



# **Synergetix Analytics**

## ***What is Analytics?***

More than a technology, analytics is a process. More than mere reporting, analytics provide comprehensive insight necessary for pinpointing revenue opportunities, enhancing sales channels, and mitigating cost risks. By providing meaningful insight into data, as well as transactional predictions, analytics enable businesses to ensure that rules and workflow are in step with customer demands.

## ***Synergetix Analytics***

An advanced, highly scalable and open analytic platform that delivers new levels of insight from data that spans real-time and historical sources across the enterprise.

New and enhanced pre-built topical and industry flexible analytic applications that deliver best practice analytics seamlessly integrated with all Synergetix applications to drive more intelligent actions and interactions.

Enhanced pre-built, fully configurable and extensible data warehousing solution that provides more rapid deployment and return on investment, and reduced total cost of ownership.

To build customer loyalty and business advantage, organisations need to empower all users, not just the few, with rich customer insight, the power to measure the performance of their operations in real-time, and the means to take immediate corrective action if necessary. Synergetix Analytics is an end-to-end next-generation analytics solution that provides all users with up-to-the-moment, actionable customer and business insight. Insight based on best practices. Insight that is complete and unlocks the value hidden in data sources by spanning real-time and historical sources across the enterprise. Seamlessly integrated with all Synergetix applications, STARS & STRIPES Analytics drives more intelligent actions and interactions, dramatically improving responsiveness, effectiveness and competitive advantage.

## ***Product Description***

STARS & STRIPES along with STRATEGM is a complete next generation business and customer analytics solution. It offers prebuilt topical and industry flexible analytic applications that deliver best practice analyses across the retail value chain; a comprehensive and configurable data warehousing solution that transforms data from the existing POS System and other internal and external sources into actionable intelligence; a highly scalable and open analytic platform that delivers new levels of insight from data that spans sources across the enterprise.

Synergetix brings together comprehensive out-of-the-box analytic functionality and unsurpassed scalability and performance. The benefits are faster and more informed decisions, rapid deployment and return on investment, and reduced total cost of ownership.

## ***Smart For The User, Smart For The Business***

Synergetix Analytics delivers new levels of information richness, usability and reach. All users, from the CEO to the service agent, get up-to-the-moment, complete and in-context analytics. Analytics that are personalized and relevant, easy-to-use and embodying best practice metrics tailored to their role and industry. Analytics that deliver complete customer and business insight by uniquely spanning multiple real-time and historical sources across the enterprise. Analytics seamlessly integrated with all Synergetix applications to drive more intelligent actions and interactions, dramatically improving responsiveness, effectiveness and competitive advantage.

## ***Smart Alerts***

In today's fast paced, competitive environment, organisations that succeed know they cannot rely on outdated solutions that tell users to "just ask for it." Synergetix Analytics changes the paradigm by allowing the right intelligence for the right person at the right time. Using advanced analytic reports; Synergetix Analytics can proactively monitor and deliver timely and actionable intelligence to the right person. The information delivered and capabilities provided are automatically adjusted for the recipient's requirements. Your organization will operate at greater velocity and effectiveness than ever before.

## ***Out-of-the-box Data Warehousing***

Synergetix Analytics includes a prebuilt, fully configurable and extensible data warehousing solution. At the foundation is the Synergetix Data Warehouse - a prebuilt repository tailored to the organisations industry business analytics needs. The solution includes a high performance ETL engine that transforms data from POS applications, and other internal and external sources into actionable intelligence.

## ***Intelligent, Advanced Analytics Platform***

Synergetix Analytics includes an advanced analytics architecture that delivers best in class scalability and performance supporting thousands of users, huge data volumes and multiple heterogeneous sources at a significantly lower cost of ownership. Synergetix Analytics unlocks the latent value hidden in data files across the organisation. It provides efficient, simultaneous access of information spanning large and complex data warehouses and operational sources within the organisation, while “utilizing the data where it lies.” Now for the first time, organisations can provide timely, complete and relevant intelligence from multiple sources while enjoying high performance and scalability. Synergetix Analytics also provides an open and fully extensible platform that allows organisations to leverage existing investments in data warehouses and business intelligence tools.

## ***Prebuilt Analytic Applications***

Synergetix Analytics offers prebuilt and fully configurable topical analytic applications that embody best practices and address key functional areas across all Synergetix applications. Seamlessly integrated with Synergetix operational applications, these analytic applications allow organisations to quickly provide users key business metrics in ready to use reports, in-context tailored to their business function and industry.

## **The Synergetix Analytics applications suite includes:**

### ***Synergetix Sales Analytics***

Sales and channel executives need the facts at their fingertips to confidently deliver sales forecasts, quickly pinpoint problems and deploy resources to the right opportunities. STARS Sales Analytics allows them to analyze sales pipelines and evaluate the performance of the entire sales distribution network. Sales executives can identify trends in sales cycle length, product pricing and discounting, and gain vital insight into the competitive landscape. STARS Sales Analytics provides the entire sales organization from senior management to the individual salesperson with up-to-the-moment and proactive intelligence to optimize sales efforts and maximize revenue.

### ***Synergetix Marketing Analytics***

STRATEGM Marketing Analytics enables organizations to get maximum results from their marketing investments. It provides in-depth customer profiling information, allowing marketers to better understand their customers' preferences, buying behavior, and profitability, thereby ensuring optimal targeting. Synergetix Marketing Analytics also empowers marketers to continually and in real-time measure and improve the effectiveness of their multichannel marketing campaigns. By providing up-to-the-moment results and proactive alerts, STRATEGM Marketing Analytics allow marketers to adjust their programs in real-time not after the fact.

### ***Synergetix Supplier Analytics***

STARS Supplier Analytics provides partner managers with powerful insight into the performance and effectiveness across the entire partner network. Which suppliers are selling more products? Which suppliers can service a customer more quickly? Which regions are generating the most revenue through which supplier? Armed with these answers, supplier managers can more effectively allocate resources to maximize the impact of their supplier network. Synergetix Supplier Analytics also allow organizations to provide their suppliers access to actionable intelligence on their own performance. Additionally, Synergetix Supplier Analytics enables brand managers to obtain more intelligence such as revenue and product preference on customers who are buying through the channel. With pre-built analytics based on best practice supplier-specific metrics, channel managers can measure the effectiveness of collaborative sales, service and marketing activities and optimize results across the entire supplier ecosystem.

### ***Synergetix Executive Monitor Analytics***

Synergetix Executive Monitor Analytics enables executives to monitor the state of the business through comprehensive graph reporting consisting of key performance metrics. Through these graphical reports executives can track the health of their department or company through consolidated analysis views that include key performance metrics on all aspects of the organization, including marketing, sales, staffing and products. As with all Synergetix Analytic Applications, Executive Monitor provides complete, actionable insight spanning data from POS Applications or any external application.

## Synergetix Performance Answers

Synergetix Performance Answers allows organizations to provide self-service access to relevant, timely and actionable intelligence. With Synergetix Performance Answers, any user can easily get real-time answers to ad hoc business questions, explore and interact with the results, create charts, pivot tables and reports, and save, organize or share the results. By providing true self-service access to personalized and actionable intelligence users throughout the extended organisation are able to seize opportunities, correct problems and proactively monitor key performance measurements. Synergetix Loyalty

STRIPES is a suite of data analysis tools, which allows you to look at your customer database in a number of different ways. From high-level summary reports to detailed analysis of individual customers, Synergetix Loyalty tells all.

Choose from our library of reports or create your own. STRIPES is about ensuring that your data is presented to you in a meaningful way. Merging them with other sales data or historic trends can further develop reports.

STRIPES allows you to tap into your customer base and gain a better understanding of who your customers are, what they like, want, and what will help you to earn their loyalty and inspire sales. Knowing and understanding your customers are key steps in the road to building stronger more meaningful relationships with them... strong relationships with your customers translate into maximized sales and increased profits.

### STRIPES contains a suite of reports including:

- Program Summary (Total Sales, Refunds, and Redemption)
- Top Customer Reports
- RFM Reports (Frequency and Monetary ranking of your customer base)
- Exception Reporting
- Employee Incentive Reports
- Promotion Statistic Reports
- Demographic Reports

