

# ReadiMetrix for Retail

Analytics that connect the entire retail value chain, on the fly and on demand

In today's competitive environment, it's more important than ever that your products are available in the right place at the right time for the right price. To do that, you need a complete, fully-integrated view of your entire value chain – which products are selling, what's in inventory, what's on delivery and when will it arrive.

PivotLink's ReadiMetrix for Retail is the only cloud-based business intelligence solution capable of integrating all your product, store, and vendor-related data into reports that can be easily customized by business users without involving IT. Now you can gather and share reliable, accurate operational information with key stakeholders that are both internal and external to your organization.

Built to help retailers address today's market challenges, ReadiMetrix for Retail provides people across the organization with critical, industry-specific information wherever and however they want to use it. Armed with this analysis, retailers can make informed decisions to increase profitability and drive operational efficiencies. Providing 62 pre-built KPIs, 15 reports and 15 dashboards, ReadiMetrix for Retail delivers a quick-start solution for retailers eager to obtain insight into SKU-level analysis, inventory turns and stock levels, order status, and store comparisons.

PivotLink's powerful analytics platform brings retailers' data into the cloud, where it can be mashed-up to produce unprecedented insight while providing flexible,

easy access via user-customizable reports. Easily extended throughout an organization, ReadiMetrix for Retail places all the information you need about everything you sell at your fingertips.

Based on proven best practices in use by over 40 top retailers, ReadiMetrix was designed to deploy quickly – within days – and deliver value to customers rapidly. The solution is complete and ready to go, but can also be easily customized to meet your particular business goals.

## The PivotLink Advantage

### Flexible & On Demand

Business users generate custom reports on the fly to address today's problems in real time. No need to call IT. And ReadiMetrix for Retail adapts easily to changes in your business.

### Complete & Up-to-Date

PivotLink integrates all types of data – across systems, departments, as well as external sources – to create dashboards, reports, and KPIs that help business users make better decisions quickly.

### Fast & Simple

PivotLink's easy-to-use, web-based platform can be deployed in days – at a fraction of the cost of other BI solutions.



The Actual vs Plan by Store dashboard shows color-coded store locations on a map that may be analyzed down to the SKU-level.

# BI solutions tailored to your needs

## Business Intelligence 2.0

PivotLink's Readimetrix for Retail is an easy-to-use business intelligence service that provides built-in, best practice dashboards, reports and KPIs. Deployed in days with minimal IT involvement, the packaged analytics in Readimetrix for Retail enable timely, fact-based decision making for sales, orders, merchandising, inventory, marketing and finance.

Below are just some of the ways retailers use Readimetrix to optimize their entire value chain.

### Sales

- Segment sales to identify overachieving and underachieving products and channels
- Build accuracy into each stage of your sales and revenue forecast
- Nurture top performing sales people to reinforce profitable behavior
- Audit lead source quality with an ROI-based approach to marketing
- Perform win/loss analysis to optimize sales-network deal strategies

### Orders

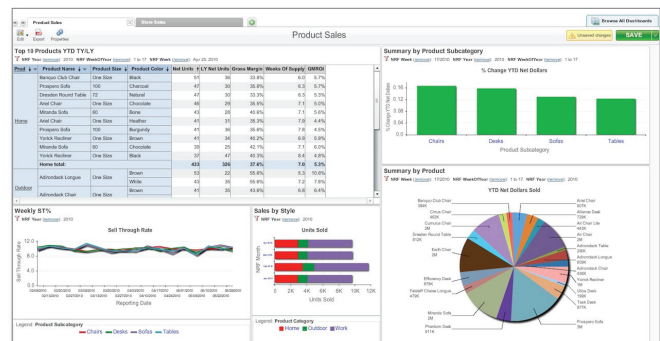
- Access inventory and order data at customer sites to avoid missed sales opportunities
- Manage fulfillment process by viewing cancellations, expected ship dates and promise dates
- View data by customer, product, rep and other variables
- Measure performance of order fulfillment, including out-of-stocks, fill rates and size curve analysis

### Inventory

- Set exception reporting when inventory exceeds or falls below thresholds
- View data on specific SKUs, styles and manufacturers
- Eliminate discrepancies by managing inventory to status, location and lead time
- Gain a full inventory transaction history, including returns
- Anticipate inventory requirements by understanding how seasonal trends and campaigns affect demand

### Marketing

- Integrate point of sale, accounting, website, CRM and marketing automation data
- Compare current data for sales, merchandising and marketing to historical data
- Analyze campaign effectiveness and efficiency
- Identify customer purchase trends
- Analyze market basket data
- Compare regional and store data to syndicated data



The Product Sales dashboard provides views of product detail, including sell-through over time, sales units and dollars, weeks of supply and GMROI.

### Merchandising

- Analyze store performance with key metrics across sales, margins and inventory
- Benchmark the profitability of products, categories and stores
- Collaborate with suppliers via Vendor Report Cards
- Optimize pricing and promotional effectiveness
- Manage KPIs, including sales, gross margin, inventory turns and shrinkage
- Segment sales to identify overachieving and underachieving products, departments and channels
- Track plan to actuals

### Finance

- Analyze performance with key metrics across sales, margins and inventory
- Compare budget to actuals and push out to the management team
- Benchmark the profitability of products, business units and divisions
- Drill down to the line-item level from any summary report
- Analyze spending and key cost ratios by department and employee
- Utilize reports on expenditures by vendor across locations
- Access centralized accounts payable data from one system

# Real customers, real results

Customers like REI, Car Toys and Timbuk2 use PivotLink to make faster, more effective decisions and solve business problems.

## REI

- 9% increase in sales and 1.6% increase in profits
- Improved in-stock rates, resulting in more satisfied customers
- Buying decisions based on what's selling and what's not
- Ability for business users to slice and dice data any way they want
- Significantly improved communications with largest volume suppliers
- Reduced costs for critical performance analytics

“Looking at the data, we could see relationships we couldn't see before. It was very empowering.”

- JOHN STROTHER  
Director of Inventory and Logistics for Merchandising, REI



## Car Toys

- Flexible analytics that meet the needs of all users, including executives, sales/regional managers, sales staff, and merchandising clerks
- Reports customized by business users on the fly
- No need for IT to develop time-consuming, custom SQL reports
- Integrates and mashes-up data from multiple systems, including point-of-sale, Oracle financial, and ADP HR
- Ability to do budget analysis, eliminates need to invest in Oracle licenses

“The investment in PivotLink is the best use of software dollars we ever made.”

- TOM LOCKWOOD  
CIO, Car Toys

**CAR·TOYS**  
A better way to go.

## Timbuk2

- Unlocked data trapped inside ERP system to provide ad-hoc sales data analysis in near real time
- Securely distributed business insights across the entire supply chain
- Greater visibility into critical performance data, because business users can slice and dice data to reveal trends
- Improved in-stock rates, resulting in more satisfied customers
- Re-order rates doubled, driving revenue gains
- Improved response time to market changes

“PivotLink is a powerful, yet easy to learn on-demand analytics tool that the team loves.”

- CHUCK SCHWEIGER  
Business Analyst, Timbuk2





PivotLink is the leader in on-demand business intelligence. The PivotLink platform powers roughly 2,000,000 ad hoc reports and dashboards for more than 15,000 PivotLink users each month. Delivered as a software service, PivotLink's award-winning solutions put affordable, secure and easy-to-use analytic tools into the hands of line of business users, freeing IT to focus on strategic business initiatives.

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