

Information Builders' WebFOCUS business intelligence and iWay Software integration technologies provide an end-to-end information management strategy, combining performance management, data governance, business intelligence, and analytics to help organizations make smarter decisions.

Information Management for Retailers



Cleanse, Consolidate, and Control Retail Data With iWay's EIM Suite

Retailers are inundated with information. Internal data resides in disparate systems across the enterprise; point-of-sale systems collect data about store purchases; trading partners capture and share vital inventory and logistical information; and e-commerce applications, third-party merchant marketplaces, and in-store kiosks gather online sales information.

However, retailer efforts to effectively manage their information are challenged by these complex data infrastructures. SKUs are constantly added and removed, prices change rapidly, and new customers emerge every day. Ensuring data quality, consistency, timeliness, and accessibility across key operations such as merchandising, purchasing, marketing, customer service, finance, store management, and inventory/warehouse control has become more difficult.

iWay Software information management solutions from Information Builders let retailers:

- Ensure consistency across all point-of-sale, e-commerce, marketing, product pricing, inventory, customer, and other data systems
- Unify, validate, and enhance customer details across multiple sales channels
- Enhance marketing and promotional success through more accurate customer profiling and segmentation
- Eliminate errors and inconsistencies in data collected from or shared with external partners
- Implement and enforce formal data management policies
- Minimize the high costs associated with manual information management

Find Out More

To find out how our solutions can help your company succeed, talk to an Information Builders representative today.

Contact your local Information Builders office, visit us at

informationbuilders.com,

or in the U.S. and Canada,

call **(800) 969-4636**.

Implementing and Enforcing Formal Data Management Policies

Data consistency and integrity are crucial to ensuring that retailers offer the right mix of products to the right people at the right prices. The vast nature of the retail information landscape, and the speed at which new information is generated, makes end-to-end data governance a harrowing endeavor. Retailers need to not only implement the formal rules and policies required to control the way information is generated, handled, stored, and maintained, but also to deploy the right tools to support and enforce those guidelines.

Eliminating Invalid or Redundant Data

Retail firms manage data that exists not only in their own set of internal systems, but also in external sources. For example, third-party marketplaces like Amazon may capture sales data, or retailers may enter into arrangements where vendors or wholesalers manage store inventory for their own products. If this data is incorrect, incomplete, or redundant, it can hinder all operations.

Creating a Single, Consistent View of Products and Customers

In the retail industry, the same shoppers may visit several different stores, or make purchases via online and brick-and-mortar channels. This creates the potential for data that includes multiple instances of the same customer, which can hamper targeted marketing programs and customer service. Other challenges include rectifying product detail and pricing information redundancies across the multiple systems used for purchasing, inventory management, store operations, etc. This can cause information errors that result in incorrect pricing, stock shortages or surpluses, or other problems. With a comprehensive information management strategy in place, retail organizations can achieve a single, consistent, enterprise view of customers, products, and more.

Powerful Solutions to Meet Evolving Information Management Needs

Only iWay Software's Enterprise Information Management (EIM) Suite offers a comprehensive, fully integrated platform that provides:

- **Data Governance.** Retail companies can achieve complete visibility into quality issues and more rapidly identify and cleanse corrupt, invalid, or incomplete data. Data stewards will be empowered to proactively capture and detect bad information, define how certain problems will be handled, and closely track the issues requiring manual intervention.
- **Data Quality Management.** iWay's powerful tools not only evaluate, monitor, and manage data quality across different information systems, but also proactively prevent incorrect data from entering these systems in the first place.
- **Master Data Management.** iWay efficiently consolidates millions of records according to easily defined business rules, making unified and validated master data instantly available to a wide range of internal applications, as well as the external systems maintained by business partners and affiliates.