

Overview

eSENSE Retail is a powerful online dashboard for manufacturers & retailers to proactively manage and monitor product SKUs by leveraging 852 EDI data and other key retail data points. Includes a suite of retail-specific KPIs, standard reports & alerts for informed decision-making in dynamic business environments:

- ✓ Graphical, role-based visualization of critical retail data with full drill-through capabilities;
- ✓ Industry-specific key performance indicators, reports and alerts for monitoring and analysis;
- ✓ Dynamic visibility across geography, retailers, roles, brands, categories, stores and timeframes;
- ✓ Designed to optimize resources, increase revenue and drive ROI for all stakeholders;
- ✓ Fast, secure data onboarding scalable for multiple retailers, new users and data points;
- ✓ No software to install or manage – on-demand service for rapid take-on and MS-Office integration.

eSENSE Retail V3

Making sense of your retail data –powerful online dashboards to easily manage and monitor product SKUs within retailers

eSENSE Retail provides manufacturers and merchandisers a powerful online dashboard that leverages 852 EDI data and other key retail data points to proactively manage and monitor their product SKUs within their strategic retailers. To make informed decisions within a dynamic business environment, managers at all levels of the organization need to quickly and securely access information to rapidly predict and react to consumer demand, inventory levels, pricing, promotional ROIs, trends and retailer reporting requirements.

Graphical, Dynamic Visualization

eSENSE Retail provides dynamic and graphical visualization of retail sales and inventory data. These views are based on user-roles and industry-specific key performance indicators (KPIs) and reports that drive product performance and turn insight into action for enhanced decision-making.

With full drill-down and pan-zoom capabilities, users can go “global to local” to view, analyze and act on business information relevant to their roles and data access levels.

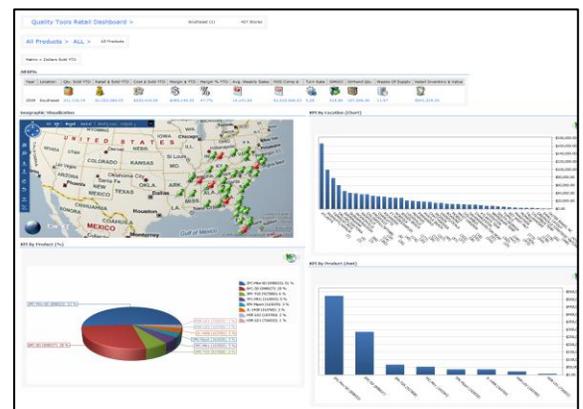
This may include analyzing individual store performance, product behavior by geographic regions, projecting future promotion levels and performance, year-to-date sales by product category, monitoring of inventory levels or year-on-year comparisons by units sold. All information can be analyzed across multiple retailers, brands, stores, products, geographic territories, products, categories, consumers and timeframes.

Retail-Specific KPIs and Reports

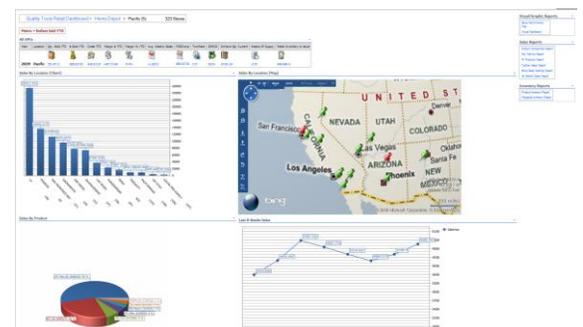
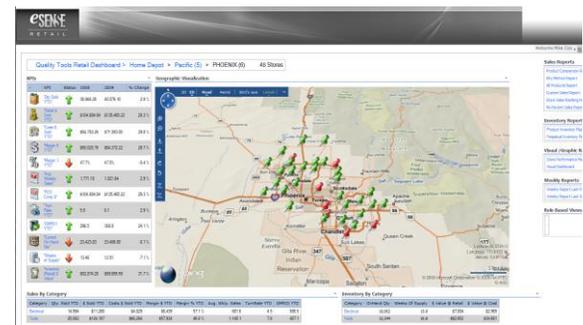
eSENSE Retail includes a suite of industry-specific key performance indicators, standard reports and a custom reporting tool to predict, assess and react to consumer demand for the entire retail channel by role. This allows users to easily drill down across stores, districts, regions or products as well as aggregate information for high-level analysis, exception reports and alerts.

eSENSE Retail tracks KPIs over time phases and also provides thresholds with alerts for metrics that may be out of tolerance against these limits.

Both standard and custom reports are available and dashboard views and alerts can be “pushed” to email in-boxes and mobile devices, published as pdf or csv files, or sent to MS-Office applications such as Excel or PowerPoint for rapid distribution, analysis and action.



Graphical and dynamic visualization allows a variety of roles to securely view, monitor, forecast and manage trends. With full drill-through and pan/zoom capabilities, information can be analyzed across retailers, brands, geographic territories, categories, products, roles, consumers and timeframes.



Fast, Easy On-Boarding

- ✓ eSENSE Retail is designed to be integrated rapidly and easily as an on-demand subscription service for our customers with no software to install or manage;
- ✓ The standard on-boarding checklist includes all the activities required to customize and brand dashboards, setup user roles, assign security rights, collect and load historical data, update data at specified intervals, as well as provide user training and deployment support;
- ✓ Our solution was designed to enable our clients the ability to focus quickly on critical business intelligence and analysis in order to optimize their ROI and TCO.

Robust Technology

- ✓ eSENSE Retail is a 100% web-based solution branded by manufacturer and supporting multiple retailers;
- ✓ eSENSE Retail utilizes standard Microsoft server collaboration technologies for data formatting, storage and display including built-in integration to Office and mobile devices. Data take-on, rendering and visualization is supported by the eSENSE Visualizer platform for SharePoint. This allows for rapid deployment, a scalable solution and a low total cost of ownership.

