



Retail Solutions:

- Retail Data Model
- Pre-Defined Retail KPIs and Reports
- Proven Implementation Project Plans
- Customer Loyalty Solutions
- Supply Chain Analytics
- Markdown and Promotion Analytics
- Store Operations Analytics
- Demand Signal Repository Solutions
- Market Basket, Customer/Product Affinities
- Profit Analytics

“By moving our data warehouse to Netezza, the business has timely access to data and is empowered to run queries we could never run before. From the beginning, we were impressed with Netezza, and they have far exceeded our expectations.”

Mike Kobayashi
Chief Information Officer,
Ross Stores, Inc.

Retailers Use Comprehensive Analytics to Deepen Customer Relationships, Improve Operations and Increase Profits

Successful retailers are able to plan, allocate, price and market products according to ever-changing patterns of supply and demand. To do this effectively, they need to analyze how customers behave, how the products must be acquired and flow through the supply chain, how vendors should be managed, and how to manage inventories and promotions at the store level. By quickly analyzing and interacting with this data to drive new business actions, retailers can more effectively run their business and drive margin improvements in-season. This leads to better inventory control, improved operations and deeper customer relationships through better targeted marketing, pricing and promotions.

Until now, the systems and projects required to build such analytic capability to drive improvements were costly to maintain, time-consuming, and required complex IT skill sets and knowledge. General-purpose data warehouse solutions cause retailers to sacrifice the value and game-changing information that should be delivered to the business users. Many retailers don't have the time to wait for long and complex project implementations, nor the multi-million dollar budgets to implement, upgrade and maintain the systems needed to analyze terabytes of historical data. Consequently, they use an outdated and incomplete snapshot of their data to make critical decisions, rely on reports and analytics that often time-out and ultimately the projects fail because users lose interest and stop asking the ad-hoc and what-if questions they need at that specific moment.

Not anymore.

With the Netezza Performance Server® (NPS®) family of streaming analytic™ appliances, you can optimize the analytic tools you already rely on to realize real-time results for comprehensive analysis of your retail data. An enterprise-class analytic appliance, the NPS system delivers ease-of-use and 10 to 100 times the performance of traditional data warehouse systems – for half the cost. The NPS system powers in-depth, real-time analysis of all your data and analytic, enabling you to improve customer loyalty with more effective marketing campaigns and promotions, better forecasting and more effective pricing strategies for increased revenues and decreased costs.

Imagine the Possibilities

Analyze results in minutes or seconds, not days or hours, so you can:

- Respond in real-time to changing customer buying patterns
- Develop more timely and targeted promotions based on customer buying behavior and changing external factors
- Forecast buying and mark down prices based on comprehensive analysis of supply and demand, enhancing customer loyalty
- Mine detailed supply chain data, providing a real-time snapshot of inventory to anticipate problems and enable true “just in time” inventory management

Key Benefits

PERFORMANCE: 10-100x the performance of existing data warehouse and analytic solution

ITERATIVE, REAL-TIME ANALYTICS: Enabling ad hoc queries and complex analytics with terabytes of detailed data

AFFORDABILITY: Low acquisition and ongoing administration and maintenance costs

MANAGEABILITY / EASE-OF-USE: Appliance packaging and pre-tuning limit systems and database administration needs

LINEAR SCALABILITY: From a few hundred GB to hundreds of TB of user data

FLEXIBILITY / AGILITY: Easy addition of modular processing units for scalability and reconfiguration

STRUCTURAL RELIABILITY: Full mirroring and ACID transaction management

LOW POWER, COOLING & SPACE CONSUMPTION: High performance in a compact footprint

Proven Results: Lower TCO and Better Performance

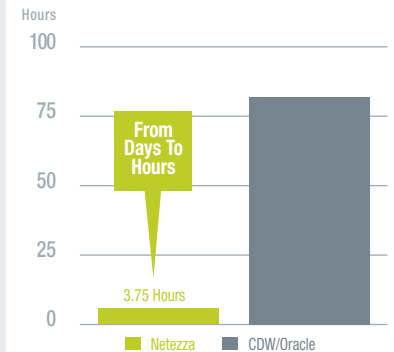
With the Netezza Performance Server system, retailers have realized orders of magnitude improvement in their query response times, with dramatically lower TCO and far less effort transforming the way they do business.

Challenge: A leading grocery retailer was unable to quickly analyze customer market basket purchase information to better understand how customers bought items together. On their Sun/Oracle platform this analysis was taking more than three days to complete and required a lot of manual intervention from IT resources. The response time made it difficult for users to even get this information, much less be able to analyze the data thoroughly by doing iterative analyses around interesting findings. In addition, the IT resources required to perform this analysis created further impediments and added cost.

Result with the Netezza system: Using the company's unmodified BI application, the NPS appliance ran the same market basket analysis, which had been heavily tuned for the Oracle system, in less than four hours with no manual intervention. Business users at this retailer are excited about these results and eager to leverage the improved BI performance to uncover nuanced trends for greater competitive differentiation.

Market Basket Analysis

Actual results using the Netezza Performance Server system for market basket analysis. The NPS system reduced the time from three days to less than four hours!



Transform Your Business with Netezza

The Netezza Performance Server family of streaming analytic appliances brings appliance simplicity to a broad range of complex data warehouse and analytic challenges. For data-intensive organizations worldwide, Netezza appliances deliver breakthrough performance, unmatched ease of deployment and operation, and innovative flexibility and scalability at a fraction of the cost of traditional solutions.

About Netezza

Netezza is the global leader in data warehouse and analytic appliances that dramatically simplify high-performance analytics for business users across the extended enterprise, delivering significant competitive and operational advantage in today's information-intensive marketplaces. The Netezza family of appliances brings appliance simplicity to a broad range of complex data warehouse and analytic challenges. Customers who have realized the benefits of Netezza appliances include Ahold, Amazon.com, Burlington Coat Factory, Catalina Marketing, CNET Networks, Debenhams, Epsilon, Michaels Stores, Inc., Nationwide, Neiman Marcus, Premier, Inc., Ross Stores, Ryder System, Inc., and Virgin Media. Based in Marlborough, Mass., Netezza has offices in Washington, DC, the United Kingdom, Europe and the Asia Pacific region. **For more information about Netezza's Retail solutions, please visit www.netezza.com/retail**

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