



MICROSTRATEGY SOLUTIONS FOR RETAIL

RETAILERS USE BUSINESS INTELLIGENCE SOFTWARE TO ENTER STRATEGIC NEW MARKETS, ANTICIPATE CHANGING CUSTOMER DEMANDS, AND OPTIMIZE PURCHASING AND PRODUCT MIXES IN THE GLOBAL MARKETPLACE.

Seven of the top 10 global Retailers and other leading companies in the Retail sector rely on the MicroStrategy BI platform to make more effective decisions, especially in the following business areas:

CUSTOMER ANALYSIS

- Analyze and compare the lifetime value of a customer by isolating and identifying the attributes (e.g., age, purchase frequency, location) that allow for a single, quantifiable metric for comparison
- Create customer satisfaction through high quality promotions targeted at the most profitable and most likely to be affected customer segments

STORE OPERATIONS ANALYSIS

- Compare sales history at the product and store levels across different time periods to rank and categorize specific stores, sellers, or products to allow for best future forecasting
- Analyze neighborhood characteristics and demographics to optimize the product location, product mix, and inventory levels in any specific store

SALES & INVENTORY ANALYSIS

- Make better decisions as to what products to retire and what products to retain in inventory through analysis of merchandise information, including sales, inventory gross margin, turn, and weeks of supply
- Perform seasonal analysis on products to highlight the exceptions and time periods where raising inventory levels is required or where markdowns should be applied

PROMOTION ANALYSIS

- Identify the products and promotions most likely to break the “purchasing threshold” for specific customers or segments
- Analyze the effectiveness of specific promotions, through direct comparison of sales and inventory numbers across time periods

SUPPLY CHAIN & CHANNEL ANALYSIS

- Analyze individual vendors based on performance of specific brands and products to improve negotiation stances with vendors on price and quality
- Optimize assortment and inventory by analyzing the types of products most likely to be abandoned in shopping baskets or carts

CUSTOMER SUCCESSES

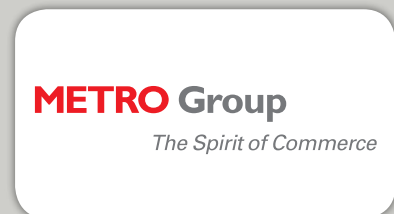
LOWE'S COMPANIES

- Lowe's has more than 2,200 users running approximately 55,000 MicroStrategy reports per week across 10 BI applications.
- Lowe's employees across all functions, including logistics, merchandising, marketing, store operations, finance, human resources, and distribution can more effectively manage inventory, improve margin, review market specificity, and identify sales opportunities using MicroStrategy.



METRO GROUP

- Approximately 2,500 employees across the METRO Group use MicroStrategy to perform reporting and analysis against a 34-terabyte Teradata® data warehouse.
- MicroStrategy anchors numerous business intelligence applications, encompassing merchandising, marketing, market-basket analysis, category management, reporting and strategic business planning, and advertising-effectiveness studies.



The MicroStrategy platform supports the technical needs of Retailers:

- Retailers who sell to thousands of customers across many channels often deploy analysis and reporting capabilities to far more users than most other companies, and having a BI platform that supports external users in addition to the internal requirements is essential
- Being able to scale to large data sets while reusing and maintaining only one metadata allows Retail companies to accommodate the continued growth in data sources, data volumes, and user volumes
- Retailers often have access to private information from purchases, both financial and social, so row level (what data you can see) and object level (what functions and calculations you have access to) security within a report or dashboard is essential during analysis

7 OF THE TOP 10 GLOBAL RETAILERS ARE MICROSTRATEGY CUSTOMERS

"eBay selected MicroStrategy because of its exceptional user scalability and its ability to support advanced reporting and analysis. MicroStrategy also provides excellent query performance with our rapidly growing multi-terabyte data warehouse."

— BRAD PETERSON, CIO, EBAY

LEARN MORE ONLINE

MicroStrategy was rated #1 in Customer Loyalty, Data Volumes, and Standardization by The OLAP Survey. For the complete results visit:

<http://www.microstrategy.com/OLAP6Survey>

For a list of customers by industry, including Retail, visit:

<http://www.microstrategy.com/CustomerList>

MicroStrategy
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