



Business Intelligence for Retailers

Infodepth is a true business intelligence solution for retailers. All of our people have worked within retail companies and truly understand the needs of today's retailers across the wide spectrum of information requirements.

At Infodepth, we believe in keeping things simple. We don't expect you to have to go through a lengthy learning process for some complicated query tool or a piece of bespoke software that only one supplier provides. The majority of our user community can gain

significant insight into their business performance without having to leave Microsoft Excel.



What do we mean by "significant insight"? How about:

- ✚ Comparison of true like-for-likes
- ✚ Performance v Last Week, v Same Week Last Year, v Average over the last x weeks or months
- ✚ Comparison of Company best sellers to Branch best sellers
- ✚ Average Transaction Values
- ✚ Cross-selling analysis
- ✚ Fraud (highest risk operators, returns, voids, overrides, no sales, specific transaction sequences)

And much more...

In order to provide such significant insights for our customers, we extract all of their key business data from each of their operational systems every day.

**“The introduction of the Infodepth solution has opened up new opportunities for us to control and measure the performance of the business.”**

Patrick Walker, Head of MIS  
Beaverbrooks The Jewellers

**“Using Infodepth, we are gaining new insights into our business performance. My colleagues are able to access the key information they need, wherever they may be in the world”.**

Martin Draper, IT Manager  
mkone

**“the benefit of delivering key business information to the people who need it, when they need it, enabling faster analysis and more effective and strategic decision making, both in the boardroom and throughout the business”.**

David Hobbs-Mallyon  
Applications platform product  
and solutions manager  
Microsoft

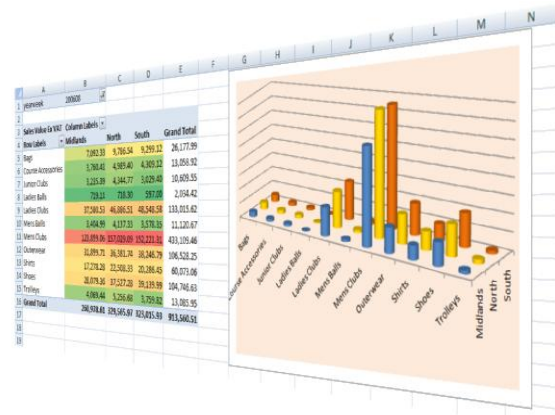
We store this data in our specially-designed data structures and keep it for years. Infodepth users can then analyse any area of their business in any depth (from a company overview to individual till receipts).

Data can be mixed and matched on the same report from a variety of operational systems (e.g. sales from POS, budgets from Finance, warehouse stock from WMS, orders from MMS).

We don't just build this cleverly-structured data warehouse and then leave you to get on with report building. As we

have over ten years' experience in building BI solutions for retailers, we will provide you with pre-built dashboards, reports, charts, drilldowns and analyses that we know are extremely useful and in daily use at many of the UK's high street retailers.

This approach will get you up-and-running much faster and ensure that your investment with us starts to pay for itself from day one.



Contact Infodepth: 01254-249333

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