



profitbase

BETTER  
INFORMATION  
FASTER

## RETAIL FOUNDATION

Retailers are continually pressured to change and stay competitive. They are losing profits daily by not having access to updated and timely information about their operations. Retailers today need solutions that will help them enter strategic new markets, anticipate changing customer demands, and optimize purchasing and product mixes in the global marketplace.

### THE CONNECTED RETAILER

Profitbase brings together all of your company's critical data into a single system. We help you acquire the data you need from across the business and report it in ways that reveal fresh insights. Profitbase Retail Foundation will expose important information to decision makers, which is today hidden in their business systems, enabling them to see and act on problems very quickly. The result is their inventory levels are optimized, and they will see improvement in category and store performance.

### MAKE BETTER AND FASTER DECISIONS

Retailers who deploy the Profitbase Retail Foundation solution have access to better, more current information. This enables them to be more agile and to make better and faster decisions helping them to reduce inventories, reduce out-of-stock occurrences and improve turnover. The result is higher customer satisfaction and a competitive edge in securing customer loyalty while increasing margins and revenue.



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#### BENEFITS

- Optimize inventory balances
- Monitor sales and margins
- Track customer traffic
- Track merchandise share
- Monitor and control financials
- See trends and identify problems
- Easy deployment