

BUSINESS INTELLIGENCE FOR RETAIL

Enable leadership to plan for tomorrow and manage against that plan to maximize profitability.

PARIS Retail Solutions address the critical areas facing a retail business, including inventory management, retail store performance, labor optimization, and markdown and promotion performance.



**DRIVE PROFITABILITY WHEN RETAIL
MARGINS ARE UNDER PRESSURE**

OUR VALUE PROPOSITION

- Find 1 – 2% points minimum at the direct contribution margin level
- Create true driver-based models
- Combine financial and non-financial metrics for deeper insights into retail business
- Translate non-financial and operational metrics into financial ramifications
- Maximize profitability by addressing key performance management objectives

INTEGRATED SOLUTIONS FOR ACTUALS,
BUDGETS, PLANS, AND FORECASTS



PARIS RETAIL SOLUTIONS:

BPM - BUSINESS PERFORMANCE MANAGEMENT

This is the Corporate Budgeting model incorporating both sales and general ledger based planning. Planning can be performed at top line or bottom up, as driver-based/ratios or pure input, and can handle stretch targets that automatically roll up into the corporate budget. Our BPM models lead to fully consolidated Income Statements, Balance Sheets and Statement of Cash Flows.

RPM - RETAIL PERFORMANCE MANAGEMENT

This model incorporates traffic counter data by hour; point of sales data by hour; time and attendance by hour; and store opening hours, all to determine traffic flows, engagement and conversion ratios, average sales, number of “multi’s”, and staff productivity. The model also identifies training gaps and any disconnects between marketing and the shop floor.



REPORT GENERATORS VS BUSINESS INTELLIGENCE

Report generators create static two-dimensional row-and-column format reports.

Each analysis view requires the report to be run, which slows the system down.

BI enables users to create their own perspectives with drag-and-drop ease.

PARIS solutions are powered by dynamic multidimensional models that are always up to date and replace thousands of reports.

PPM - PRICING PERFORMANCE MANAGEMENT

PPM utilizes a SKU or product-level pricing analysis and volume trade-off model. The objective is to model pricing across market segments starting at the RRP (Recommended Retail Price) and working all the way down to the Direct Contribution Margin level. The model calculates the effect of pricing decisions at a break-even volume. That is, if certain rebates, allowances or discounts are given, what volume needs to be achieved to at least break even; otherwise, why give those discounts away? Brand managers are able to model the effects of pricing decisions and determine whether the proposed pricing will meet corporate objectives.



HOW DOES THE INTEGRATION WITH EXCEL WORK?

PARIS makes full use of Excel as a front end, with dynamic connectivity to Actuals and Plan models for retail. Users can easily create their own reports, and there is bidirectional/ "write-back" to collaborative planning models. All data resides in a secure, centralized database rather than in disparate spreadsheets scattered throughout the organization.

IPM - INVENTORY PERFORMANCE MANAGEMENT

The IPM model incorporates stock movements with opening balances, purchases (actuals and on-order), sales, cost of sales, and inventory holdings by month, to generate an effective Dead Stock Analysis, and true Gross Margin Return on Inventory Investment (GMROI). This model calculates closing stock at month end, which few accounting systems can do, and incorporates both Actuals and Planning scenarios to help optimize inventory holdings and turns across all SKUs, ensuring that you have the right balance of stock at the right locations.

CPM - CUSTOMER PROFITABILITY MANAGEMENT

Examines customer profitability by geography, salesperson, market segment and other dimensions, to determine which customers are profitable, with insight into unit margin by customer and customer whale curves.



CAN WE USE FORMULAS?

A typical Excel model has thousands of cell-based formulas and is therefore extremely error prone.

Our natural aggregation engine takes care of all summations, while the database-level formulas address driver-based and other calculations.

The result? You have absolute confidence in the numbers.

OTB - OPEN TO BUY

We have often seen sales forecasts in OTB systems (in units) not align with the sales forecast in the corporate ledger (in dollars). With PARIS's integrated approach and driver-based modeling, you can conduct your OTB in either units or dollars. Data is transferred seamlessly between BPM forecasts and OTB, ensuring the veracity of the numbers.

MARKDOWN OPTIMIZATION

Allows you to maximize margins over a product's entire life cycle and monitor performance of markdown activities against financial and operational targets, which is particularly critical for fashion and seasonal products.

PARIS Technologies, Inc.

200 Hyde Park, Doylestown, PA 18902, USA

info@paristech.com | +1 215.340.2880

