

## REPORTING- THE WAY YOU WANT IT

Offered as either a software as a service (ERS hosted) or installed in-house, Retail Synthesis enables you to transform your POS data into dynamic content. You can create reports and customize the parameters, behavior and appearance.

With the in-house version you can integrate other data sources such as Wholesale Inventory (ERP), Item Attributes (PLM) and other data platforms (Access, Excel).

| Feature  | ERS Hosted | In-House |
|--|------------|----------|
| Create data grids, charts, visualizations, pivot tables and comparison reports | ✓          | ✓        |
| Share reports with other users in group  | ✓          | ✓        |
| Schedule & Email html reports  | ✓          | ✓        |
| Schedule & Email Excel version of reports                                      |            | ✓        |
| No software to install   | ✓          |          |
| Integrate with other data sources (access to templates and mappings)           |            | ✓        |
| Create user-defined calculated variables                                       |            | ✓        |
| Customized conditional formatting based on variable business rules             |            | ✓        |
| Administrator's Panel- Over 75 system settings and preferences                 |            | ✓        |

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## SOUND FAMILIAR?

You have 100 products to reevaluate for 3 top retailer's fall campaigns. Each customer is dropping 10-20 items, another 30 items are being set this week and someone is asking for markdown money on what they say is a weak line and...

Product Management needs an assessment of how new features might cannibalize the current line, Supply Chain is having delivery problems and Sales needs to know what to say to the customer, and a Category Manager (competitor) is asking for some complimentary products to take advantage of promotional ads.

Add to this the cycle of adjustments, revisions, uploads, downloads and in a variety of formats. As if this weren't enough work and responsibility there are all those internal demands.

The world is growing more complex every day. It is your role to quickly translate masses of data into information your company and customers can use. It's a tough job.

At ERS we understand the expectations and requirements of retail sales analysis, forecasting and inventory management. We appreciate the workload and stress these demands place on you and your company. We want you to know it is our mission, purpose and promise to make tools and provide services that make your job easier and your company more effective.

Take control of your business by making retail analysis a key initiative in your company. Call today and find out why manufacturers such as **Li & Fung, iRobot, Weatherproof, Durafume, JCPenney Private Brands, Delta Children's Products, Summit Brands, MasterPieces Puzzle Company, Dentovations, Healthtex, Richloom Textiles, Britannica Home Fashions, Hasbro, Little Kids Toys, Miraclesuit and Techno Source** have engaged ERS to provide them with a competitive advantage.

## ENHANCED RETAIL SOLUTIONS LLC

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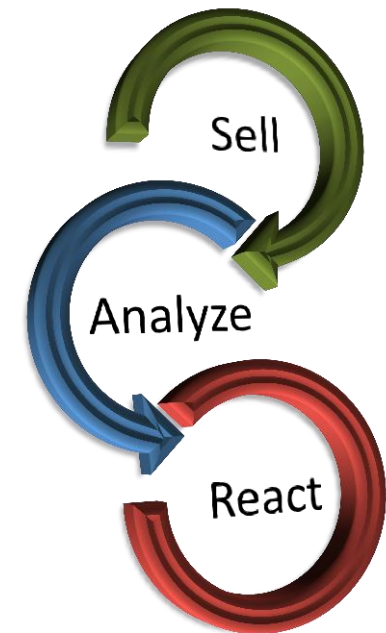
email: [info@ers-c.com](mailto:info@ers-c.com)

[www.enhancedretailsolutions.com](http://www.enhancedretailsolutions.com)



Introducing

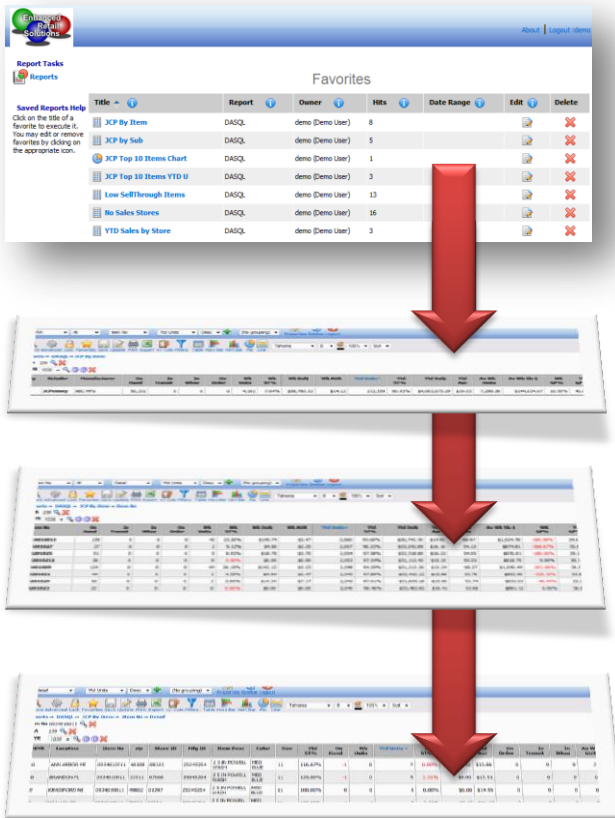
# RETAIL SYNTHESIS



An interactive and intuitive way to analyze your retail business and unlock opportunities.

## 21<sup>st</sup> Century Retail Analytics

Click on a Favorite report, chart, visualization, pivot table or dashboard to run it, then clicking on items in the grid “drill” through the merchandise or geographic hierarchy of your choosing.

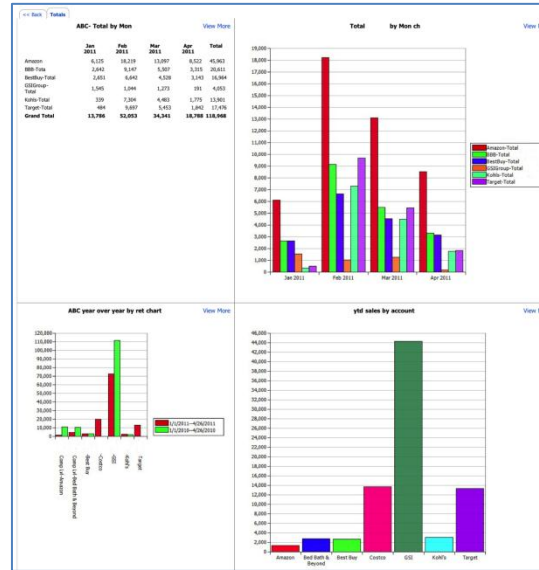


Create new reports or use one of the included templates:

- ▶ Sales, Inventory and Profit by Chain, drillable to item, and store.
- ▶ Top/Bottom 10 Items (with Graph)
- ▶ Top/Bottom 50 Stores (with Graph)
- ▶ High/Low Sell Through Items
- ▶ High Velocity SKU's.
- ▶ Sales by Color, Size, License, Category, Division, etc.
- ▶ Performance of Multiple Items in by Store.
- ▶ Performance of Same Item across Multiple Retailers.

## Dashboards- Seeing is Believing

Create dashboards mixing datagrids with charts, visualizations, pivot tables and comparison reports.



You control the layout and every element of the dashboard. You can even create a dashboard and share it with other users in your group.

## Features and Benefits

- ▶ Creates ONE storehouse of data and a CONSISTENT platform of reporting for ALL your retail accounts.
- ▶ We convert the MILLIONS of lines of point of sale EDI data into ACTIONABLE information in minutes! Can also use data from select retailer's web sites.
- ▶ Build reports with the statistics that are important to you, formatted the way you want to see them.
- ▶ Build multiple dashboards customized with the reports and visualizations that matter to you most.
- ▶ Interactive experience- “Drill” from one level to the next- either through a merchandise hierarchy (company-department-item-color-size) and/or location (chain-store) in data grids or charts.
- ▶ Favorites- save & share the reports you want, they will automatically update when new data arrives.
- ▶ Use Pivot reports to add another dimension to your business analysis.
- ▶ Exception reporting- filter on any statistic to find items or stores that need the most attention.
- ▶ Create your own calculated fields with ability to filter and search on them (in-house version).
- ▶ You define parameters make the report adaptable to virtually any product category.
- ▶ Create visually insightful charts and graphs.
- ▶ Integrate internal/external data points (ERP/wholesale inventory), from various data sources and formats including MS Excel (in-house version, requires additional field mapping).
- ▶ Arms your team with FACT based data, and helps you become a trusted advisor to your buyers.
- ▶ All data grid reports download to Microsoft Excel.