Business Intelligence Solutions for Retail
**Business Intelligence (BI)**

The process of transforming raw data into meaningful information to enable more effective business insight and decision-making

**MicroStrategy, Incorporated (NASDAQ: MSTR)**

- Founded in 1989
- Leading independent business intelligence software vendor
- Over 1 million business users at over 3,000 organizations
- Direct operations in 42 cities in 23 countries around the world
- Over 70 patents pending or issued
8 of the Top 10 Global Retailers Use MicroStrategy

MicroStrategy Supports Over 300 Retail Companies Around the World

- Aéropostale
- Ahold
- Applebee’s International Inc.
- Burlington Coat Factory
- Cabela’s
- Carrefour
- Charming Shoppes
- The Container Store
- CVS Caremark
- Darden Restaurants
- David’s Bridal
- Dick’s Sporting Goods
- eBay
- GUESS?, Inc.
- Hallmark Cards
- Hard Rock Café
- Harris Teeter
- Hudson’s Bay Company
- Limited Brands
- Liz Claiborne
- Lowe’s Companies
- METRO Group
- Michaels Stores
- Micro Electronics, Inc.
- Netflix
- O’Reilly Automotive
- Overstock.com
- Pacific Sunwear
- Petco Animal Supplies
- Priceline
- Shoppers Drug Mart
- Skechers USA
- Starbucks Corporation
- Sterling Jewelers
- Victoria’s Secret, Inc.
- Whole Foods Market
- Yahoo!

Recreated PMS
Ahold
Driving Customer Analytics and Vendor Management at a Global Supermarket Chain

Netherlands-based Ahold uses MicroStrategy to conduct sales and customer analyses at its Albert Heijn supermarkets and other Ahold holdings in Europe and the United States. Approximately 3,000 employees at Albert Heijn use MicroStrategy to analyze more than 18 terabytes of data, running 150,000 reports each week. Albert Heijn also provides an extranet for suppliers to run daily sales analyses, and its customers can shop online and review their purchase history for the previous three months.

GUESS
Gaining Valuable Insight Into Retail Sales Trends and Performance Using Mobile Technology

GUESS chose MicroStrategy to develop an iPad app that allows its executives, designers, and merchants to analyze sales performance. GUESS users access 13 dashboards captured in one, easy-to-use app that highlights prevalent sales trends. For example, executives can review sales performance by region, margins, and trend information.

Hallmark Cards
Providing Insight Into Customers and Store Operations Across the Company

MicroStrategy’s integrated business intelligence platform supports a wide range of reporting and analysis applications for Hallmark, providing insights into business performance across the company. Retail and sales productivity applications provide company-wide insight into product performance across various channels, product groups, and business units. MicroStrategy-based applications also analyze the effectiveness of consumer marketing campaigns, and consumer market basket and cross-buying behavior.

Netflix
Gaining Customer Insight to Promote High Customer Satisfaction

Netflix uses MicroStrategy for reporting and analysis of financial data and marketing campaigns. With MicroStrategy, Netflix users gain valuable insight into critical data to enhance its marketing programs and better serve its subscriber base of more than 20 million members.
Improving Merchandising, Customer Analytics, and Vendor Management for a Global Retailer

Over 10,000 users across METRO Group perform reporting and analysis against a 70 TB data warehouse. MicroStrategy supports numerous business intelligence applications, encompassing merchandising, marketing, market basket analysis, category management, reporting and strategic business planning, and advertising effectiveness studies. METRO Group leverages MicroStrategy within an extranet to perform in-depth operations, sales, product, and supply chain analyses.

Using the Full Power of MicroStrategy for Merchandising, Operations, Customer Analysis, and Vendor Management

Lowe’s currently has a number of MicroStrategy-based BI applications that support thousands of employees across a variety of business functions. Lowe’s employees use the data to manage inventory, improve margins, review market specificity, and identify sales opportunities. Lowe’s also uses BI to track millions of store items against billions of transaction records to assist in the management of stock levels at its stores. In addition, Lowe’s uses BI to help its suppliers and vendors monitor the performance of their products.

Multiple BI Applications for Insightful Operational Reports and Dashboards

Ross Stores, Inc. is recognized in the Enterprise Deployment category. Across its enterprise, Ross Stores has deployed eight large-scale MicroStrategy applications, primarily focused on Merchandising, Store Operations, Store Score Carding, Loss Prevention, and Supply Chain Efficiencies. In addition, Ross Stores relies on the MicroStrategy platform to provide labor management reporting. Ross Stores, Inc., a Fortune 500 and NASDAQ 100 (ROST) company headquartered in Pleasanton, California, is the nation’s second largest off-price retailer.

Analyzing Sales and Operational Data, Improving Connections to Suppliers

Whole Foods Market is using MicroStrategy to analyze sales and operational data across its 275 stores in North America and the United Kingdom. MicroStrategy is being utilized by BI users throughout the organization for detailed insights into product sales. In addition, Whole Foods Market has enabled its suppliers and vendors to view sales data for their specific product lines through a MicroStrategy-based application.
Merchandising

Eliminate Stockouts and Overstocks Anywhere, Anytime

Retailers face immense pressure to balance inventory levels with in-stock positions while maintaining assortments that are relevant and fresh. Buyers and merchandise managers need to be constantly on-the-go either in team meetings, traveling overseas for a buying trip, or working hand-in-hand with vendors. Whether at their desk or on-the-go, this job requires mobility and constant connectivity to respond to consumer demand, seasonal trends, and fashion styles, all to ensure that customers get the right products.

The Merchandise Analysis app is designed to improve inventory decisions. Users can quickly accelerate shipments by evaluating top-selling products, make markdown decisions based on seasonal sell-through, cancel shipments for bottom-selling products, and communicate more effectively with vendors.

Significantly reduce costs, eliminate the expense of stock-outs and overstocks, and make powerful, rapid decisions from the palm of your hand!
Store Operations

Keep Store Managers on the Selling Floor, Not Behind a Desk. Give Them the Right Information at the Right Time to Make the Right Decisions.

Store managers are more effective when they are out on the selling floor, not in a back office. The old paradigm of paper reporting or even web/desktop is now becoming obsolete. Mobility empowers field managers in stores to make near real-time decisions regarding inventory, promotions, pricing, staffing, and store design. Mobile store operations reporting keeps the store managers where they should be: in the store, on the selling floor.

Store managers can see, at regular intervals throughout the day, how their sales are performing compared to last year, giving them the information and tools to improve performance. Store traffic information delivers detail on a store’s performance: Units per Transaction, Average Transactions (Units and $), Conversion Rates, and Sales per Payroll Hour are all provided in the mobile BI app.

Relevant, filtered information delivered when and where it is needed helps store personnel identify anomalies in their operations and drive immediate action in the areas of labor scheduling, customer service, merchandise display, promotional signage, potential stock shortfalls caused by local market conditions, and more.
Customer Analytics

Understand Your Most Valuable Customers. Target Them to Maximize Profits and Loyalty

World-class retailers are increasingly focused on understanding and leveraging all customer touch points, from granular in-store transactional data to online store and web search information to mobile data, in order to most effectively target customers to maximize profits and customer loyalty.

Providing state-of-the-art customer analytics, MicroStrategy enables retailers to integrate and analyze the ever-expanding universe of data to obtain valuable insights about customer behavior, buying patterns, and consumer preferences.

What Can You Do With Customer Analytics?

Discover who your customers are. Identify their unique characteristics, and know what products they purchase and why. Track the impact of promotions on customer baskets as they move through your stores and provide a holistic view of all of their behaviors. Tap into their transactional data to connect the dots between customers, stores, products, and promotions. Move beyond basic segmentation, personas, and list pulls to create targeted micro-segments – highly-refined groups of customers based on user-defined characteristics.

Once you understand your customer at this level, you can align effective tactics to tailored customer segments to surround them with a holistic shopping experience. Enable business users in marketing and merchandising to seamlessly integrate insight with promotion planning, weekly flyers, planograms, store assortments, and more. Boost offer performance. Drive larger baskets. Increase sales, customer profitability, and customer loyalty.
Vendor Management

Analyze Vendor Performance, Drive Improvement, and Strengthen Negotiations. Improve Performance Across the Supply Chain

MicroStrategy is committed to helping retailers realize value across the entire product supply chain. Managing vendors in today’s environment requires you to know what is happening in the supply chain real-time, enabling you to make rapid decisions to optimize performance and to strengthen your negotiations on price and quality. A comprehensive Vendor Scorecard gives you the right information to take the right action at the right time.

A Vendor Portal provides a platform for collaborating with vendors, enabling timely, valuable business insight, driving efficiencies in cost containment and improving sales performance. All controlled by you. Revitalize your approach to vendor intelligence with MicroStrategy’s Retail Vendor Portal Solution. Jointly improve performance by providing a common view of the following:

- How are my products / categories performing?
- Where do I have issues with product sales, returns, or excess inventory?
- How am I performing operationally in delivering product?
- What is the true profit contribution of each product?
- What are the results of my promotion efforts?
- How can I be more effective with the use of promotional funds?
- How are my products forecasted to sell? How many products to produce?
- What is the profit contribution of private label products?
The MicroStrategy Platform is Uniquely Suited to Meet the Complex and Varied Needs of the Retail Industry
Why Do Tier One Retailers Turn to MicroStrategy?

Turn large amounts of complex data into a single version of the truth...

on the fastest, most robust BI platform...

to complete any type of analysis...

when and where you need it.

Industrial Strength
High Performance Delivered Even at the Highest Scale

All Styles of BI
Evolving Requirements Fully Supported Out-of-the-Box

All Interfaces
Information Delivered Where and When Users Need It

SAP BW
Oracle Essbase
Microsoft Analysis Services
Data Warehouses
DataMarts
Salesforce.com
Spreadsheets, Text Files

Multi-Dimensional Databases
Relational Databases
Operational Databases

Non-stop Operations
In-memory Performance
Highest Scalability
Complete Security

Alerts & Monitoring
Dashboards
Reporting
Analysis
Predictive Analytics

Web
Mobile
Desktop
Printers
Fax

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MicroStrategy Mobile Business Intelligence

**FASTER TO DEVELOP** – Quickly design apps that offer a superior user experience, knowing that infrastructure code such as networking, security, data management, and sensor integration is already built-in.

**NO CODE REQUIRED** – Customize the look, feel, and behavior of your app using an array of finely-designed, iPhone-optimized displays and controls. MicroStrategy’s intuitive point-and-click interface makes configuration easy.

**EASIER TO MAINTAIN** – Accelerate deployment of new apps and stream app updates with the MicroStrategy Mobile application platform, so users always have easy access to the latest, most up-to-date information.

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MicroStrategy’s Extensive Platform Experience Conveys Directly to Mobile BI

The MicroStrategy platform is built on one unified, organically-developed architecture. This platform provides a number of critical capabilities to ensure that it is truly enterprise-class:

**Rapid Development and Deployment** using WYSIWYG point-and-click design in the MicroStrategy integrated development environment.

**High Scale and High Performance** across user scale, data scale, and application scale on the fastest, highest performing business intelligence server.

**Economies of Scale** as the system grows with the minimum number of IT personnel and the fewest servers.

**’Write once, run anywhere’ Flexibility** from a single service-orientated architecture to satisfy multiple devices and clients without additional integration or device-specific translation.

**Openness and Extensibility** via MicroStrategy’s SDK and extensive library of APIs.

**Secure Data Access Model** designed to provide robust data protection using a full range of technologies and security models.

**Comprehensive Administrative Control** consistent with mission-critical system operation.

**Unmatched Analytical Power** against entire data warehouses using data mining, predictive, statistical, financial, and mathematical analyses.
Mobile Intelligence for the iPhone®, iPad®, and BlackBerry®

Native App Experience
Purpose-built, workflow-driven apps that quickly and easily guide users through their data to discovery, analysis, or decision. Apps fully leverage mobile device capabilities, including the multi-touch interface, sensors (GPS or camera), communications (voice, email, text), and more.

Enterprise Grade
Designed to deliver the higher levels of performance and scalability demanded by mobile apps. MicroStrategy delivers in-memory, multi-level caching, ROLAP analytics, robust security, easy extensibility, and comprehensive administration features designed for enterprise deployments.

Fast to Develop
Fast, code-free app development via MicroStrategy’s metadata-driven, point-and-click paradigm. Build rich, interactive BI apps in just days. Speed deployment by building once and deploying across platform to iPhone, iPad, BlackBerry, browsers, Microsoft Office, or portals.
Visualize Patterns and Trends in Your Data

An Extensive Library of Graphs

Time Series Visualizations

- Bubble Chart
- Bar and Line Chart
- 3D Bar Graph
- Gantt Chart
- Radar Chart

BoxPlot
Area and Line Chart
Histogram
Line Chart
Waterfall Chart
Capabilities Finally Made Possible with Mobile Technology

**Camera**
Use what you can see around you

- Snap **product barcodes** and use as inputs to focus your analysis
- Capture and store ‘GPS tagged’ pictures of **shelf sets** which complement your analysis

**Maps**
Visualize location-specific data, trends, and analyses

- Plot your data onto maps for **stores, districts, zones, or regions**. Use thresholds to color pins, and select pins to explore the information
From Insight to Action.

Monitoring your organization's performance in the palm of your hand is a powerful business capability. Interacting with that information to approve requests, submit orders, change plans, and capture information at the moment of insight takes that power to a new level.

MicroStrategy Transaction Services lets people act on business information from a mobile device such as the iPad® and iPhone®, as well as from a dashboard on any web browser.
Empower Your Staff to Take Action on the Move

Move Forward. Request Management in Real Time.

- **Review** all business items requiring your action
- **Approve** requests based on information presented
- **Deny** requests at the tap of a button
- **Reassess** ongoing requests by asking the requestor for more information
## Partners in Retail Solutions

### Strong Partnerships with Over 200 World-Class Providers

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<thead>
<tr>
<th>System Integrators</th>
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<tbody>
<tr>
<td>accenture</td>
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<td>Cognizant Technology Solutions</td>
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<td>Deloitte.</td>
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Focus on Customers
“MicroStrategy allows us to understand how recent product innovations, such as our ‘Cards with Sound’ line are performing in the marketplace. The scalability and usability of MicroStrategy enables us to distribute performance information throughout the organization so our business users can focus on our mission of delivering products and services that enrich people’s lives.”
- Hallmark

Realize Significant Benefits
“As a result of using the MicroStrategy platform, Lowe’s is realizing significant benefits through improved merchandising decisions, more timely responses to information requests, cost reduction initiatives, enhanced employee productivity, and better service to our customers.”
- Lowe’s Companies

Give Customers a New Kind of Shopping Experience
“With RFID and vital business intelligence data from MicroStrategy, we can run our operations more efficiently and give our customers a completely new kind of shopping experience.”
- METRO Group

Gain a Competitive Edge
“With our daily merchandise reports, we gain a competitive edge over other retailers who wait for weekly or month-end reports. MicroStrategy gives our buyers and executives an up-to-date picture of our business and enables us to better understand what we sell, when we sell it and where we sell it, which ultimately influences our high levels of customer service. Our buyers count on this information to make knowledgeable decisions about when to add or retire products, which has a positive impact on our bottom line.”
- The Container Store

A Huge Opportunity
“Deploying dynamic dashboards to our traditional and non-traditional users of Business Intelligence was a huge opportunity for us to contribute to our revenues and global sales growth, and it wasn’t that hard to do.”
- Guess?, Inc