

QlikView

QLIKVIEW FOR SUPPLY CHAIN: MERCHANDISE MANAGEMENT

Internal collaboration to increase product category efficiency

CHALLENGE

Retail, wholesale and consumer products organizations continue to face unprecedented pressure to maximize their return on inventory investments.

Supply chains are growing in complexity, with an influx of data and a demand for more-responsive relationships with customers who can choose to interact across multiple sales channels. Merchandise assortments need to be customized and tailored, requiring actionable insight, anyplace and anywhere across product performance, margin and inventory at the product, category and store level. Understanding business mix across ranges and styles is critical to reduce inventory carrying costs while aligning product, placement, price and promotions to ensure maximum share of wallet is captured across customer buying patterns.

SOLUTION

QlikView and the partner community have built a number of 'QlikView Apps' to address and demonstrate capabilities related to this supply chain solution area. *QlikView for Merchandise Management* apps empowers individuals and groups to make faster and more informed decisions by allowing them to:

- Gain a complete understanding of category and product performance including sell-through rates to reduce out-of-stocks and markdowns, and to more successfully respond to customer demand signals across channels, categories, and seasons
- Manage at the shelf to maximize revenue, margins and in-stocks while removing costs and capital expense lock-ups across the supply value chain
- Compare sales history at the product and store levels across different time periods to rank and categorize specific categories and products to allow for best future forecasting
- Enable merchants to leverage secure mobile access to stay fully informed and connected and able to collaborate and make decisions while on-the-go

CUSTOMER EXAMPLES

- Robinsons Department Store (a leading upscale retailer) – deployed multiple QlikView merchandising apps and now spends 50% less time to yield up to 80% more detailed merchandising, pricing, inventory and operational performance information
- A Leading Sporting Goods and Outdoor Specialty Retailer – uses their QlikView merchandising app to analyze costs of goods sold, gross margin, markdown and category level performance in its weekly merchant meetings with GMM, VPs and Directors
- A European Multi-National Do-It-Yourself Retail Leader – since implementing the QlikView for Merchandising solution achieved \$1.75M in first year inventory savings by effectively aligning stock levels with actual sales trends

ABOUT QLIKVIEW



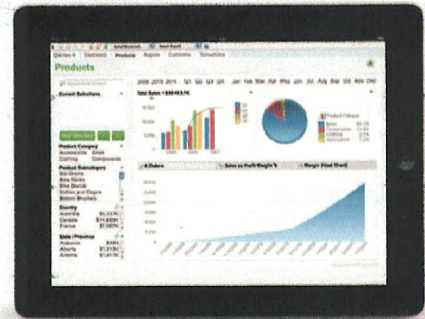
QlikView is the leading Business Discovery platform, delivering true self-service BI that empowers the business user by driving innovative decision-making.

Contact your QlikView representative to schedule a discussion and live demonstration related to this solution area.

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“Users are very enthusiastic! They can finally access, view and analyze all the data required to offer the right products, at the right time, to the right audience, taking into account local trends, forecasts and external factors. It helps improve margins and profits at a time when operational costs are increasing, external market conditions are unpredictable and competitive pressures remain high.”

Jolanda Cloete, Program Director – Business Intelligence, Intres Retail

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