

# HOW RETAILERS USE ANALYTICS TO STAY AHEAD

Today's retail environment is more competitive than ever. To stay ahead, retailers need to leverage technology to optimize operations, maximize margins, and deliver exceptional customer service.

## TASKS

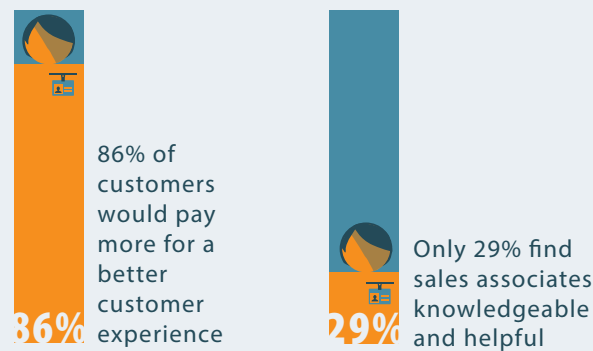
## PROBLEMS

## SOLUTIONS



RIS/Gartner 2016 Retail Technology Study

**MicroStrategy** helps managers quickly access real-time sales and inventory information so they can analyze buying trends, evaluate promotional success, and benchmark their store performance against peers.



The Annual Customer Experience Impact (CEI) Report, Forrester Real-Time Data Drives The Future of Retail Study

**MicroStrategy** empowers store associates with instant access to information so they can deliver superior, personalized customer service. Get insight into:

- Customer buying behavior
- Pricing and promotions
- Product information and recommendations

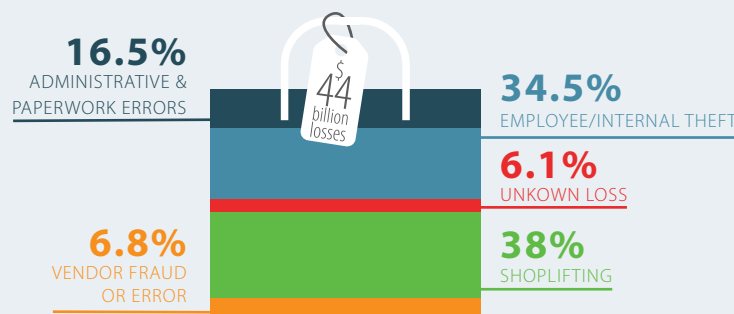


IHL Group We Lost Australia! Retail's \$1.1 Trillion Inventory Distortion Problem

**MicroStrategy** merchandising solutions incorporate powerful analytics that help merchants optimize how they stock, place, and price products. Use data to eliminate inventory distortion and boost same-store sales.



Inventory shrink cost retailers \$44 billion in 2014



National Retail Security Survey 2015

**MicroStrategy** loss prevention solutions give managers exception-based reporting and predictive analytics to monitor, detect, and take action against inventory loss from fraud, employee error, and theft.



2014 Boston Retail Partners Supply Chain Study

**MicroStrategy** gives retailers real-time visibility into their supply chains, so they can make faster, smarter decisions:

- Reduce transportation costs
- Boost inventory productivity
- Streamline processes

Hundreds of leading retailers across the globe rely on **MicroStrategy Analytics** to streamline operations, boost employee productivity, and transform the customer shopping experience. Learn more at [microstrategy.com/solutions/retail](http://microstrategy.com/solutions/retail)

**MicroStrategy**