

PivotLink® Retail Analytics

Connect All the Pieces of Your Retail Puzzle

Spot Profitable Patterns. Offset Reduced Demand.

Retailers everywhere have been hit hard by budget-conscious consumers who are reluctant to shop and spend. Now more than ever, you need accurate, interactive insights into what sells, when, why, and to whom. Now, you can perform ad hoc queries and analyze billions of rows of data, down to the most granular detail of individual transactions. Our easy-to-use, self-service tools help you:

- Identify high-performing (and under-performing) products and categories
- Gain insight into customer behavior and predict demand
- Plan promotions based on proven patterns, not intuition

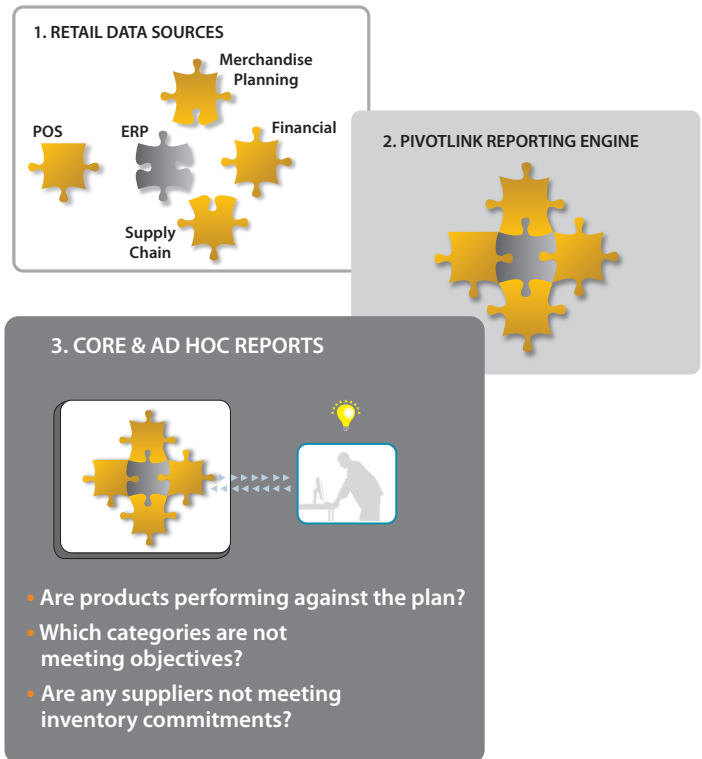
“PivotLink is an easy-to-use solution that makes business intelligence readily available and accessible to the masses.”

– Ken Harris, Shaklee Corporation

Smash Data Silos for Visibility Across the Value Chain.

Combat razor-thin margins by breaking down boundaries between critical data sources. Combine data from POS, Merchandise Planning, ERP, Financial, Supply Chain, and Transportation systems, syndicated sources and proprietary databases into one report.

- Manage store operations based on a single, company-wide version of the truth
- Compare performance – month over month, week over week, even day over day
- Maximize the effectiveness of product placement through fast, accurate inventory and sales analysis



PivotLink Retail Analytics help retailers connect every piece of the retail puzzle. Business users throughout your company can slice, dice, drill down, and query the data to gain accurate insights and make profitable decisions at the speed of today’s business.

Use Dashboards to Drive Profitable Supplier Relationships.

Share vital information with partners up and down your supply chain. With just a few clicks, place a report on your distributors’ dashboards. Secure collaboration features allow each distributor to view their data and no one else’s. This efficient approach to data sharing supports lean, economical supply chain operations while ensuring:

- Streamlined collaboration with suppliers and distributors
- Optimized inventory levels across all locations and channels
- Avoid out-of-stock situations



“We’ve definitely improved our in-stock rates with PivotLink. Now buying decisions are based on what’s selling and what’s not, instead of guesswork or loyalty to old products.”

– Randy Mauk, REI

No CAPEX. No Risk. No Waiting.

This PivotLink solution is offered through a simple, pay-as-you-go model that requires absolutely no upfront capital expenditures. As a 100 percent web-based service, PivotLink completely eliminates the costs of owning and maintaining software and servers, developing data warehouses or datamarts for analysis, and paying never-ending maintenance fees. Unlike traditional analytic solutions that often take years and cost millions of dollars to implement, your PivotLink Retail Analytics solution can be up and running within 30 days.

Don’t Take Our Word for It.

See how PivotLink Retail Analytics can help you streamline operations and manage profitable growth. Simply go to www.pivotlink.com/solutions/retail, phone **866.625.9884**, or email partners@pivotlink.com to request a live demo.

OUR CUSTOMERS LOVE US.

Profitable retailers such as Anchor Blue, Andronico’s, Car Toys, PartyCity, REI, The North Face, and Zones use PivotLink Retail Analytics to:

- ☑ Achieve fast, accurate insights into shoppers and buying patterns
- ☑ Optimize merchandise life cycles
- ☑ Strengthen collaboration with suppliers and distributors
- ☑ Significantly reduce costs
- ☑ Profit and thrive in today’s economy

About PivotLink

PivotLink is the leading provider of business intelligence solutions delivered as Software as a Service (SaaS), offering solutions which equip business leaders with powerful reporting and business analysis. PivotLink Reporting and Business Analysis makes it easy for companies to extend the reach of their information deployment strategies by allowing them to see their information where they need it and increasing collaboration inside the organization and outside with partners.



San Francisco

One Post St., Suite 900 ■ San Francisco, CA 94104 ■ Phone: 1.866.625.9884 ■ Fax: 415.544.5295