



# BIRT Analytics for Retail

## Anticipate greater opportunities

Do you think you know your customers in depth?  
Even their habits and behaviors?  
BIRT Analytics is a powerful visual data mining platform that delivers 360° customer view for faster reactions and more trusted decisions.

### Retail Solutions

- Accurate segmentations and instant analysis of each customer's behavior.
- Detection of cross and up selling opportunities.
- Immediate response to unexpected questions.
- Multichannel campaign management.

### Retail Challenges

#### Attention

- Changes in consumption habits, PLBs growth, war of prices, new competitors, etc. shape a scenario that requires in-depth and comprehensive analysis of the lines of ticket purchase, loyalty cards or web behavior, integrating heterogeneous data for a 360° customer view.

#### Speed

- Companies need to make flexible and reliable decisions.
- Soon identification of hidden opportunities in customer records to provide targeted advanced business solutions.
- Analysis in detail of all the ticket lines (hundreds or thousands of million), loyalty cards, etc. to obtain a 360° customer view.

#### Depth and security

- Retail professionals need to respond effectively to changes, make better decisions and execute the necessary actions to improve their business performance.
- Companies need to optimize their sales efforts.

### BIRT Analytics Solutions

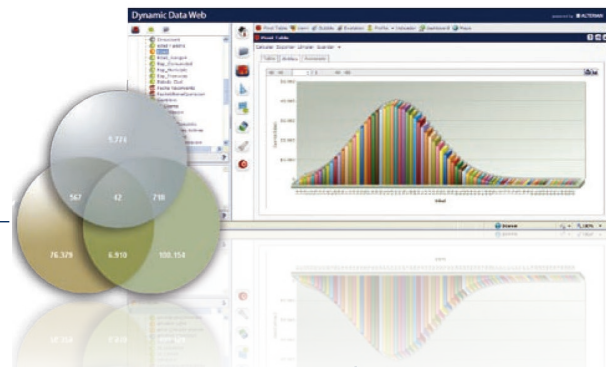
- BIRT Analytics is a powerful and intuitive visual data mining platform that explores and analyses segments, obtaining profiles, attributes, behaviors. Its analytical techniques enable business users to simulate, compare, cross and verify data within seconds.

- BIRT Analytics analyses data instantly, overcoming common limitations of reporting. It helps to respond to "how" and "why?"
- BIRT Analytics quickly responds to any question on typologies, market shares, cross and up selling, loyalty and retention, stores operations (basket analysis, consumption patterns, seasonality, etc.), among other issues.

- BIRT Analytics tracks campaigns in real time, analysing, correcting and evaluating results according to different criteria.
- The adjustment of products/services prices at the level of risk is as easy as clicking.

## Advantages

- **Immediate Deployment**  
In 10% of the time needed for traditional BI tools.
- **Avoid heavy modeling**  
BIRT Analytics powerful analytical DB needs no cubes, dimensions, aggregates, neither metadata.
- **Improves the quality of the data, speeds up the decision-making**  
Significantly decreases the waiting time for any analysis.
- **Reduces IT workload and costs**  
Immediate visibility of the project results.  
Drastic reduction of BI maintenance costs.
- **Analytical Power**  
Immediate response to any question with large volumes of data. Beyond exploring and drilling down, it investigates, verifies hypothesis, simulates, discovers hidden relationships, patterns, trends,... in seconds.



- **User self-sufficiency**  
The user accesses safely and promptly to any key business information to solve unexpected situations. Reduces dependence on IT.
- **Total security for corporate information**  
Proved security requirements in areas such as police, hospitals and banking.
- **Improving corporate efficiency**  
Reduces the decision-making process. Maximizes the generation of knowledge.
- **Lower total cost of ownership**  
Minimum hardware, training and rapid deployment, minimum maintenance.

## Features

- **Compatible with current BI**  
Application 100% web, developed with .NET technology for engine access and client access in JavaScript, XHTML and AJAX.
- **High performance**  
Analytical database, 1,000 times faster than relational databases.
- **Tier architecture**  
SOA standards-based, cross browser accessible.
- **Flexible, adaptable**  
"Rich client" for Advanced and Predictive Analysis with user interface extra user friendly and customizable.
- **Multilanguage**  
Spanish, English, German, French, Portuguese, Brazilian Portuguese, Catalan, Turkish, Polish...
- **Quick Data Loading**  
Up to 60 GB per hour.
- **Easy, intuitive interface**  
New graphics, data export and analysis sharing between users.
- **Powerful**  
Sample volumes (registers): International bank >4x10<sup>9</sup>, Mobile Operator: >2x10<sup>9</sup>, Retailer >1,2x10<sup>9</sup>, Travel >2x10<sup>9</sup>.
- **Scalable**  
Load balancing, high availability and flexibility to data management and bottlenecks prevention.
- **Compatible with major browsers**  
Explorer, Mozilla Firefox, Chrome...
- **Advanced Security**  
Strict Security protocols as LDAP, ACL for access to functionality and data (objects, records, securities), Data Protection Act (definition of sensitivity of data, access log, restrictions, etc.), restricted access codes and policy expiration of key credentials, temporary access policy security of least privilege (denied by default) system, file share permissions for reports, etc.



BIRT Analytics is a Visual Data Mining platform based on agile & self-service technology, that analyzes large volumes of raw data at record-breaking speeds. BIRT Analytics includes advanced, analytical and predictive techniques and works on Big Data. The simplicity and intuitiveness of the platform enables any business user to make use of it to perform daily analysis, with no dependence on IT or data mining teams.