

# Ecometry Data Mart



*Create enhanced business results with MB Foster's Ecometry Data Mart*

The Ecometry multi-channel retail solution provides retailers with an application that tracks customers and orders. Data optimized for customer transactions is rarely the data that management, marketing, and operations need to maximize business results.

## Business Answers

A MB Foster Data Mart opens up information to the entire organization. Rather than being locked away in silos, our Data Mart standardizes how information is communicated across your enterprise, operations, and people. Information that enables your people to add new lines of business, grow existing business, and drive profitability, while improving the customer experience.

A MB Foster Ecometry Data Mart provides a view of the data that gives insight into:

- Marketing and selling trends, including channel analysis by call center, web, or dealers
- Optimizing shipping costs, warehousing, and merchandising
- Historical analysis for analyzing corporate performance and forecasting

## Where Are My Answers?

Information needed to answer strategic and critical management questions are spread over many parts of the Ecometry database. Not only are business reports difficult to create, requiring programmers to access many tables, the resulting queries are a drain on the production system. In the worst case, call center, web, and employee access are all slowed down during reporting queries.

## Proven Technology

To provide optimum application performance, the MB Foster Ecometry Data Mart duplicates data in real time to a Microsoft SQL Server or ORACLE database and to MB Foster's Operational Data Store. While the data is being duplicated it is transformed and formatted into structured, easy to use tables that are optimized to provide the business reports you need in the time frame you require for your business. While some solutions provide batch duplicating of data, our real-time technology insures that your data mart is 100% in sync with your Ecometry data. The MB Foster Ecometry Data Mart uses our innovative UDA Series technology – used by enterprises around the globe to reliably satisfy millions of transaction requests each and every day.

*"MB Foster sat with me and listened to my needs to customize our data. They gave us what we needed."*

*Tony Nicolas, IT Manager, Aquascape Designs*



82 MAIN STREET SOUTH • CHESTERVILLE, ONTARIO • CANADA K0C 1H0

PHONE: 613-448-2333 OR 1-800-ANSWERS (267-9377) • FAX: 613-448-2588 • WWW.MBFOSTER.COM



## A Custom Solution

We work with your business and IT teams to design a Data Mart that exactly matches your business and user access needs. Whether it is adjusting to your busiest season or understanding the critical SKUs that mark your business success, we talk the language of retail and Ecometry. Unlike some solutions, a MB Foster Data Mart will deliver results in weeks, not months or years and does not require you to purchase expensive third-party software in order to produce the reports you need.

*Whether MB Foster is providing customized applications or solving critical data problems, we are 100% customer driven.*

## About MB Foster

MB Foster has the people who understand how to deliver applications and data that match our customer's business needs. For more than thirty years we have been the trusted advisor to customers ranging from local government to Global 100 enterprises. Our personalized service has proven time and again that we listen to customers and find the right service strategy to provide solutions that solve their business and information technology challenges today and into the future.

Whether it is a software product, migration project, data services, or project management, we make it easy for customers to deliver the right information to the right person at the right time. We work with our customers to streamline their IT business operations to reduce costs, improve delivery, and grow revenues. Learn more at [www.mbfoster.com](http://www.mbfoster.com).

The following Ecometry customers are maximizing their business results using solutions from MB Foster:

Aquascape Designs Inc  
Arthur Beren Shoes Inc  
Bailey's Inc  
Benchmark Brands | Footsmart  
Cornerstone Brands Inc  
Draphix LLC | Reprint  
Flaghouse  
Gaiam Inc  
Good Vibrations  
Hickory Farms Inc  
Home Trends  
Indiana Botanic Gardens Inc  
Lifetime Brands Inc  
Lydia's Professional Uniforms  
New Braunfels Smokehouse Inc  
On Campus Marketing  
Peachtree Business Products Inc  
Pets Unlimited LLC  
Potpourri Holding Inc  
Price Point Mail Order Inc  
The Republic of Tea  
Sensational Beginnings Inc  
Shar Products Co  
Shindigz  
Standard Tools & Equipment Co  
Strong Ideas Corp  
Suresource  
Team Express Distributing LLC  
The Shopping Channel  
Tigerdirect.com  
Wine Enthusiast Companies  
Zomax Inc

*"The data is more meaningful to us now. It's easier to group data and compare periods."  
Tony Nicolas, IT Manager, Aquascape Designs*



82 MAIN STREET SOUTH · CHESTERVILLE, ONTARIO · CANADA K0C 1H0  
PHONE: 613-448-2333 OR 1-800-ANSWERS (267-9377) · FAX: 613-448-2588 · [WWW.MBFOSTER.COM](http://WWW.MBFOSTER.COM)