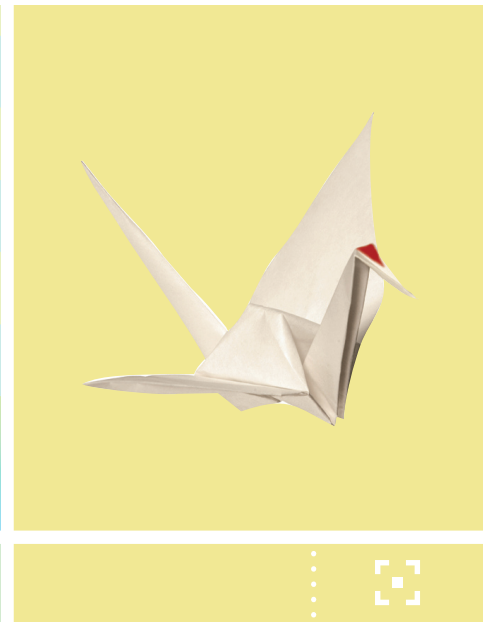


Information Management software

A comprehensive solution for leveraging data in today's retail environment



From customer data to product placement statistics, retail organizations are constantly juggling information. As the sheer amount of data continues to grow, it becomes increasingly difficult to manage. Not only does data come in many different forms—such as reports, memos and e-mails—but often it's scattered across multiple repositories. The result is that employees typically don't have the information they need, when and how they need it.

When employees can't easily find and retrieve data, it can be difficult to make informed, relevant business decisions—especially when there is no single version of the truth. Faced with these challenges, retail organizations must find new ways to improve business processes, compete more effectively in the marketplace and drive innovation. So what's the answer? It's simple: dynamic warehousing.



Dynamic warehousing: A powerful solution

Dynamic warehousing is part of the next generation of technology that enables organizations to gain more business insight and deliver relevant information on demand. It provides a set of services that go beyond typical warehouse and reporting tools to support a greater number of business processes and applications.

An effective solution can help retail organizations access and analyze existing data and ultimately boost sales in a highly competitive market. Whereas traditional data warehouses can make it difficult to keep up with today's fast-paced retail environments, dynamic warehousing delivers immediate, integrated information. With this information at their fingertips, employees can take action and make timely decisions.

The ideal dynamic warehousing solution can help:

- *Leverage information in innovative ways to optimize business processes.*
- *Deliver business insight both inside and outside the company, with a single version of the truth.*
- *Improve productivity and boost sales by enabling employees and customers to retrieve information where and when they need it.*
- *Build better customer relationships and implement more effective marketing campaigns.*
- *Speed time to value through real-time access to information.*

Choosing the right solution for your business

Since retail organizations need a reliable dynamic warehousing system that can support their business as it grows and changes, it's important to identify the necessary criteria when making a decision. After all, it's integral to select a system that can meet requirements while protecting an investment. And one that helps find, analyze and use information to accomplish daily tasks.

To help organizations make an informed decision, this buyer's guide provides checklists to evaluate vendors and their products. When searching for a system that best addresses specific needs, keep in mind the importance of a provider that has the expertise of data management, and can support the full breadth of a dynamic warehouse solution.

Maximize innovation through better data management

Retail managers who have more control over their data have a distinct advantage over competitors; they're in a better position to see the "big picture" and can use information to make timely decisions during the workday. Since information is a catalyst for business innovation, a dynamic warehousing system can help managers analyze data to pinpoint trends and predict future successes. For example, retailers can report on store sales to discover which locations are under-performing, or can examine customer purchasing habits to help improve merchandizing and better manage inventory.



Regardless of the task—whether it's managing online stores, positioning products or managing customers across channels, a dynamic warehousing system can help retail owners, managers and employees glean knowledge from both structured and unstructured information and incorporate it into their day-to-day duties.

When evaluating dynamic warehousing solutions, look for one that offers:	IBM	Other vendor
Search and text analytics capabilities so knowledge can be extracted from unstructured data	✓	
Support for real-time access to aggregated, cleansed information	✓	
Process management capabilities that leverage analytics for improved decision-making	✓	
A high-performance, scalable system that can support operational needs	✓	

Help improve customer relationships

The retail industry relies on a major component when it comes to business success: its customers. And since keeping increasingly savvy customers both satisfied and loyal is an ongoing challenge, organizations need a powerful tool to help leverage customer data. Consider how it would benefit sales if an organization could analyze buying patterns and customer behavior to identify lucrative cross-sell and up-sell opportunities. Or if a marketing team could avoid ineffective promotional offers simply by studying customer needs and desires. An innovative dynamic warehousing solution helps retail organizations make the most of their existing information so they can deliver a superior customer shopping experience.



When considering a dynamic warehousing system to boost customer service, choose one that:	IBM	Other vendor
Provides analytics capabilities to help identify problems and improve customer relations	✓	
Performs real-time risk analysis to help reduce fraud and maximize profitability	✓	
Accurately manages data to help ensure a common view of customers across different channels for a single version of the truth	✓	
Can access both structured and unstructured customer data to foster relevant, timely business decisions	✓	

Speed ROI through real-time access to information

In today's fast-paced retail environment, it's not enough to make informed decisions—managers must make decisions that are both informed and timely. In other words, there's no room for outdated information when it comes to managing a successful retail business. The ideal dynamic warehousing solution helps drive an organization's return on investment by providing real-time access to information; data is synchronized across all systems and is easily accessible when and where it's needed, so employees can avoid redundancies and work from a single version of the truth. This efficiency helps in almost every aspect of running a retail business, from managing inventory to helping to reduce operations costs and optimize profitability.



The ideal dynamic warehousing system can:	IBM	Other vendor
Drive speed and quality through real-time access to business data	✓	
Provide embedded mining capabilities in the database to avoid the need for third-party tools	✓	
Synchronize data across all systems to improve efficiency and deliver actionable insights in real time	✓	





IBM: The right choice

Considering all the specific features and capabilities required of a dynamic warehousing solution, there's only one vendor that combines complete functionality with true experience: IBM. In fact, IBM is the only vendor whose products and services are positioned to deliver a complete vision when it comes to dynamic warehousing—it understands an organization's needs now, while anticipating what its goals might be in the future. Innovations like the Information on Demand framework for retail help implement and maintain a dynamic warehousing solution through a unique set of accelerators—demonstrating yet again how IBM is helping to define the next evolution of data management. Best of all, IBM dynamic warehousing is scalable, growing with a business without requiring it to abandon its previous investment. This helps control costs and keeps an eye on the bottom line.

Retail organizations can also benefit from key services and business domain-specific accelerators, including preconfigured, preintegrated and pretested IBM Balanced Warehouses; process and integration models for retail; and prebuilt integration with third-party applications. These accelerators help a business run more efficiently by enabling it to get up and running quickly in order to achieve fast ROI.

IBM delivers dynamic warehousing with the combination of IBM DB2® Warehouse with the IBM Information Server and IBM Master Data Management Server to help manage mission-critical information. In addition, IBM OmniFind™ gives access to unstructured information and IBM Industry Data Models provides proven industry value.

DB2 Warehouse includes a unique set of features and capabilities, including:

- *Analytics capabilities embedded in the warehouse, which can be delivered inline with business applications or made available as a service.*
- *Integrated processing and transformation of unstructured information to enable a greater amount of knowledge to be extracted from data.*
- *The combination of an OLTP-based transactional data server foundation and dedicated warehousing, providing a “best of both worlds architecture” that enables better handling of continuous loading and the increase in automated transactions from operational oriented analytics, while at the same time enabling better scaling and workload management capabilities.*
- *Balanced warehouse deployment options for greater simplicity, flexibility and optimized performance.*

IBM can deliver more effective Dynamic Warehousing capabilities than any other vendor because of the availability of offerings that address virtually all of the critical services.

This includes:

- *IBM OmniFind Analytics Edition for search and text analysis*
- *FileNet® and WebSphere® BPM offerings to address process management requirements*
- *Rational® Data Architect for enterprise data modeling*
- *WebSphere Customer Center and Product Center for complete master data management capabilities*
- *IBM Industry Data Models to provide out-of-the-box domain specificity*
- *An industry-leading SOA infrastructure that enables information to be delivered to people and processes more effectively.*

For more information

To learn more about IBM Dynamic Warehousing solutions for retail, contact your IBM sales representative, or visit:

ibm.com/bi.





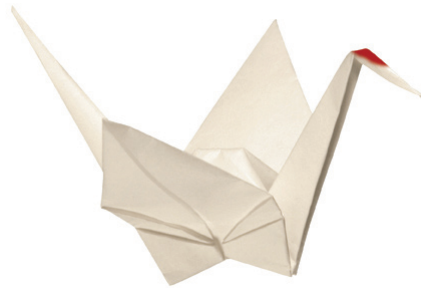
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TAKE BACK CONTROL WITH **Information Management**