Every moment, someone in your organization is making a critical decision.

Let’s make it an informed one.
Everyone in retail.

Everything in retail.

Everywhere in retail.

Analytics for retail.
Pricing, promotions, assortment, procurement, distribution….every day and everywhere across the retail enterprise, your associates are making thousands of decisions. These decisions directly impact people, products and customers. You know these decisions must be data driven. But often they are not. Business Intelligence or every other role in your organization is a long and complex IT investment. This is not true.

ARC for Retail Analytics: Pervasive, Retail-aware, User-ready.
Before you decide what goes on the shelf, know what works best on the shelf.
ARC Merchandise Analytics

Monday morning, meeting. Tuesday and Wednesday, research. Thursday, discussion. Friday, decision-time. Complete your week by Monday night and turn every merchant, planner, store manager, supply chain manager, and executive into an informed expert.

ARC Merchandise Analytics MA provides reports, dashboards and analysis to help you sharpen merchandising decisions. Further, Manthan’s decision-taking functionality, 3rdi, allows you to be informed about performance opportunities, Initiate and evaluate different remediation scenarios, and Implement through your execution systems the selected best outcome decisions.

Key features

Anything and everything required to make experts out of planners, buyers, allocators, replenishers, visual merchandisers, category managers, regional managers, store managers, supply chain managers and executives such as:

Guided Analytics: Perform root cause analysis with in-built expert system

Product Carousel: Review product performance visually with product images combined with key performance indicators

Leaderboard: Evaluate products, stores and vendors against best-in-class capabilities to easily identify areas of maximum performance and/or improvement opportunity

Dashboards: Select from pre-built dashboard portlets across all merchandising and operational functions or simply create your own

Analytical Views, Alerts, Report Subscriptions: Use the hundreds of supplied views covering every aspect of product, store and vendor performance

Self Service: Provide every (authorized) business user the ability to easily modify prebuilt content, or create new dynamic views on the fly

Key benefits

- Optimize merchandise and assortment performance
- Maximize sell-through
- Control shrinkage
- Track new product performance
- Optimize markdowns and promotions
- Improve price realization
- Optimize allocation
- Rationalize products
Know each customer.
Know how to reach them.
ARC Customer360

**Understand your customer topography.** ARC Customer360 enables a unified view of the customer’s purchase behavior, loyalty and campaign data. With insights to identify customer trends and revenue opportunities. Customer360 is architected for retail marketers. Sophisticated retail-aware analytics with a marketing-friendly user experience to empower on-demand customer insights.

**Key features**
- **Market-basket analysis:** Identify affinity between products across levels and segments
- **Churn prediction:** Estimate probability of churn and target prospects with compelling offers
- **Campaign optimizer:** Improve effectiveness of targeting, avoid dilution of revenues
- **RFM Customer Scoring:** Score customers based on recency, frequency and monetary parameters
- **Segmentation:** Classify customers into homogenous groups and develop targeting strategies accordingly

**Key benefits**
- Increase share of wallet through targeted offerings, increase loyalty
- Increase market basket with cross-sell, up-sell opportunities
- Make marketing campaigns more effective and more measurable
- Measure ROI with the effectiveness and frequency of every touch

ARC TargetOne

**Right customer. Right message. Right time. Right medium.** ARC TargetOne enables real-time and on-demand execution of targeted, personalized offers, promotions and brand communication is triggered based on purchase behavior, predicted purchase intent, recommendations and location. You can now identify behavioral clusters within your customer base that respond uniquely to your merchandising and marketing strategies, dramatically increase campaign response rates by using the right medium for the right customer.

**Key features**
- **Optimize media mix:** Execute through channels that will guarantee the best reach, frequency and response rates
- **Instantaneous promotions:** Rewards customers immediately when they checkout, transact, or interact with you
- **Best lists:** Identify most effective target segments for campaign planning
- **Integrated personalization platform:** Across CRM, loyalty systems, email, SMS and social media

**Key benefits**
- Increase share of wallet through targeted offerings, cross-sell & up-sell opportunities
- Ensure effectiveness of each customer interaction
- Drive customer intimacy through relevance of communication

ARC Loyalty247

**A mobile app for one-to-one communication.** Create a repository of all your offers on the customer’s phone, deliver personalized coupons and preference based advertisements. You can also measure redemption and enable informed decision-making with both user and coupon level analytics. The app allows customers to access offers at their convenience and share their favorites on social media. The ARC Loyalty247 app uses analytics to drive targeted marketing to your customer's smartphone.

**Key features**
- **Location-based offers:** Trigger promotions based on a customer's proximity to store
- **Usage analytics:** Understand customers’ activities and interactions on the app
- **Social media integration:** Allow customers to share offers and promotions on social media
- **Notification:** Use customers’ preferences on location, time and category parameters to deliver personalized offers

**Key benefits**
- A highly personalized communication vehicle
- While-labeled to your brand palette
- Solicit feedback for improved personalization
- Scan mobile offers at POS, integrate with payment gateways
Keep your customers closer.
**ARC Vendor Insights**

**Sharing data with your key suppliers is money in the bank.** With Vendor Insights you can provide information to your supplier community that helps them understand their product performance. Suppliers will be able to plan and schedule their product manufacturing and deliveries better, to support your in-stock needs and lower their overall costs. Vendor Insights is offered on a subscription basis and provided through our cloud-based environment.

Moreover, Manthan can manage the on-boarding and ongoing support needed so your suppliers can benefit from this highly secured and shared data platform.

**Key features**

- **Product Insights:** Provide metrics on a range of inventory, sales, space and category data
- **Category Insights:** Share information regarding the performance of products within a particular category
- **Customer Insights:** Enable informed decisions with data relating to product performance across aggregate views of customers

**Key benefits**

For retailers:
- Monetization of data
- Lower inventory and safety stock levels
- Better category management with improved promotion design & shelf availability

For suppliers:
- Keener understanding of product acceptance and knowledge of category share & insights
- Ability to improve on-shelf availability
- Lower inventory and safety stock levels
- Better management reporting

**ARC Vendor Link**

**Save on time, cost and ensure an error-free retail-supplier interaction.** Interactions with most vendors, spread across fax, phone, email and sometimes combined with EDI transactions are never error-free and never seem to get the entire job done smoothly.

With Vendor Link, you can automate most common transactions with all of your vendors, including setting up new products and promotions, exchanging business plans and automating the daily interaction of price and cost changes. Ensure timely and accurate information exchange with all trading partners, regardless of their IT sophistication.

**Key features**

- **Vendor Collaboration:** Streamline the entire procure-to-pay lifecycle as well as Vendor Agreements and Vendor Scorecard
- **Rapid Merchandiser:** Reduce the time required to introduce or delist new product or launch promotions. Simplify product cost and price changes
- **Book Keeper:** Share logistical and financial transactions with vendors, such as POs, Invoice Match and RTVs

**Key benefits**

For retailers:
- Improved sales and margin while significantly reducing administrative time

For suppliers:
- Information supporting faster reaction time
- Improved production scheduling
- Focusing attention on money-making concerns with key retail partners instead of administrative tasks
Know everything that’s happening in your store. Anywhere.
ARC Store Operations

Sales, traffic, conversion and staff cost and schedules - know these as they happen. Operating stores and managing costs while providing excellent customer service can sometimes seem like conflicting priorities. With Store Operations you can view these KPIs to take the action required, mid-day or mid-week, to optimize your store operations, please your customers and keep your CFO happy.

Accessible across the web or on mobile device, Store Operations features real-time information, incisive alerts, report subscriptions, interactive dashboards and descriptive analytical views to keep you up-to-date on all factors impacting store performance, from merchandise in-stock reports to staff schedule effectiveness.

**Key features**
- Labor Management: Enable managers to appropriately schedule store associates
- Store Performance, Employee Motivation: Allow stores and associates to see real-time views on their performance
- Guided Analytics: Provide expert methodology to review performance information and find the root cause of any issues
- Loss Prevention: Highlight ‘hot items’ and ensure proper placement within the store to prevent loss
- Leaderboard: Dynamically compare associates and stores to ‘best in class’

**Key benefits**
- Reduce out-of-stocks
- Balance staff, traffic and expenses
- Create and enforce standard methods of reviewing store operations so that even your newest staff members become productive in a short time

ARC E-Commerce Analytics

Measure the effectiveness of your online operation. Product offerings, pricing, free-delivery and selecting the best marketing channels are all major factors in turning customers from browsers to buyers. With eCommerce Analytics from Manthan Systems, you can precisely measure, the effectiveness of your online and multichannel business. You determine the actual profitability of orders, while controlling operational expense and the service time from order to door.

**Key features**
- Demand Driver Identification: Listen to online buzz - including social media
- Merchandise Site: Aggregate click-stream analytics to understand website effectiveness
- Total Transaction Profitability: Manage and measure cross-channel sales experience
- Operational Effectiveness: Increase inventory productivity, fulfillment and manage logistics better to save time and money
- Promotion Effectiveness: Target promotions to make campaign effectiveness more measurable and corrective actions immediate

**Key benefits**
- Reduce site abandonment with improved understanding of website performance
- Improve transaction profitability
- Increase return on marketing spend
- Decrease time to manage targeted offers
- Increase customer satisfaction by decreasing delivery time and cost
Manthan serves as the Chief Analytics Officer for retailers worldwide.

Over 80 retailers across 18 countries are supported by Manthan’s predictive and guided analytics, pre-built and flexible dashboards, dynamic reports and data visualizations combined with complete mobile enablement. Moreover, Manthan provides the only retail solution to transform traditional business intelligence to smart decision-making support with bi-directional integration capabilities that convert insight to action.

Recently ranked #1 for technology innovation and product reliability by RIS News Software Leaderboard, Manthan is the largest organization solely committed to delivering best-in-class retail BI solutions with over 600 employees in five countries. For more information, please visit www.manthansystems.com.