

# BlueCherry® Data Warehouse/Business Intelligence (BI)



## KEY BENEFITS

### Identify Opportunities

Identify new business opportunities through analysis of data by region, currency, customer, or other relevant factors.

### Increase Sales

Analyze customer profiles, segments, and purchases to optimize assortments and sizes; improve pricing and promotions.

### Reduce Costs

Reduce product, supply chain, inventory, marketing, and other expenses while increasing response rates, sales, and gross margins.

### Optimize Inventories

Analyze past performance and combine with plans and forecasts of future customer behavior to increase inventory turns, reduce out-of-stocks, and lower costs.

### Optimize Operations

Predict changes in demand for specific time periods, locations, promotions, and other factors to manage deliveries, replenishment, staffing, and more.

### Sharpen Business Focus

Easily configure exception reports and email or text message triggers and alerts to keep teams focused on the most important business activities and results.

Managing a business on intuition, averages or educated guesses is just not good enough anymore. Business analytics is rapidly becoming a must-have resource for the highly competitive and fast-paced fashion and apparel industry, as executives are finding the need to use enterprise data proactively in order to uncover important business trends that would otherwise go undetected.

## Business Analytics - Actionable Intelligence

BlueCherry Data Warehouse/Business Intelligence (BI) solutions help leaders and managers understand the issues, trends, and opportunities most important to their unique business. It is an innovative database reporting tool that provides concise, aggregate views of overall performance and business health. BlueCherry BI transforms volumes of data into actionable information by displaying it in easy to visualize and understandable charts, graphs, and summary reports that can be published to your portal using technologies including Microsoft SharePoint.

Executives and managers leverage BI to make a wide range of strategic business decisions; such as how to increase inventory turns, optimize product allocation, establish more effective pricing and promotions, and improve vendor score-carding. The system can be set to report on a variety of sales, profits, inventory, and other Key Performance Indicators (KPIs) relevant to your business.

BlueCherry BI takes the worry out of business analytics by delivering more than 500 pre-configured KPIs right out-of-the-box. CGS can connect BlueCherry BI with other data sources to paint as broad a picture of your business as you want.

\*Example of data as published in SharePoint



## KEY FEATURES

<b>Out-of-the-Box Usability</b>	Comes ready to use with hundreds of industry-specific reporting objects to configure actionable intelligence.
<b>Flexible Configuration</b>	Configure to individual company needs; reconfigure to meet changing business requirements.
<b>Customized Dashboard Displays</b>	Support for customized dashboard displays using optional third-party tools such as Microsoft SharePoint.
<b>In-Depth Analysis</b>	Analyze data by region, currency, customer, or other relevant factors.
<b>KPI Comparative Analysis</b>	Year to year, division to division, and more with dynamic grouping and sorting.
<b>Easy to Setup and Use</b>	No database expertise required to use or maintain.
<b>Superior User Interface</b>	Easy to navigate and use; choose your KPIs and report displays.
<b>Manage Demand</b>	Analyze demand for specific time periods, locations, promotions, and other factors to manage deliveries, replenishment, staffing, etc.
<b>Manage Costs</b>	Identify product, supply chain, inventory, marketing, and other costs.
<b>Manage Sales</b>	Analyze customer profiles, segments, and POS (852) data to optimize assortments and sizes; improve pricing and promotions.
<b>Manage Inventories</b>	Compare past performance and forecasts to increase inventory turns, reduce out-of-stocks, and lower costs.
<b>Intuitive Reporting</b>	Report Launcher makes all reports easy-to-use for all.
<b>In-House Report Configuration</b>	Report Builder tool enables in-house creation of virtually any report against the data warehouse.
<b>Cost Effective</b>	No technical resources or user licenses required.
<b>Connectivity</b>	Standalone BI database easily connects with BlueCherry and other ERP, PLM, SCM, WMS, POS, and any ODBC-compliant database.

To learn more about BlueCherry, contact your BlueCherry sales representative at [212-408-3809](tel:212-408-3809) or email [bluecherry@cgsinc.com](mailto:bluecherry@cgsinc.com). You can also visit us at [www.bluecherry.com](http://www.bluecherry.com).



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