

## Business intelligence

**Exception-based reporting straight to the desktop for real-time decision-making across the whole business**

**Increased corporate visibility and operational awareness**

**Derive meaning from data rapidly**

BusinessEdge business intelligence/performance management key functions:

**Monitor 'key performance indicators' (KPI's),**

**Perform 'ad hoc' data analysis**

**Compose summary and production reports with embedded graphing**

**Drill down swiftly into detailed levels of information**

**Link your tactical information to strategic objectives**

**Monitor your organisation's activity plans via customised balanced scorecards**

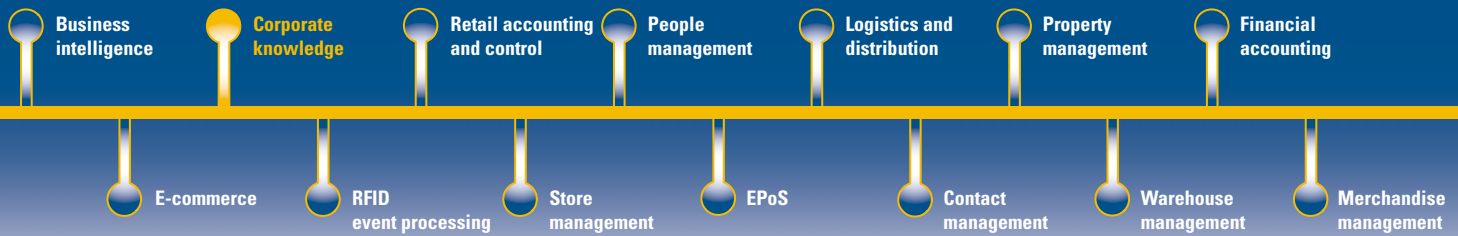
**Query company data without having technical (i.e. programming) knowledge**



Improving data visibility and reporting are key priorities for many retailers reacting to an increasingly hostile and competitive marketplace. Speed to market for new products and speed to the right decision are paramount. At one end of the spectrum, retailers may have poor access to information because the systems in operation are not integrated. At the other end, advances in information and communications technology are providing access to huge amounts of data relatively easily. However, without context or meaning, data alone is not particularly useful.

One key advantage of BusinessEdge for Retail's integrated architecture is that retailers can improve the strategic use of business intelligence and performance management tools because different applications from multiple sources run as one for the near real-time sharing of data and processes.

BusinessEdge for Retail includes business intelligence (BI) solutions which empower retailers to achieve strategic objectives and improve performance, for example, by pre-empting changes in demand or analysing the cause and effect relationship between all activities. As a result data is distilled into meaningful information for better quality and speed of decision-making. The faster an upsurge in demand is spotted the greater the opportunity for increasing inventory and maximising sales. BusinessEdge for Retail also includes exceptional performance management tools which tie performance metrics to strategy enabling you to measure progress against defined objectives, fine-tune data collection and better understand the outcome and effect of decisions.



## *BusinessEdge for Retail applications connect to the enterprise service bus for integrated business processes and management information*

Specsavers

**“This is an indispensable tool for the buying and merchandising departments. We use it to analyse sales trends by store, by region or by country. It enables us to plan our buying strategy more accurately, and to give our customers more of what they want.”**

*Kevin Andrews, Director of Buying and Merchandising, Specsavers*

BusinessEdge for Retail business intelligence and performance management solutions provide views into the historical performance of your business, as well as predictive performance monitoring capabilities. They enable you to compose flexible, ad-hoc reports, as well as interactive data analysis using ‘what if’ scenarios to assimilate data quickly. The broadest array of decision support and management information needs are met. Comprehensive capabilities, including interactive scorecards, strategy maps, briefing books, dashboards, and out-of-the-box reports and views, tie performance metrics and initiatives to strategic objectives.

**BI advanced analytics** – Sophisticated modelling, forecasting, and data mining for ‘what-if’ analysis; time series forecasting and a range of data mining algorithms for classification, estimation, and segmentation.

**BI reporting and OLAP** – Filters, formulas, summarisation, aggregation, colour coding, sorting, categorisation, and compression; dynamic pivot tables; multi-level drill down with visual indicators; executive alerts – speedometer, thermometer, and indicator lamp alert styles and personalisation with wizards and configuration settings.

**BI visualisation** – Wide range of visual formats, including reports, briefing books, dashboards, graphs, and pivot tables; broad range of graph types; flexible end user options, including running from the desktop or through a web browser.

**Objective management** – to monitor, manage, and communicate strategic objectives and measure progress.

**Initiative management** – to link one or more initiatives and accountabilities to any strategic objective and manage their status.

**Metrics management** – to track performance measures (KPIs) over time.

**Support** – for multiple management disciplines, e.g. Balanced Scorecard, Six Sigma, Total Quality Management (TQM), ISO 9000, etc.

**Causal linkage** – to automatically diagnose root causes, track specific metrics and aid dynamic strategic planning.

Business intelligence and performance management are best of breed solutions in the BusinessEdge for Retail suite which easily adapts to fit your business needs without incurring long implementation times or delays in achieving a return on investment. All application modules share Progress® OpenEdge™ as the underlying technology platform. They integrate together or with existing systems via the world’s leading enterprise service bus, Sonic ESB®, in order to minimise integration time and cost.

### Finding out more

You can check out some of our retail successes at [www.progress.com](http://www.progress.com) or contact Marketing Unit on 0845 665 2754  
Email: [businessedge@progress.com](mailto:businessedge@progress.com)

#### UK headquarters

Progress Software, 210 Bath Road, Slough, SL1 3XE, UK. Tel: +44 (0)1753 216300 Fax: +44 (0)1753 216301  
Email: [businessedge@progress.com](mailto:businessedge@progress.com)

#### Corporate headquarters

Progress Software Corporation, 14 Oak Park, Bedford, MA 01730, USA. Tel: +1 781 280 4000 Fax: +1 781 280 4095

**PROGRESS**  
SOFTWARE

[www.progress.com/edge](http://www.progress.com/edge)

Specifications subject to change without notice.  
©2005 Progress Software Corporation.  
All rights reserved.