HYPERINTELLIGENCE
FOR RETAIL
HyperIntelligence™ is a new class of analytics where answers automatically surface in the websites, applications, and mobile devices people use every day. This breakthrough in enterprise intelligence has the ability to seamlessly empower 100% of a workforce with the information they need to make better decisions—zero clicks required.
Retail has never been more competitive. Online and mobile shopping channels with minimal overhead costs exert constant pressure on retailers to deliver low prices and a unique customer experience. These channels allow consumers to instantly gratify their retail desires, eroding the allure of the in-store experience. At the same time, shoppers are better informed on prices, products, and promotions than ever before, heightening their expectations for customer service.

In this competitive environment, retailers need an edge—and **HyperIntelligence can give it to them.**

According to Gartner, most organizations fail to exceed the 30% mark when it comes to the adoption of analytics. That means that more than 70% of people at most retailers are working without access to the critical information they need to perform their best.

So what’s stopping organizations from breaking through the 30% barrier and driving the pervasive adoption of analytics? The fact is that the majority of existing enterprise tools only cater to users who are naturally analytically inclined—the analysts, data scientists, and architects of the world. The remaining 70%—the people making operational decisions—simply lack the time, skill, or desire to seek out data on their own.

HyperIntelligence arms the retail world with a radically simple way to consume analytics on websites, in applications, and on devices that they already use. Consider how instant insights on a customer’s past purchasing behavior could help a store associate deliver exceptional service, or how access to competitive pricing information can help streamline planning and pricing workflows.

Where other tools help you ask questions, HyperIntelligence delivers answers.
It’s all built on a new yet familiar object: HyperIntelligence cards.

HyperIntelligence cards surface relevant information and recommendations directly within websites, applications, and mobile devices. The cards consolidate information from a variety of enterprise data sources into bite-sized views about a specific topic on the people, products, organizations, and processes essential to your business. Bringing up a relevant card is as simple as hovering over a highlighted word or tapping on a push notification on the way to your next meeting.

HyperIntelligence cards on a website and mobile device highlight relevant KPIs and recommendations related to products and customers.

Whether users are browsing a website, using a CRM system, writing an email, or running to a meeting, cards deliver relevant, contextual answers in the moment.
The following examples highlight some of the top retail use cases for HyperIntelligence cards.

Customer Card

Use Case

Provide retailers with instant insight into customer purchasing behavior and activities—helping them personalize their interactions and gain a competitive edge.

Users

Store Associates, Store Managers, Marketers

Business Value

For today’s retailer, a strong understanding of customers can be the difference between success and failure. Arming store operations and marketing personnel with instant access to intelligence on purchasing behavior, loyalty rewards, return rates, and customer service inquiries empowers retailers to offer more targeted promotions and provide personalized product recommendations.

<table>
<thead>
<tr>
<th>Customer Summary</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spending Tier</td>
</tr>
<tr>
<td>Rewards</td>
</tr>
<tr>
<td>Last Purchase Date</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Average Basket Size</th>
<th>$172</th>
</tr>
</thead>
<tbody>
<tr>
<td>Return Rate</td>
<td>0</td>
</tr>
<tr>
<td>Customer Service Inquiries</td>
<td>0</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Spending Breakdown</th>
</tr>
</thead>
<tbody>
<tr>
<td>Promotional Spending</td>
</tr>
<tr>
<td>E-commerce Spending</td>
</tr>
</tbody>
</table>

Recommended Next Action

Suggest this week’s Check Trim Polo promotion to customer.
Vendor Card

Use Case
Provide retailers with instant insight into vendor performance—helping them to drive sales and supply chain improvements.

Users
Buyers, Planners, Allocators

Business Value
An individual retailer can have a product assortment comprised of items from hundreds or thousands of different vendors—making it extremely difficult to monitor supplier performance. Arming merchants with easy access to intelligence on vendor performance, profitability, stockouts, and supply chain information empowers retailers to drive better results and help facilitate stronger negotiations with vendors.

Supply Chain Card

Use Case
Provide retailers with instant insights into distribution center performance—helping them drive supply chain improvements and higher customer satisfaction.

Users
Distribution Center Supervisors, HQ-based Supply Chain Personnel

Business Value
Retailers are sharpening their focus on supply chain to meet consumers’ increasing expectations surrounding speed and convenience. Arming distribution center supervisors and headquarters-based supply chain personnel with immediate access to intelligence on warehouse operations and labor empowers them to quickly identify inefficiencies and bottlenecks and streamline operations.
**Competitive Card**

**Use Case**
Provide retailers with instant insight into current product pricing in the market—ensuring appropriate pricing strategies and improve customer satisfaction.

**Users**
Buyers, Planners

**Business Value**
Retailers are under constant pressure to deliver competitive prices while remaining profitable. Arming buyers and planners with instant access to intelligence on competitor pricing, as well as the performance of their own merchandise, empowers them to make informed decisions about price changes and be more confident in how these adjustments will impact profitability.

### Product Summary

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Original Price</td>
<td>$499.00</td>
</tr>
<tr>
<td>Current Price</td>
<td>$399.00</td>
</tr>
<tr>
<td>GM %</td>
<td>41.20%</td>
</tr>
</tbody>
</table>

- 6,630 On-hand Inventory
- 292 On-order Inventory
- 4,125 YTD Sales
- 5.90% Sales % to Plan

**Competitor Pricing**

- $425.00 Tom's Hardware
- $400.00 Total Hardware
- $399.99 Jack's Home Improvement
- $399.99 Miller's Supply
- $379.99 Amazon
- $379.99 Handy Al's

**Recommended Next Action**
Markdown this item to $379.00 so that pricing is in line with the competition.

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**Store Card**

**Use Case**
Provide retailers with easy access to real-time store performance information—helping them drive sales, inventory, and customer service improvements.

**Users**
Store Managers, District Managers, Regional Managers, Buyers, Allocators

**Business Value**
Understanding store performance is critical for retailers to run their business profitably. Arming store operations and merchandising personnel with instant information on store performance metrics related to sales, payroll, inventory, loss prevention, and customers empowers retailers to optimize store operations and deliver an outstanding customer experience.

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**Springfield**
Store # 1342
806 Jacobs Mill Road, Albany NY 12227
516-555-2038

**Store Manager**
Kara Anders

**YTD Sales**
$1,589,123

**Payroll vs. Budget**
-2.40%

**Inventory Shrink**
-3.80%

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>YTD Sales vs. LY</td>
<td>5.10%</td>
</tr>
<tr>
<td>YTD GM %</td>
<td>48.70%</td>
</tr>
<tr>
<td>YTD Sales vs. Plan</td>
<td>2.40%</td>
</tr>
<tr>
<td>YTD Inventory Turn</td>
<td>9.20%</td>
</tr>
</tbody>
</table>

**Customer KPIs**

- 39% Customer Conversion Rate
- 91% Customer Satisfaction

**Recommended Next Action**
Work with the loss prevention to help reduce inventory shrinkage.
**Product Card**

**Use Case**
Provide retailers with easy access to inventory and purchasing data for items in their assortment—helping them actively monitor product performance.

**Users**
Buyers, Planners, Allocators, Store Managers, Store Associates

**Business Value**
A stockout is one of the worst things that can happen to a retailer, both in terms of lost revenue and in negative customer sentiment. Arming merchandising and store operations personnel with instant access to intelligence on sales and inventory data empowers them to take proactive action to avoid costly stockout situations—enhancing the customer experience and ultimately driving higher conversion rates and profitability.
The cards above demonstrate a variety of applications that are possible with HyperIntelligence, but they are far from a complete list. Your business is like no other—that’s why MicroStrategy empowers every organization to quickly build and deploy cards that are uniquely suited to their own data and corporate lexicon.

Ready to get started?

If you can already see how HyperIntelligence will transform your business, it’s time to experience a demonstration that’s tailored to you. Schedule a meeting using the URL below, and we’ll build your first HyperIntelligence card for you using real or static data.

microstrategy.com/hyper-pilot