including channels, stores, chains, categories, inventories and financials.



Business Insight for Retailers

Retail is one of the most diverse, complex and dynamic business environments there is. Thousands of ever changing products; loyalty programs; high turnover staffs; seasonal buying patterns; high and low margins products; and on-going promotions challenge even the most seasoned industry veteran. Add to all this the relentless competitive environment, fraud, and an unpredictable consumer there is an undeniable need for accurate information to support buying, staffing and a host of other decisions that must be made in this dynamic environment.

360 Degree Visibility to Performance

The Profitbase Retail BI solution gives Business Insight to decision makers empowering them with accurate and up-to-date information. The solution provides one consolidated view of information resulting in 360 degree visibility to all aspects of business performance. By extracting and consolidating data from multiple business systems the solution delivers actionable performance information to decision makers based on their roles in the organization.

- Store Managers are able to track sales, promotions, inventory turns, out-of-stock SKUs, and margin by category, department, store clerk and more
- Regional or chain sales executives are able to monitor top performing stores, categories and inventory
- Category managers can track product line and vendor performance
- The CEO and CFO are able to track financial performance of the enterprise as well as categories, chains, regions and stores



Regardless of their role, all decision makers are working from the same set of information. Everyone from the CEO to the store manager can monitor performance anytime, anywhere, using a browser and a role-based self-service BI interface. Empowered users are able to sort, filter and drill to detail to root out problems and solve them quickly.

Industry best practice ARTS Retail Business Templates – Speeds Deployment



The Profitbase Retail BI solution includes software tools and out-of-the-box capabilities that reduces deployment times, cost and risk. Industry best practice retail business templates conform to the National Retail Federation's Association for Retail Technology Standards (ARTS) standards and provide best practices key performance indicators (KPIs), metrics and data filtering criteria for areas like finance, sales, inventory, purchasing, point-of-sales (POS), and more. Additionally, Profitbase Studio, a data warehouse deployment accelerator for Microsoft SQL Server, enables any template to be quickly deployed and easily modified to each retailer's unique requirements.

Inventory Management

- Reduce Out-of-Stock Occurrences
- Free Up Shelf and Inventory Space and Cash
- Higher Turnover and Sales
- Higher Customer Loyalty and Satisfaction

Performance Management

- Track Category Performance and eliminate unprofitable Items and Categories
- Compare Vendor Performance and weed-out poor performers
- Improve Promotional Campaign Effectiveness
- Identify pull-through SKUs
- Higher Sales and Margins

Best Practice

- Identify top performing stores and managers and their operating characteristics
- Compare Staff productivity by stores
- Compare Out-of-Stock Metrics
- Compare Inventory Turns
- Identify and institutionalize Best Practice

Margin Improvement

- Identify and Control Sweethearters
- Reduce Low Margin SKUs
- Identify weaknesses in business process and margin control
- Improve Margin

Information Delivered based on Roles

Information is delivered to users based on their role in the organization, their information needs and technical skill level. Store managers and regional or chain sales executives have different information requirements and skill levels than, for instance, a data analyst in the corporate office, and therefore are provided the appropriate technology and only the information that they need to do their jobs.



*Profitbase InFront Analytics
Dashboard for Store and Regional/Chain Managers*

Profitbase Retail BI Empowers Your Decision Makers with Better Information Faster and...

- Predict customer buying trends
- Plan more effective promotions
- Optimize staffing levels
- Improve inventory turns
- Reduce shrinkage
- Control and improve margins
- Improve category performance
- Reduce out-of-stock occurrences
- Compare performance of stores, categories, etc.
- Identify and institutionalize your best practices

Profitbase Worldwide Retail Experience



"In addition to the quality and accurate reports and KPIs, I can document a reduction of 1800 hours per year over the last 6 years spent in reporting, and internal communication of financial figures and plans."

Ole Martin Thunes, Optimera Group Controller

"The system's ease of use frees up time to analyze, and present data in a usable, understandable form which in turn results in improved, targeted management decisions"

Olav Næss, IT Director Scandic, Reitan Servicehandel

"With Profitbase we were able to understand our business better to improve performance. In year one, we had a 5% bottom line impact."

Malik Murad Ali, IT Director Mydin

The Profitbase Value

- Rapid solution deployment
- Retail Business Templates based on industry best practice reduce risk and deployment time
- Decision makers are data synchronized all working from One Version of the Truth

Photo courtesy of Microsoft

Microsoft
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