

Retail companies are investing heavily in creating fact-based decision environments to increase responsiveness to their customers. In order to optimize profit margins, customer loyalty, marketing investment, store construction spend and other key revenue and cost elements, Retailers are building out sophisticated analytical, sales, marketing, and Web infrastructure applications.

Retailers are typically challenged by the following issues:

- How can we create an effective loyalty program to not only provide superior pricing but also higher value for consumers?
- How can we create a thriving partnership with our suppliers to optimize inventory levels, stock outs, and perfect orders?
- What are the types of analyses that need to be performed to understand store performance, product performance, employee performance, and customer performance?
- How do my sales and marketing channels work together to strengthen consumer loyalty and profitability?
- How can direct marketing efforts expand the scope of purchases for different customer segments?

To help Retail organizations with these questions, AmberLeaf has expertise in the following areas that directly enhance our clients' visibility into their customers, company strategy, and performance.

**Customer Data Warehouse.** Through store purchases, loyalty or credit card programs, web registration, coupons, rebates, catalog, continuity programs, sweepstakes/contests, and returns, Retailers have a variety of disparate customer information with a range of data quality issues. AmberLeaf combines customer, supplier, store, transaction (point of sales), pricing/discounting, and product information into an integrated repository to drive decision making, perform analytics, create new strategies, and track performance across key functional areas including sales, marketing, and procurement.

**Marketing Automation.** Direct marketing is an important acquisition and retention vehicle. AmberLeaf has extensive expertise in implementing new marketing processes through campaign management and marketing resource management. Leveraging software from Unica, Siebel, E.piphany, DoubleClick, Aprimo and others, AmberLeaf can help optimize campaign planning, campaign design, multi-channel campaign execution, and response tracking.

**Marketing Effectiveness.** Because Retailers are always under considerable margin pressure, understanding the return on marketing investments and the performance of various marketing initiatives is extremely important. Through marketing dashboards, reporting, and predictive modeling, AmberLeaf helps Retailers continuously optimize their marketing programs.

**Spend Analysis.** Cost reductions can be made in new store construction, product purchasing, and procuring the items that are necessary to operate the business. To be able to identify and act on possible cost saving initiatives there needs to be a solid understanding of where spend is allocated. AmberLeaf develops systems that track, categorize, and report company spend in order to support continuous cost monitoring and optimization.