

Retail POS Reporting and Analytics

Retail POS data holds the key to understanding how your products are performing at a store level. But it can be a daunting task, not to mention a drain on resources, to gather, analyze and report on EDI 852 and POS data from all of your retailers. What is the point of having a solution to use your POS data to analyze your business? You need to make timely, informed decisions so that your customers can find and buy your products.

Outsourcing your POS data reporting and analytics is faster, easier and less expensive than building an in-house solution.

Build vs. Buy

Purchase a server, choose database software and acquire licensing.



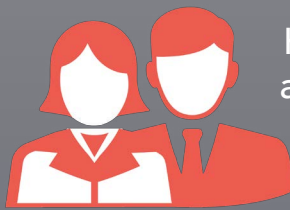
Figure out whether to host the server in your own data center or use a hosting facility.



Hire a data warehouse engineer to build the back-end and a report engineer to build the front end.



Hire a business analyst to work with the users to design the reports and a project manager to oversee the project.



Conduct preliminary assessments of company goals and the current data. Determine the data needs for the analysis desired.

Figure out how to integrate retailer data from EDI, portals, emails, PDF, and Excel.



Set up security levels and determine and implement distribution methods.



Train all users and launch the solution.



Manage and maintain the solution including technical support, QA and expansion.



Hire Accelerated Analytics and review your goals with our experts.



Our engineers will conduct a comprehensive evaluation of your retailer data.



We'll incorporate your internal product attributes and images.



Historical data can be loaded to easily make forecasts and comparisons between years.



We'll add the formulas for all of the metrics and measures you'll need to analyze your data.



You'll work with a dedicated Project Manager to design your reports.



We'll set up distribution methods, such as e-mail subscriptions and our iPad app, to get data into your staff's hands quickly.

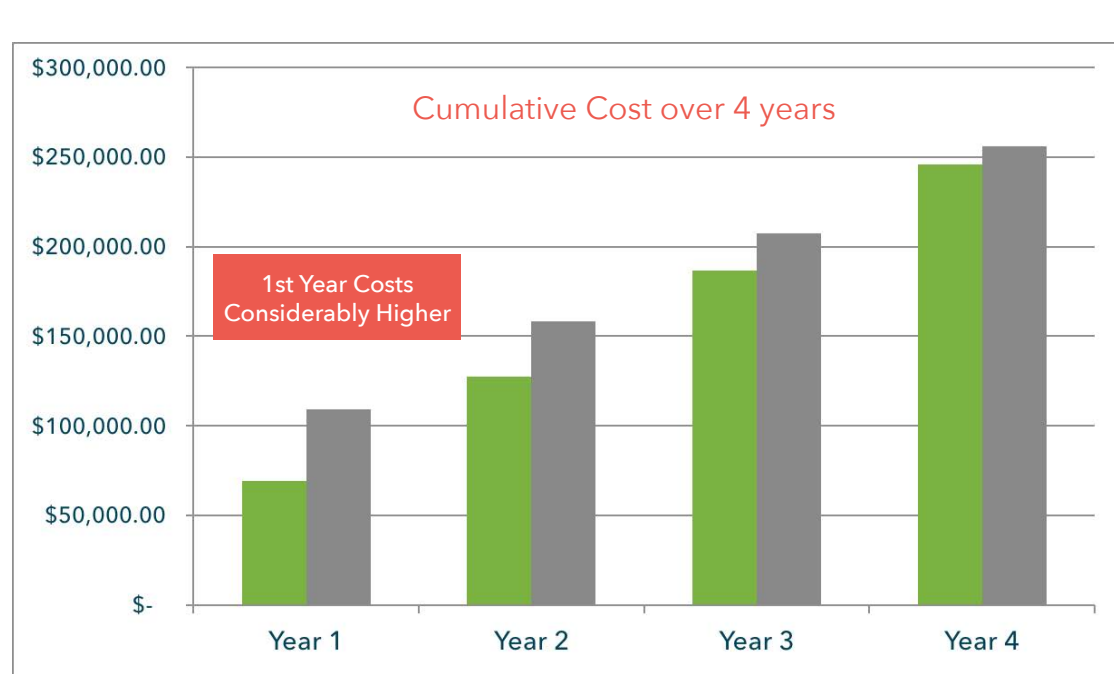


We'll set up your users and train your staff and launch the solution.



Build vs. Buy Cost Comparison

In-house build cost vs. outsourced investment for POS reporting on 10 Retailers



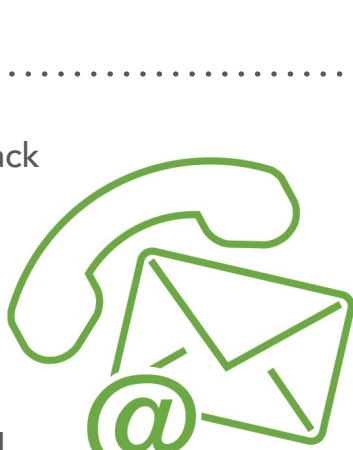
- Precise customization
- Direct control over solution
- Integration with other in-house systems
- Depreciation on required assets

- Faster build-out time
- Leverage vendor best practices and expertise
- Avoid hiring expensive staff
- Easy to expand or reduce retailer customers based on changing business needs
- Contract can be terminated whereas in-house solution has ongoing costs

Weighing the Benefits of Build vs. Buy

Identify trends, optimize assortments, and track promotions with one-click access to sell-through rates for each and every one of your SKUs.

Contact us at to start a conversation about how we can help you make faster and better-informed decisions with real-time retail POS data and insightful analytics.



The Tools You Need To Win at Retail

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