Retail Velocity DSR

Demand Repository

The Retail Velocity Demand Signal Repository is a centralized application to connect, clean and harmonize large volumes of complex, disparate external data sources from Retailer store level POS. Retail Velocity can capture and manage external data at the granular level by retailer, DC, store, and item.

> *"By 2020 organizations that offer user's access to a curated catalog of external and internal data will realize twice the business value from analytics investments than those that do not"*
>
> Gartner Magic Quadrant for Business Intelligence and Analytics platforms

The VELOCITY® Platform

- ☐ ETL that collects, cleanses, and harmonizes data from 400+ Retailer POS systems
- ☐ Demand Signal Repository (DSR), the database that supports specialized retail industry processing
- ☐ Semantics Layer that models data for analytics and Machine Learning
- ☐ Embedded Analytics

Connect, Clean & Harmonize

- ✓ Data behind firewall
- ✓ 100% secure from 3rd parties
- ✓ No need for data brokers

Enterprise Repository

- ✓ On Premise
- ✓ Cloud-hosted solution
- ✓ Data Lake

Analyze

- ✓ 100's of canned reports
- ✓ Automated data models for a factory approach to machine learning
- ✓ Embedded analytics

Quotes from customers and partners

"The impact of Velocity and Microsoft on our business is tremendous. We're freeing up large amounts of cash, reducing debt and interest on that debt, and identifying ways to increase sales." Cliff Purcell, Vice President of Forecasting and Sales Logistics, Hanesbrands

"Retail Velocity's Data Steaming Service offers SAP's Consumer Products customers a tried-and-tested service to quickly access their retail partners' in-store data. It is a fantastic fit with SAP's Demand Signal Management solution. Together, we can bring our customers closer to understanding the true consumer pull on the supply chain." E.J. Kenney, SVP and Global Head of Consumer Industries, SAP AG

 www.retailvelocity.com

DSR Features		VELOCITY
Robust, Scalable Data Warehouse Architecture	Normalized Relational Databases	✓
	Open Databases	✓
	Multiple Database Instances	✓
Granularity at the Lowest Possible Level of Demand	Item	✓
	Store	✓
	Week or Day	✓
	Retailer	✓
Integration of Multiple Sources	POS Data or Demand Signal Data	✓
	Inventory and Replenishment Factors	✓
	Forecasts	✓
	Shipments	✓
	Syndicated Data	✓
	Trade Promotion Events	✓
	Other 3rd Party Data	✓
Powerful ETL Toolset	Data Cleansing, Normalization	✓
	Native EDI Import	✓
	Support for AS2 Downloads	✓
	Data Suspension and Reprocessing	✓
Automated Processing		✓
Harmonization and Analysis Across Accounts	User Security by Retailer	✓
	Fiscal Calendar by Retailer	✓
	Customer Item Code Cross-Referencing	✓
	Dynamic Dimensions	✓
	Dimensions Adapt to Retailer Being Analyzed	✓
Support for International Data	Tradacom and EDIFACT	✓
	Import Multiple Currencies	✓
	Currency Exchange Rates	✓
Extensible Architecture	Add New Measures and Master Data	✓
	Create Unlimited Numbers of Dimensions	✓
	Add Special Processing Functions and Calculations	✓

Retail Velocity Analytics Modules

Build your own applications with automated data models

Category Management	Trade Promotion	Retail Execution	Revenue Management	Account Teams	C-Level Daily Dashboards	Marketing
Multi Retailer Category Captain Shopper Insights Category Analytics Planograms Syndicated Data	Optimizer Retail Execution Inventory Mgmt. Replenishment Effectiveness Data Automation	Out of Stock Phantom Inventory Manage Brokers Machine Learning Supply Pipeline Competitor Data	Integrate Marketing, Sales, Account team, Supply Chain and Retailer POS data for One View	Automate Data Automated Alerts Iterate Data Hierarchies Use on Phone Cost Take Out	Global Retail Sales Global Inventory Shipments Sales to Forecast Sales by Market Sales by Brand	Track Campaigns Track Spend Daily Measure Spend Daily Measure Sales by Zip Code- the Store, Web or Home