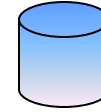
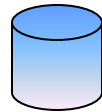
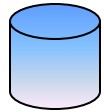


Getting the Most From Retail Data Management

Clive Longbottom,
Service Director, Quocirca Ltd

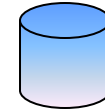
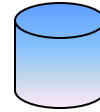
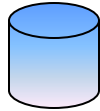
The Problem



Customer

Distribution

Logistics



Retail Outlet

Warehouse

Manufacturing



Information Richness

- Manufacturer
 - Knows how many items have been made
 - Knows how many items have been shipped, and to which warehouses
 - Knows how many items are in stock
 - Knows (eventually) how many items have been returned
 - Can track overall market momentum
 - Reacts to (slow) market pull
- Logistics
 - Knows where items are between manufacturer and warehouse

- Warehouse
 - Knows how many items are in inventory
 - Knows how many items have been shipped to Retailers
 - Can track Retail Outlet trends
 - Sees market momentum in medium term
- Distribution
 - Knows where items are between warehouse and Retail Outlets

- Retail Outlet
 - Knows how many items are in stock
 - Knows how rapidly items are being sold
 - Knows who is buying specific items
 - Can track buying trends in near real time

- Sharing data is fraught with issues
 - DPA – information may need to be anonymised
 - Intellectual Property – can you be trusted with the information?
 - Standards – how to move information up and down the value chain
 - Commonality – your “customer” is my “client” is their “output_ID”
 - Currency – how “live” is the data?
 - Accuracy – how accurate is the information?

- But little visibility
 - How to deal with vast amounts of data?
- Need for:
 - Master Data Management
 - Business Intelligence
 - Information Security in the Value Chain