

# Improve The Of Your Retail Biz



*Vanisha Joseph,*  
BenefIT Bureau

BIRetail's business intelligence solution is just what retailers might be looking for to help analyse their businesses and speed up decision-making.

If you're a retailer with one or many outlets across the city or state, you would need daily updates on the fastest selling products. But mere data on these isn't enough as you would need details like which outlet sold the most, what sizes and colours went off the shelves first, etc. Answers to these questions will help you make smart

decisions, not only on channelling resources appropriately to 'shorten the shelf life' of the hot sellers but also on the kind of discounts and offers needed to promote the slow-moving products. A retail business intelligence solution, developed by BIRetail, helps you arrive at such answers in just three seconds.

The solution manages

everything—from data management (consolidating, organising, and cleansing huge volumes of disparate data from varying systems and platforms) to providing predictive analytics by exploiting patterns found in historical and transactional data. "This helps you identify risks and opportunities," says Niraj Jaipuria, director, regional sales, Asia-Pacific,

BIRetail. “The software makes it possible to harness intelligence from the reams of data and present this summarised information in a manner best suited to make informed decisions. It comes with innumerable pre-configured reports. All this, at an affordable price as it is delivered on a SaaS or pay-per-use business model,” he adds.

BIRetail claims that the software executes sophisticated algorithms on the data to perform aggregations and calculations and then provides answers to business problems or questions in a user-friendly format. From single store-owners to retailers with a 100 outlets, those at BIRetail believe the solution caters to all kinds of retailers. The information can be accessed from anywhere, using an Internet browser.

### The returns are many

Going beyond the conventional reporting systems that present historical information in a standard static layout that doesn't offer the retailers a complete 360-degree view of their business, BIRetail's solution claims to deliver actionable intelligence to you.

**Actionable intelligence:** The predictive analytics provided by BIRetail uses structured data readily available, combines and correlates the information and then generates user-friendly interactive reports without the help of an IT professional. “We don't just throw truckloads of data to the executive. We provide information in the most comprehensible form and only as much as is needed,” says Jaipuria. Users can interactively slice and dice data and generate meaningful reports using simple drag and drop operations. “Investigative reporting using pivoting, sorting, slicing,

and drilling down for more detail, can be performed with simple mouse clicks,” says Jaipuria. Users can also format reports to their specifications and view the data as intuitive charts and graphs.

#### *A profit-based perspective:*

Unlike the traditional turnover-based view of business, BIRetail generates a profit-based view of the company. “It calculates the profit-per-transaction (PPT) for all sales operations. This PPT can be



Niraj Jaipuria, director,  
regional sales, Asia-Pacific, BIRetail

“The software makes it possible to harness intelligence from the reams of data.”

used in aggregations and reports to generate a profit-based view of the business. Thus, it can be a valuable tool to get the instantaneous snapshot of a business' health,” says Jaipuria.

**Breaking through cost and time barriers:** Further, BIRetail's business intelligence solution claims to offer a low total cost of ownership. “The SaaS model that we have used for it, involves no upfront licensing costs, no need for expensive server hardware and has a pay-per-use pricing model. The cost starts from Rs 5,000 (per store) depending on the size, etc, of the organisation. Further, the price decreases as the number of subscriptions per client increases,” says Jaipuria. Typically,

implementation for conventional BI solutions may take anywhere between 8-12 months but BIRetail, which is based on the SaaS delivery model comes with pre-configured reports and so reduces implementation time to just four weeks.

#### *Improves customer service and cuts down inventory costs:*

BIRetail allows retailers to hold stock efficiently, improve customer servicing and supply chain management. “Using the software, retailers can build more targeted promotions based on customer segmentation and purchasing patterns at specific locations. They can develop more effective product assortment plans based on individual demographics and market trends, helping in store operations,” says Jaipuria.

**Automatic alerts:** Further, the solution identifies and alerts trends and exceptions in the course of normal business operations, using data mining techniques that extract patterns/ trends out of data. It can be integrated with mobile and Internet applications, allowing instant access and alerting mechanisms enabling executives to spot abnormalities in the day-to-day business. For instance, using BIRetail, alerts can be generated on slow moving products that can result in quick decisions on discounts/offers to push that particular product. Similarly, alerts on fast moving products can help channel more resources towards making the hot-selling product.

### Looking ahead

Most firms have volumes of valuable information hidden under the reams of data entered into traditional transactional software. BIRetail's business intelligence solution helps turn that data into a gold mine. ■