

RETAIL INFORMATION AT THE SPEED OF THOUGHT

EMPOWERING MANAGERS WITH ANALYSIS AND INSIGHT

The retail industry moves fast. With dynamic customer preferences, fluctuating merchandise availability, changing supplier capacity, and complex logistics arrangements, keeping up is a challenge. To make optimal decisions at this breakneck pace, merchandising managers, marketing directors, supply chain management, and other retail executives need access to real-time, relevant, and highly accurate information.

Yet these line-of-business managers often lack timely, direct access to this information. Resource-constrained IT departments unwittingly become bottlenecks, providing static reports on a scheduled basis. But some of the traditional business intelligence (BI) tools are too complex and unreliable for average users. Too often, non-IT users struggle to find and present information that could generate new insight and support a better understanding of the business.

Many retailers are turning to the search and exploration functionality of the SAP® BusinessObjects™ Explorer software. A combination search engine and data analysis tool that can access all of your company's data, SAP BusinessObjects Explorer can help you find the information you need and present it quickly and clearly. By providing immediate answers to ad hoc business questions, the software can help you gain new insights into your business and your shoppers – enabling optimized decision making and operations.

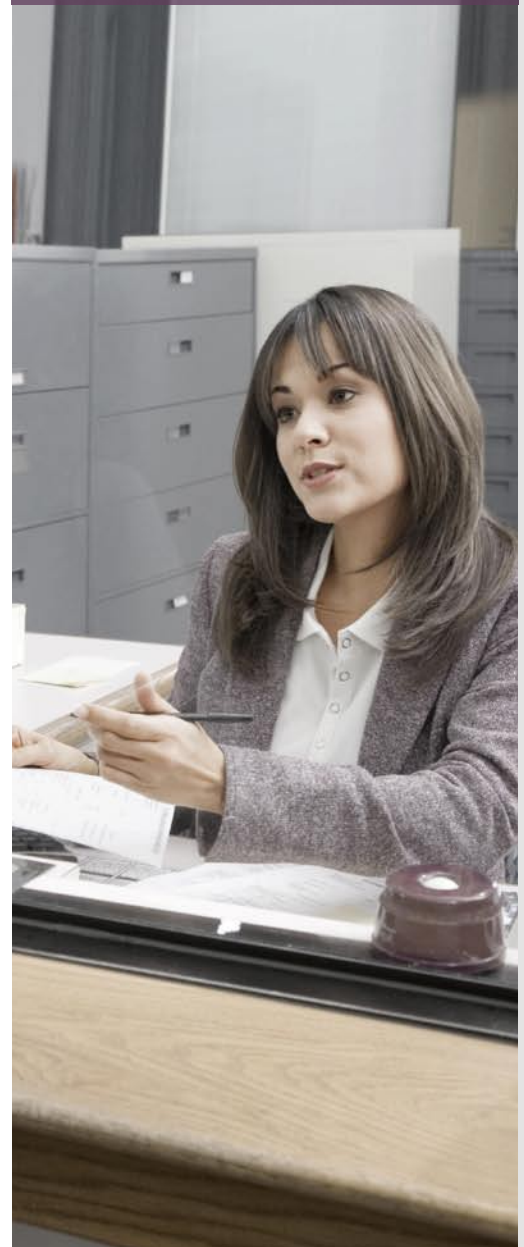
Intuitive Search and Analysis, Without Waiting for IT

SAP BusinessObjects Explorer blends the speed and simplicity of a common Internet search engine with the high performance and rapid response times of a sophisticated BI tool. With an intuitive user interface and powerful search functionalities, the software helps you find relevant information that lies in both SAP and non-SAP databases.

Type in keywords and, just like any Internet search application, SAP BusinessObjects Explorer displays a list of options with the most relevant results at the top. You can execute the search on multiple databases, regardless of where they reside or how the data is formatted. No preexisting reports or metrics are required. Then you can begin to refine your search.

It's not unlike using a virtual globe application, where you begin by viewing the Earth and then zoom in closer and closer until you can see your own driveway. With SAP BusinessObjects Explorer, you can drill down through the data until you have the precise retail information you need. For example, you can progressively query using search criteria such as revenue, margin, category, product name, sales region, specific store, markdowns, and delivery schedule. The software delivers the most pertinent information for your query and graphically illustrates it.

To support rapid-fire decision making, retail line-of-business managers need real-time access to current, complete information. The SAP® BusinessObjects™ Explorer software provides intuitive, powerful search and analysis tools that help you gain valuable insights into business operations and shopper behavior.



What's more, you can get the business intelligence you need without help from IT. This intuitive search and exploration functionality enables users to gain insight faster, modify their queries, and drill for more detailed information. You can then take corrective action sooner and with greater confidence.

You can use SAP BusinessObjects Explorer to conduct search and analysis activities for a comprehensive array of retail processes. The following business process areas illustrate the power of the software.

Manage the Merchandise Lifecycle with Greater Transparency

To effectively manage the merchandise lifecycle, merchandise managers need insight not only into past events and activities but also into the factors that will influence future shopper demand. To gain this insight, most retailers must tap data from several discrete sources. With this knowledge, you can grow same store sales and margins, ensure that your assortment matches shopper requirements, and maximize your return on promotional spending.

SAP BusinessObjects Explorer can help you go beyond your current business information and gain a deeper understanding of the factors that influence the merchandise lifecycle. You can more quickly identify trends that are influencing shoppers, and you can use real-time performance measures to refine your merchandising and channel strategies. With the SAP software, you can even refine your customer segments based on historical performance, market analysis, and

syndicated data – so you match the merchandise in each store and channel with the customers most likely to shop there.

Merchandising and marketing managers can also use the software to better understand the impact of promotions on shopper behavior. Real-time visibility into store performance can provide you with fast feedback on the impact of different promotional strategies. Detailed, insightful business intelligence can help you determine how to maximize your promotional spend. You can also use the software to quickly identify the vendor deals that can maximize value to your enterprise.

What's more, you can use the SAP software to support pricing analysis. Powerful analytic functionalities can help you understand the impact of price changes, compare your prices with those of local competitors, or view pricing in the context of shopper demographics for each store location.

Optimize Supply Chain Operations

To support complex, strategic supply chain ecosystems, information-intensive retail operations require in-depth business intelligence. SAP BusinessObjects Explorer provides operational managers with real-time information that can help them identify and understand problems as they occur, make rapid decisions, and introduce course corrections that allow the enterprise to adjust to changing conditions.

For example, you can track shipments in real time. This allows you to pinpoint potential problems and take corrective

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action before they negatively impact performance. By delivering real-time information on corporate and supply chain performance, the SAP software can help you reduce out-of-stock items, enhance fulfillment, improve on-time deliveries and contract compliance, and increase customer satisfaction and retention.

You can also use the software to perform load balancing of shipments. By analyzing merchandise loads in near-real time, users can optimize warehouse space, truck space, and labor during product shipments. This intelligence can provide supply chain decision makers with the visibility needed to adjust outbound freight, routes, and schedules and to minimize costs.

The SAP software can also help your company handle any necessary inventory recall and reconciliation activities. Any company that makes, sells, distributes, stores, or

otherwise handles consumer products could be involved in a recall. If a recall occurs, timely response is critical. The longer it takes to assess the situation, gather the facts, and provide information to the affected consumers and to the business community, the more devastating the potential effect of the recall can be. By giving you access to up-to-the-moment product information, the software can help you take rapid, decisive action in the event of a recall.

Ensure the Best Shopping Experience

Gaining a holistic view of your shoppers – one that draws on information from internal systems as well as external data sources – can be difficult. Cross-channel shoppers – those who buy from your store, catalog, and online outlets – tend to be the most profitable customers, but gathering data about their experiences in each channel is a challenge. Yet you need a complete picture of your customers in order to determine what steps you must take to ensure that they have a consistent, positive experience at all touch points.

SAP BusinessObjects Explorer can help marketing and customer service professionals use real-time intelligence to understand customer perceptions and experiences. You can use the data provided by the software to determine how specific offers (such as products, services, promotions, a loyalty program, and so on) are resonating with your shoppers.

The software can also help you assess how your most loyal customers are reacting to your latest promotional offer. You can quickly view the conversion rate of targeted offers to determine

whether campaigns are hitting the mark. Similarly, you can use the software to examine the overall profitability of different types of shoppers, so you can target the right shoppers with the right loyalty program. Having this intelligence cannot only improve your return on promotional spending and increase shopper satisfaction, but it can also help you entice the right shoppers to return again and again.

As you build on your multichannel strategy, you can use the SAP software to track the performance of each sales channel. Visibility into channel performance can help you not only refine your shopper service strategy but also identify duplicate processes that can compromise your profit margins.

To better understand Web-based sales performance, you can use the software to gauge customer interest in promotional items by identifying the percentage of click-throughs to your promoted links. The software can also tally the number of aborted transactions, which can help you determine if there are general Web site problems or order-specific issues, such as shipping rates, that discourage customers from completing a transaction. This knowledge can help you offer customers a more positive experience that will increase the likelihood of their buying your merchandise.

The Value of Fact-Based Decision Making

SAP BusinessObjects Explorer helps you leverage intuitive data exploration and visualization functionality, which enables you to analyze key retail information in

context. With this clarity, you can achieve the following benefits:

- **Tighter alignment** – throughout the organization, between departmental objectives and strategic goals
- **Lower costs** – by identifying and eliminating duplicate or inefficient processes and replicating efficient processes
- **Improved execution, in a timely manner** – thanks to more-effective processes, well-defined goals, and higher organizational performance
- **Increased visibility** – with the ability to track product, supplier, employee, campaign, channel, and department performance
- **Higher productivity of information workers** – because self-service discovery features enable users to get valuable information without needing to understand the data, where it is located, or how it is structured
- **Enhanced insight that leads to smarter, timely decisions** – with immediate access to vast stores of data, allowing you to explore business at the speed of thought

For More Information

To learn more about SAP BusinessObjects Explorer or other SAP BusinessObjects BI solutions for retail businesses, contact your SAP representative or visit us online at www.sap.com/sapbusinessobjects or www.sap.com/retail.

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Summary

The SAP® BusinessObjects™ Explorer software combines intuitive information search and exploration functionality with high performance and scalability that enables retail line-of-business managers to gain rapid access to complete, current business intelligence (BI).

Business Challenges

- Improve end-user adoption of BI tools to enable fact-based decisions
- Enhance query performance and response times to increase productivity and improve decision making
- Contend with spiraling IT costs and changing business priorities

Key Features

- **Search across all data sources** – Simply enter a few search keywords to rapidly display the most relevant information from across all data sources
- **Contextual exploration** – Gain additional contextually relevant details when searching – no data model or data knowledge required
- **Automated relevancy and chart generation** – Receive the most relevant search results first and view charts that best represent the information
- **High performance and scalability** – Take advantage of the high performance and scalability you need for immediate answers across very large data sets
- **Real-time performance measures** – Refine merchandising and channel strategies, customer segments, and promotions using up-to-the-moment information
- **In-depth business intelligence** – Identify supply chain problems and deploy course corrections to adjust to changing business conditions
- **Holistic data views** – Generate insight into customer trends across all channels, helping to optimize the shopping experience

Business Benefits

- **Improved performance**, thanks to pervasive BI and fact-based, timely decisions
- **Lower costs** by increasing process efficiency
- **Increased visibility**, with the ability to track performance and operations at all levels
- **Tighter alignment** between departmental objectives and strategic goals
- **Enhanced insight**, leading to smarter decision making

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