



Business Intelligence Solution for Retailers

Sun, Oracle, and SAS. Hard data for intelligent decisions.



ORACLE

Highlights

- Transforms raw data into actionable intelligence for improving business performance
- Addresses the entire retail enterprise, from merchandising and floor management to price/promotion management to purchasing/transfer management to supply chain management
- Reduces total cost of ownership for data warehousing while improving performance and multi-channel, cross-departmental information sharing
- Combines the expertise and core competencies of 3 globally respected technology leaders: Sun, Oracle, and SAS, who also support the solution with cooperative, comprehensive services.



Satisfying customers and increasing operational efficiency don't have to be competing goals. With better use of the data that's already in your systems, you can improve customer service, drive higher margins through smarter discount and promotion programs, optimize your merchandising and floor management strategies, and build stronger customer relationships—all at the same time. That's why you need a business intelligence solution. But not just any business intelligence solution, you need the combined expertise and advanced technology of the business intelligence leaders: Sun, Oracle, and SAS.

Close the intelligence gap.

Does your floor management plan optimize impulse buying? Are you tagging and sizing correctly for different regions? Which of your customers are the most lucrative? How much incremental income did your last discount promotion generate? Are you overstocking or understocking? Which ad campaigns are bringing in new revenue?

How do you know?

There is a big difference between raw data and business intelligence. Working together, and working closely with your staff, Sun, Oracle, and SAS can help you close the intelligence gap. We can help you transform the raw data that's coursing through your networks into actionable insight.

Sun, Oracle, and SAS can deliver a solution that provides one comprehensive view of all aspects of the retail enterprise—so your executive management team can make the informed, insightful decisions that will positively impact profitability, operational efficiency, and customer satisfaction.

No industry is more competitive than retail. Why not use the most powerful weapons at your disposal to gain a competitive edge? With a business intelligence solution from Sun, Oracle, and SAS, you can optimize the

performance of every facet of your operations—from merchandising through supply chain management. And you can achieve the most elusive goal in the retail industry: customer intimacy

Three world-class vendors, one powerful solution.

The Business Intelligence Solution for Retailers brings together leading-edge products, technologies, and services from three powerhouse partners. The result for your enterprise is access to integrated, optimized, proven solutions and the expertise and best practices only Sun, Oracle, and SAS can deliver.

Sun: We make the Net work.

Sun delivers the high-powered infrastructure that serves as the foundation for your business intelligence/data warehouse solution. Sun software, servers, and storage systems provide the performance, scalability and high availability, and security that retail enterprises demand, and Sun's open technology and thought leadership ensure your investments are protected over the long term while delivering high value right out of the box.

Oracle: The rock-solid foundation for your DataWarehouse.

Oracle delivers a complete, pre-integrated technology foundation to reduce the cost and complexity of building and deploying enterprise business intelligence. Oracle provides a data warehousing infrastructure with embedded multi-dimensional analysis and data mining capabilities. With Oracle, you decrease the overhead associated with data movement while increasing data quality and speed of delivery to end users. And you have access to pre-packaged applications for measuring and monitoring your business performance.

SAS: BI and beyond.

When business intelligence and analytics are your competitive differentiator, SAS solutions on Sun deliver the winning edge. A complete array of SAS software-driven solutions is available on the Sun platform, including Customer Intelligence, Merchandise Intelligence, Operations Intelligence, and Performance Management Solutions. SAS offers standards-based, platform-independent technologies supporting more than 100 data sources and 40 platforms, helping you integrate the entire intelligence creation process, reduce business and technical risk, and leverage your existing data to the fullest.

Revitalize your retail operations.

The Business Intelligence Solution for Retailers opens up new opportunities for your enterprise to gain a competitive edge. Key benefits include:

- Increase sales effectiveness: Use cross-channel data and incorporate that data into your marketing models to analyze opportunities.
- Cut costs with self-service touchpoints: You can move Web services, IVR, and sales call centers to a self-service model to reduce costs.
- Optimize product placement: Better information will help ensure that you get the right merchandise to the right stores at the right time.
- Improve customer knowledge management: You'll gain insight into customer behavior and be able to link floor and store data to reduce shipping/transfer and inventory management costs.
- Reduce total cost of ownership: Better performance and more cost-effective storage allows the data warehouse to grow as operational data grows, so you can avoid or delay capital acquisitions.
- Multi-channel information sharing: The flexible architecture of the solution supports multiple divisions/channels and cross-department information sharing.

See it, believe it at the iForce Competency Centers.

You can see the Business Intelligence Solution for Retailers at work at the iForce™ Competency Centers for Business Intelligence and Data Warehousing (BIDW). This global network of centers helps take the guesswork (and

Get the details.
For more information about the Business Intelligence Solution for Retailers, visit www.sun.com/bidw.

surprises) out of implementing the optimal solution for your requirements. You can see a demo, try out a concept using real data and state-of-the-art systems, build a customized reference architecture and test its performance and scalability, or brainstorm with on-site experts from Sun, Oracle, and SAS. The centers help cut the cost, risk, complexity, and timeframes for implementing your business intelligence solution.

