

The Profitbase Retail Business Intelligence (BI) solution delivers ready to use dashboards and reports that brings you closer to your business by providing easy access to business performance figures on your desktop or mobile device.

Challenging Business Environment

Retailers are continually pressured to change and stay competitive. That means managing and tracking new product introductions, promotional campaigns, margins, Out-of-Stock occurrences, Days-on-Hand Inventory, thousands of daily transactions, returns and much, much more. No wonder it's so difficult to clearly see what's working and what's not. As a result, retailers could be losing profits at many points in their operations. For many retailers, this can run into tens of thousands of dollars each month.

The Connected Retailer – Access to Information, Anywhere, Anytime

Today, everyone has access to an Internet Browser. It's on your desktop, laptop, tablet and smartphone. So, you're already wired with the right technology to view information. With Profitbase, using a standard browser on your desktop or smart mobile device, your management team can view key performance information that's relevant to them anywhere, anytime. They are always connected and informed so they can see problems quickly and resolve them faster. Your management team will be able to:

- Optimize inventory to match demand
- Reduce dead stock and out of stock situations
- Monitor daily, weekly and monthly sales trends
- Identify poor performing suppliers
- Identify top and poor performing stores, sales people and categories

One Consolidated View of Operations

Seeing the big picture is important, but just as important is to understand the details of your operation. When reports come from disconnected siloed business systems, figures don't match up, are inconsistent and in different formats making it very difficult to understand where your problems are.

The Profitbase Retail BI solution brings all your disconnected information together and presents it to your management team, on their desktop or mobile device browser, in simple, easy to understand dashboards and reports, so everyone is working from the same figures; figures they can trust. The result is better, faster decisions.

Problem Diagnosis - See problems or opportunities quickly and easily drill to the details

Knowing that you have a problem is obviously important, but knowing the cause of the problem is essential to fixing it. The Profitbase Retail BI solution provides fresh, up-to-date information in dashboards that are designed so you see problems quickly and then drill into the details with one click.

Easy Access to Better Information to Optimize Operations



Profitbase Retail BI Solution Benefits



Access to Business Performance with Mobile Devices

Managing Change

Change comes in many forms. Most times change is internally initiated: a new promotional program; new pricing; new product placement; or a new training program. The objective is always the same - to improve the bottom line.

With the Profitbase Retail BI Solution, you will be able see and measure the effects of the changes you make. Was the training effective? Did the promotional campaign meet or exceed your objectives? Measuring effectiveness allows your management team to monitor, analyze, adjust, and continue to improve their programs and tactics.

When change comes in the form of a new acquisition or merger, consolidation and integration of information from business systems is always a challenge. The Profitbase solution is designed to consolidate information from multiple disparate business systems easily and quickly.

Read what Paal Smidt, Controller for Optimera, a Scandinavian building supply retailer, had to say:

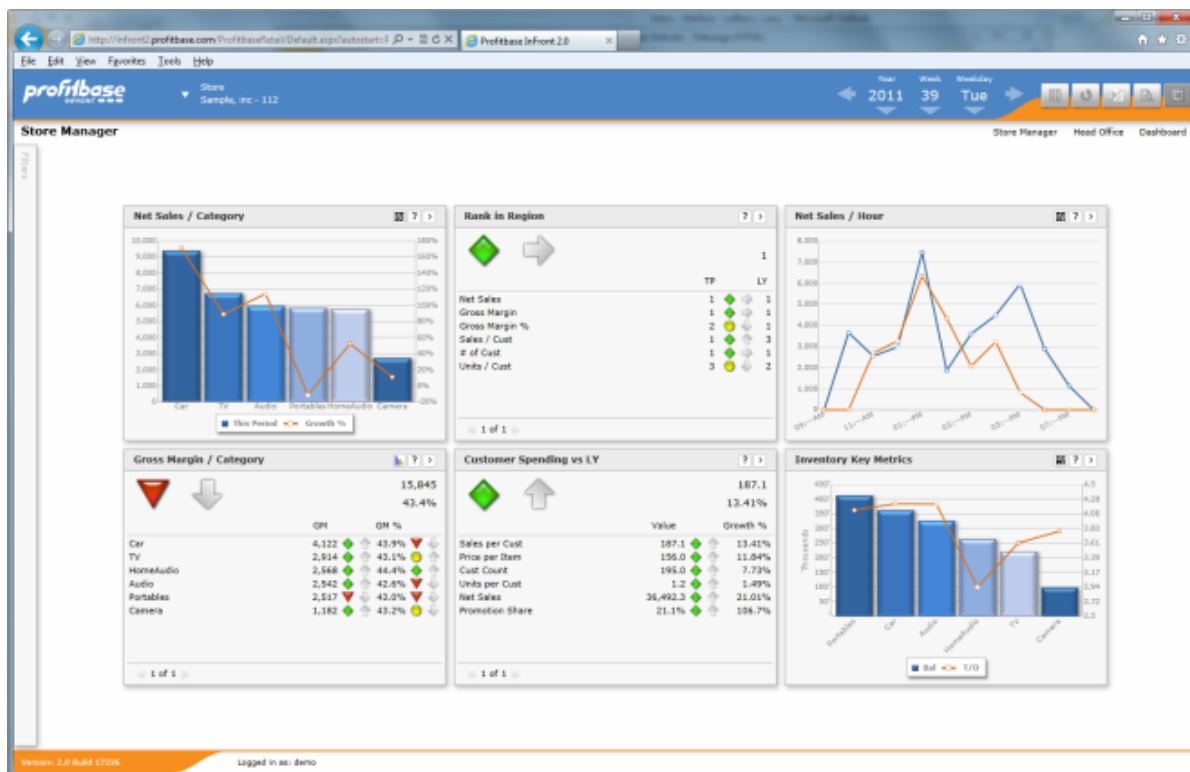
"We acquired two companies in August, 2011, and using our Profitbase system, it only took us 2 hours to integrate the new company's data into our existing enterprise reporting. Being able to react so quickly and effectively is vital for a dynamic, growing company. With Profitbase, we are always on top when it comes to reporting."

Fast Deployment – Fast Time to Value



The Profitbase solution conforms to the NRF Association for Retail Technology Standards (ARTS)

Data Warehouse Standard, comes with ready to use metrics, dashboards and reports that were jointly developed with successful retailers, and is integrated with many ERP and POS business systems - so the solution can be quickly deployed.



The Connected Retailer – Access to Business Performance Figures Anywhere, Anytime



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