

One of the biggest challenges facing retailers today is managing the sheer wealth of data that is available and ensuring that not only is relevant, up-to-the-minute information selected, but made available in a format that best suits the people who will be utilising it.

It can often be difficult for a retailer to appreciate how actions in one area of the business impact on another, particularly when the supply chain covers several continents and time zones. Frequently, decisions about short life inventory investment need to be made months in advance, and activities such as stock forecasting and planning are carried out across hundreds of stores, with sales results judged against the previous month, week, or even day. Generally, these tasks are managed by the General Manager of the store, who will often plan resources based on history, rather than using real data tools.

In such a complex and competitive retail environment, the effective use of Enterprise Reporting tools is fundamental to success, as it becomes impossible to predict patterns or make informed decisions if multiple data sets are not adequately collated. To be effective, BI tools must take into account all the information – both structured and unstructured – that a retailer uses to make strategic decisions.

### >> The need for collaborative tools

Enterprise Reporting tools can help retailers reduce wastage and forecast stock requirements accurately. But the sheer number and different locations of a retailer's stores means collaborative tools are essential for making the most of data, enabling the right people across the business to utilise data and work together to make better informed decisions. In addition, web-enabled BI software means data can be accessed by managers from around the country or even the world, enabling them to work together on setting business targets. Only when these robust collaboration tools are in place can the true capabilities of the latest solutions be unlocked.

### >> The ART solution

ART has established long term relationships with the leading providers of Enterprise Reporting tools, thus minimising the work involved in interpreting information gathered by your EPoS system – whether you are looking to take snapshot surveys, review discounts and refunds for potential fraud, implement stock-taking, pull data together or identify buying, sales or inventory trends. All ART products are based on industry standard systems, ensuring that the rich data sets we create are totally compatible with standard data mining, Enterprise Reporting or Reporting tools.

The ART TraXs suite of applications provides data at a very deep and detailed level, and by working closely with customers and specialist partners we can help to realise a wealth of information, enabling you to manage and grow your business, whatever the current business climate.

