

# MBF RETAIL DATAMART™



## *Data marts deliver an integrated view of your business with quick and easy access to functional or departmental information*

Don't let your business suffer because your analytical needs are not being met. Envision a solution that is scalable to any size, fits into the existing enterprise architecture, and can be modified quickly to reflect your changing environment and user requirements.

Business is about transforming data into information. Data marts meet that need by simplifying the process of sharing information. With a predefined scope and a focused audience, you can access and manipulate data to meet your objectives. Using the desktop tools of their choice, users are not confronted with the difficult learning curves associated with new product solutions.

Designed for retail applications, the MBF Retail DataMart accesses the operational data from the application. The data is denormalized, transformed into usable business information and stored in a simplified structure. New and changed data is captured through transaction dates or according to your needs. Voided records are removed.

Simplified data structures, coupled with fast efficient indexing translate into 'no-wait' response times. Flexible indexing allows the data mart to be customized to match your organizational trends.

Business processes generate massive amounts of information. Data marts deliver an integrated view of your business with quick and easy access to function or department specific information. Measure critical success factors including financial benchmarks, such as orders processed, order items, their related offers and your inventory levels.

Quick and easy access to information will improve your decision making by removing the guesswork, improve customer service by providing order status information promptly/efficiently, remove the onerous information retrieval time, and improve order process time.

The MBF Retail DataMart is a seamless integration built to help you take advantage of the benefits associated with implementing a successful data mart. Business intelligence just became easier with the MBF Retail DataMart.

The MB Foster full solution DataMart for retail delivers the following:

- ◆ MBF-UDALink™, a robust data access, delivery & reporting tool for mining and gathering data
- ◆ A set of procedures for extracting and loading the data into the data mart structure
- ◆ File Definitions (FDs) modified to suit your specific requirements
- ◆ PSO Personnel working with your team throughout the entire process to ensure a successful implementation
- ◆ Scoping the project/ identifying needs
- ◆ Staff training
- ◆ Deploying into your environment
- ◆ Supporting the initial load

Available Retail DataMart Subjects are:

- ◆ Orders and order items (basic data mart)
- ◆ Customers (basic data mart)
- ◆ Inventory (basic data mart)
- ◆ Returns
- ◆ Offers
- ◆ Postage/ Handling
- ◆ Financial Orders
- ◆ Subscriptions
- ◆ Sources
- ◆ Customer Profiles
- ◆ Marketing Profiles

*Data marts can be an integral part of your migration plan. Contact MB Foster to find out how your migration plans can be helped by implementing a data mart.*

