IBM Cognos software and Teradata retail solutions

Be the neighborhood retailer, everywhere

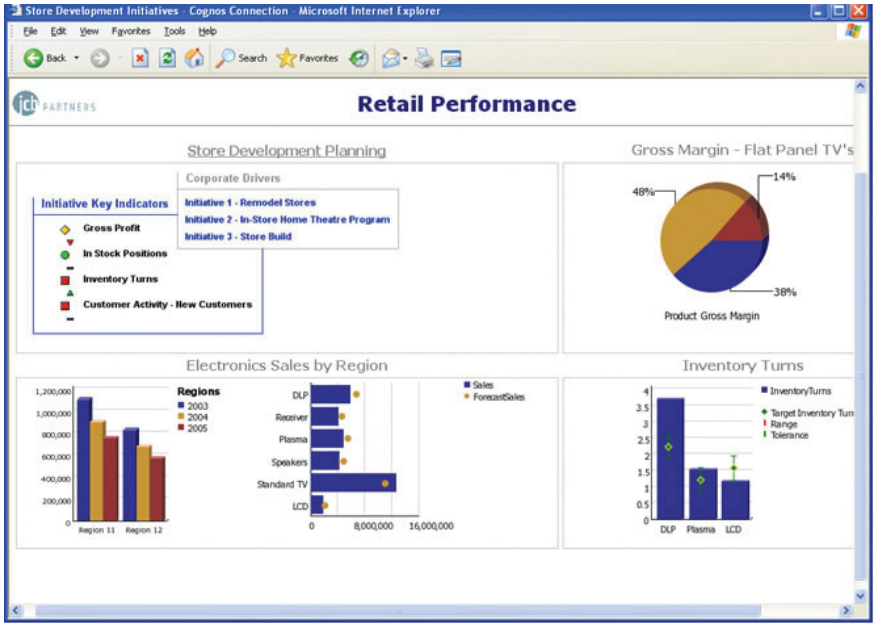
Retail is big business. Today, retailers rarely know all customers by name. But one thing hasn't changed: individual customer spending still determines whether you close your doors or have people breaking them down. If you don't know your customers well enough to gain their loyalty, how can you ensure your future?

Department stores, supermarkets, specialty retailers, restaurant chains: retailers of all types need to see customers both as a group and individually, and adapt and optimize every aspect of business—product mix, supply chain, processes, marketing, and more—to meet evolving customer needs. Survival depends on it.

Many decisions confront the retail organization: When should you discount? If so, to whom? Do you risk price erosion? How will you ride out consumer lulls or protect yourself against market drops? Which customers prefer what channels?

High-performance partnership

IBM and Teradata have teamed up to help solve retailer dilemmas. The Teradata Retail Logical Data Model combined with IBM Cognos 8 Business Intelligence (BI) is empowering retailers to enhance customer relationships and boost profits. The two companies are working together to give mutual customers, large and small, insight into their business performance.



IBM Cognos 8 BI gathers Teradata information into a multi-query "affinity" report that shows which products sell well together. This helps retailers optimize product selection and in-store placement.

IBM Cognos 8 BI performs complex retail analytics with excellent levels of performance on large Teradata databases. With industry leading scalability, performance, and capabilities it has become the solution of choice for over 300 leading retailers worldwide.

Making the connections

Teradata Retail Decisions is a suite of analytical applications that creates a data foundation for retail decision-making. With a base of more than 700 metrics built on best practices, Teradata Retail Decisions lets retailers perform detailed analysis on their business performance. The data model lets you implement an enterprise-wide solution incrementally.

With IBM Cognos 8 BI running on the Teradata Retail Logical Data Model you can quickly and easily

analyze your business to gain an understanding which items, locations, and vendors contribute the most or least to sales and profitability. All of the critical information, such as store sales by SKU, multi-channel, inventory information, purchasing history and vendor performance is available at your fingertips.

With Teradata and IBM Cognos 8 BI you have the tools you need to quickly and effectively measure performance, understand exceptions, and see the relationships among customers, products, promotions, and channels.

IBM Cognos 8 BI

IBM Cognos 8 Business Intelligence delivers the complete range of BI capabilities: reporting, analysis, scorecarding, dashboards, business event management as well as data integration, on a single, proven architecture.

The IBM Cognos 8 BI service-oriented architecture (SOA) lets organizations integrate BI capabilities into existing IT assets and infrastructures. Its extended open data access capabilities, including a unique single query engine and single metadata layer, allow the complete range of BI functionality against any organizational data, whether relational or OLAP. This access to all data sources, such as POS, ERP supply chain information, provides retailers with a single, trusted place for all relevant data and a complete and consistent view of any business issue or driver.

Easy to integrate, deploy and use, IBM Cognos 8 BI delivers a simplified BI environment that improves user adoption, enables better decision-making, and serves as an enterprise-scale foundation for performance management.

IBM Cognos 8 BI capabilities include:

- Reporting and Dashboards: Users can create, modify, and distribute any report the company requires– flash reports, merchandise movement, inventory reports and financial statements, from any data source for consistent fact-based decision-making. With dashboards you can view and analyze complex data in intuitive graphical formats, including dashboard layouts, geographical maps, pie or bar graphs, or 3D graphs.
- Analysis and ad-hoc query: Online analytical processing (OLAP) means users can explore large volumes of summarized data in a variety of formats with industry-leading response times, drilling through to the details they need.
- Scorecarding: Scorecards deliver measurable metrics that let users know immediately where they stand, enabling them to manage their performance.
- Event detection: Time-critical business intelligence is automatically delivered to decision-makers through email and wireless technologies, allowing them to focus quickly on what needs immediate attention.
- Data Integration: IBM Cognos data integration is an ETL solution designed for high performance business intelligence. It optimizes data merging, extraction, transformation, and dimensional management to deliver data warehouses ready for business reporting and analysis.

Retail success

Fierce competition and thin margins have retailers turning to technology to drive revenue and reduce risk and costs. Successful retailers, however, are those who know how to match the technology to the real needs of the business.

With IBM Cognos software and Teradata, customers enjoy high performance -- thanks to better visibility into their business. These customers are becoming more customer-savvy, more proactive, more efficient, and more poised for profitability.

About IBM Cognos BI and Performance Management:

IBM Cognos business intelligence (BI) and performance management solutions deliver world-leading enterprise planning, consolidation and BI software, support and services to help companies plan, understand and manage financial and operational performance. IBM Cognos solutions bring together technology, analytical applications, best practices, and a broad network of partners to give customers an open, adaptive and complete performance solution. Over 23,000 customers in more than 135 countries around the world choose IBM Cognos solutions.

For further information or to reach a representative: www.ibm.com/cognos

Request a call

To request a call or to ask a question, go to www.ibm.com/cognos/contactus. An IBM Cognos representative will respond to your enquiry within two business days.

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