



Torex™ BA is the easy-to-deploy business analysis and data warehouse solution designed especially for the highly competitive retail industry.

The challenge

Retailers manage an alarming number of variables every day: thousands of customers, employees, products and transactions. One out-of-stock item can hurt a store's revenue – and its reputation.

As shifts change, customers buy and employees restock, these activities are recorded by your business systems. But without a business analysis (BA) solution to evaluate the data, you overlook valuable information that you could use to:

- Identify products and categories that are selling quickly or slowly
- Track performance of stores, departments and staff
- Create insightful customer profiles
- Price items correctly the first time
- Develop successful promotions
- Combat fraud

Define customer experience with Torex BA

Torex BA transforms data from across your company into knowledge you can put to work. Our solution helps you identify growth opportunities, maximise profits, reduce costs and deliver superior customer service.

Torex BA's powerful capabilities include:

- Analytics using data from cross-functional systems
- Predefined reports based on proven retail implementations
- Real-time performance visualisation
- Loss prevention with integrated CCTV for point-of-service (POS) transactions
- Alerts that report exceptional activities

With Torex BA, you make more effective strategic decisions. The results are a superior shopping experience – and customers choosing you over the competition.

The solution

Torex BA is a comprehensive solution consisting of:

- A data warehouse designed specifically for retailers
- A BA platform centred around the reliable, industry-standard Microsoft® BI (Business Intelligence) stack
- Torex retail domain expertise built over 20+ years as industry innovators

Retail-ready data warehouse

The data warehouse and schema are pre-designed specially for retail processes and information requirements. As a result, you can deploy Torex BA rapidly without costly customisation efforts.

Web-based information delivery

Management and employees enjoy remote access to reports through a secure portal. Our solution also publishes information in formats already used by many businesses, including Microsoft® Outlook, Microsoft® Excel and Adobe® PDF.

Variety of intuitive reporting options

Torex BA provides predefined reports developed in collaboration with some of the world's largest retailers. Additionally, you can easily create ad hoc queries and generate reports using Microsoft Report Builder, Microsoft Excel and Business Objects® XI.

Real-time analytics and KPIs

Assess performance and identify trends with dashboards and scorecards in predefined and user-defined formats. Compare real-time and historical data for merchandising and budget planning.

Multi-dimensional data visualisation

With the Treemap Visualisation module, you can compare sales figures store by store and analyse the performance of products, categories, brands and promotions – all within a single page or screen.

Advanced security

Reduce shrinkage by analysing data from your various systems. With the CCTV module, you can monitor video of POS transactions. You also can set alerts to be triggered by events or data changes.

Lower cost and less complexity

Integration is fast with pre-designed Microsoft .Net, XML and the Microsoft SQL Server 2005 Integration Services processing engine. The Microsoft BI stack also provides:

- Freedom from expensive licences associated with proprietary systems
- Intuitive Microsoft products, the world's most familiar productivity software
- Technology that is easy to maintain and adapt

Achieve results now

For 10+ years, retailers worldwide have increased operational effectiveness with Torex BA.

Shrinkage represents about 1.8% of turnover – 50% of which can be attributed to fraud and operational weaknesses, which Torex BA can help identify. Even such modest improvements in these areas can offer quick returns on investment.

To learn more about Torex BA, please visit www.torex.com

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About Torex

With more than 20 years experience, Torex is the leading European-based global provider of proven, best-in-class solutions that help over 7,000 customers provide a defining customer experience in the retail, petroleum and convenience, fast moving consumer goods, and leisure, food & beverage markets.

www.torex.com

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TorexTM
Defining customer experience