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Aptos® Analytics

Aptos: Engaging Customers Differently

To succeed in today's demanding retail environments, you must be able to fully understand your customers; to profitably align your offerings with their traits and preferences in every channel and touchpoint; and to support rich, effortless, customer-centric shopping journeys.

Aptos delivers that advantage to apparel, footwear, specialty and general merchandise retailers. Our singular retail platform and innovative Cloud solutions unify complex omni-channel environments with the power of one product, one customer and one order, plus advanced analytics and data management, to enable seamless customer experiences and optimized management of your entire enterprise.

The Aptos retail suite includes:

- Store / Mobile Store
- Enterprise Order Management
- Digital Commerce
- Customer Relationship Management
- Merchandising Suite
- Merchandise Lifecycle Management
- Audit and Operations Management
- Analytics
- Professional Services and Support

Yet the Aptos advantage is about far more than just our solutions. We leverage more than 45 years of best practices; utilize the Cloud to drive efficiency, productivity and growth; support our clients through collaborative, long-term partnerships; and link our compensation directly to your satisfaction. In all these ways and more, we engage customers differently for superior results.

#1 Vendor for Tier 1*	**1300** Retail Specialists	**1000+** Retail Brands
130 Websites	**130K** Stores	**$570B** Annual Revenues Managed

*RIS Leaderboard

Aptos Analytics

Leverage advanced data warehousing and sophisticated big data analytics to understand what's happening in the business and exactly how to respond.

As your retail data continues to expand, so does the challenge of understanding and applying it to positively impact sales, marketing and inventory productivity. Aptos Analytics meets that challenge head on. It aggregates, integrates and illuminates information throughout your retail organization, giving you a clear view of conditions across the enterprise and a deep understanding of how to leverage them to your best advantage. The solution includes two main components:

Enterprise Analytics compiles, structures, combines and analyzes data from merchandising, the supply chain, store operations, eCommerce, CRM and promotions, and displays the results clearly on any device. This core component of Aptos Analytics includes an enterprise data warehouse; a retail data model; extraction, transformation and loading capabilities (ETL); a self-service report wizard; and role-based dashboards.

Analytic Applications is a suite of powerful yet flexible and easy-to-use tools that turn merchandising and inventory insights into ideal actions. You get Advanced Store Grading with sophisticated algorithms to accurately cluster stores; Size Curve to align your size mix with demand in each store type and location; Size Pack Recommender to create optimal pack configurations and maximize size selling within packs; and Localized Assortment Planning to create balanced assortments with optimal breadth and depth.

In all these ways, Aptos Analytics gives your merchandising, marketing, store operations and executive teams more insight into ever-changing conditions and hidden opportunities, more time to think strategically, and more confidence to respond quickly and correctly to constantly changing conditions.

And with Aptos, you can start reaping these benefits in as little as 60 days while adopting a solid foundation for future growth.

Aptos Enterprise Analytics

Aptos Enterprise Analytics consolidates huge volumes of data from disparate systems into meaningful, role-based views of your business, enabling you to reveal opportunities, optimize processes and make correct decisions.

This proven data foundation includes: a multi-channel, multi-company, multi-currency data warehouse; a sophisticated enterprise data model; ETL capabilities; role-based dashboards; plus pre-built operational retail reports with countless KPIs.

Using compression to reduce storage needs while increasing system performance and response times, the **Aptos Enterprise Data Warehouse** compiles all key retail data pertaining to:

- ‣ Merchandising: product, location, calendar, sales, inventory, receipts, POs/Plans
- ‣ eCommerce: orders, demand, cancels, backorders
- ‣ Store Operations: store traffic, store plans, conversion, labor
- ‣ Customers: customer master data, segments, attributes, campaigns, loyalty programs
- ‣ Promotions: promotion and deal analytics, promotion effectiveness, promotion response
- ‣ Supply Chain: inbound logistics to DC, outbound logistics to stores, DC operations

Our **Retail Data Model** houses key data common across all retailers and is quickly configurable for the unique business practices of your retail operation.

- ‣ A **Retail Exception Engine** enables fast, easy and accurate drill-down analyses at any level. Using a unique algorithm, this component scans item/store and transaction level data in real-time; calculates sales, margins, dollars and units; removes false positives; and drives correct decisions and actions.

- ‣ An **Inventory Productivity** component lets you better manage SKU, store and channel inventory to reduce overstocks, stock-outs and lost sales; arrange timely replenishments, substitutions and orders; and initiate corrective actions.
- ‣ **Market Basket Analysis** lets you understand which products customers typically purchase together to improve promotions, transaction pull, cross-selling assortment planning, buying, allocation and store operations.

Aptos **Extract, Transformation and Loading** techniques (ETL) streamline data mapping from a broad range of source systems and platforms to the data warehouse, to speed queries and the delivery of business insights.

Role-based dashboards for buyers, planners, allocators, executives and store operations managers deliver high-level overviews by area of responsibility and location and let you quickly display critical details behind every KPI at any level of the hierarchy. Dashboards enable each user to focus on the information and KPIs that are directly relevant to their role, to quickly assess performance and spot problems and opportunities.

Analytics includes a wide range of pre-built **Operational Reports** with rich, out-of-the-box features that let you interpret data easily, communicate insights clearly, and gain all the information you need to make optimum, data-driven decisions. Operational reports can be leveraged for quick wins and modified as templates for future use. Analytics also includes a **Report Wizard** that guides you through the creation of ad-hoc reports, customized meet the particular needs of your business and operations.

Aptos Analytics leverages the latest **Data Visualization** technology so users can quickly and easily build ad-hoc dashboards with interactive graphs, maps and advanced visualizations. These powerful capabilities let you grow beyond the world of traditional reporting practices to explore data visually and interactively, enabling new types of data discovery and insight.

We have had a 1,000 basis point gain in gross margin since we implemented Aptos Analytics.

- SVP Planning and Allocation, DXL

Aptos Analytic Applications

Aptos Analytic Applications are flexible and user-friendly tools that leverage the Aptos Analytics data model to optimize four core merchandising functions, including assortments and inventory performance. Analytic Applications complement Enterprise Analytics by applying business intelligence and predictive analytics capabilities to increase sales, gross margin, sell-thru and inventory turns while decreasing inventory, overstocks, stock-outs and lost sales.

The **Size Curve** component of Analytic Applications lets you use advanced size analytics based on true customer demand to optimize your size mix and avoid stock-outs and overstocks in each store. The system identifies ideal store-level size curves and detects outliers to boost sales, gross margin ROI by size, and your customers' experiences.

Our **Size Pack Recommender** lets you create optimal pack configurations with the right sizes pre-packed for the right store, and maximize size selling within packs. Pack profiles let you leverage multi-pack buying to improve service levels and create pre-allocation of packs, to maximize shipping efficiency, minimize manual handling, simplify allocation, ensure consistent size spreads and save costs.

Advanced Store Grading is an interactive, user-controlled application that applies sophisticated algorithms to cluster stores, help you determine the ideal merchandise for each class of store, and substantially improve buying and allocation. Combining flexibility with open, converted- and closed-store logic, this component helps you understand true demand based on store-level sales, consumer preferences and omni-channel shifts.

Localized Assortment Planning works in tandem with Store Grading to transform disjointed assortment planning into a highly customer-centric process that will produce compelling assortments that are ideal for each store. This easy-to-use, configurable application supports all key planning elements, from financial planning and store grading to assortment planning, reconciliation, buying and allocation with choice count logic, hindsight data extraction, reliable data validation and more.
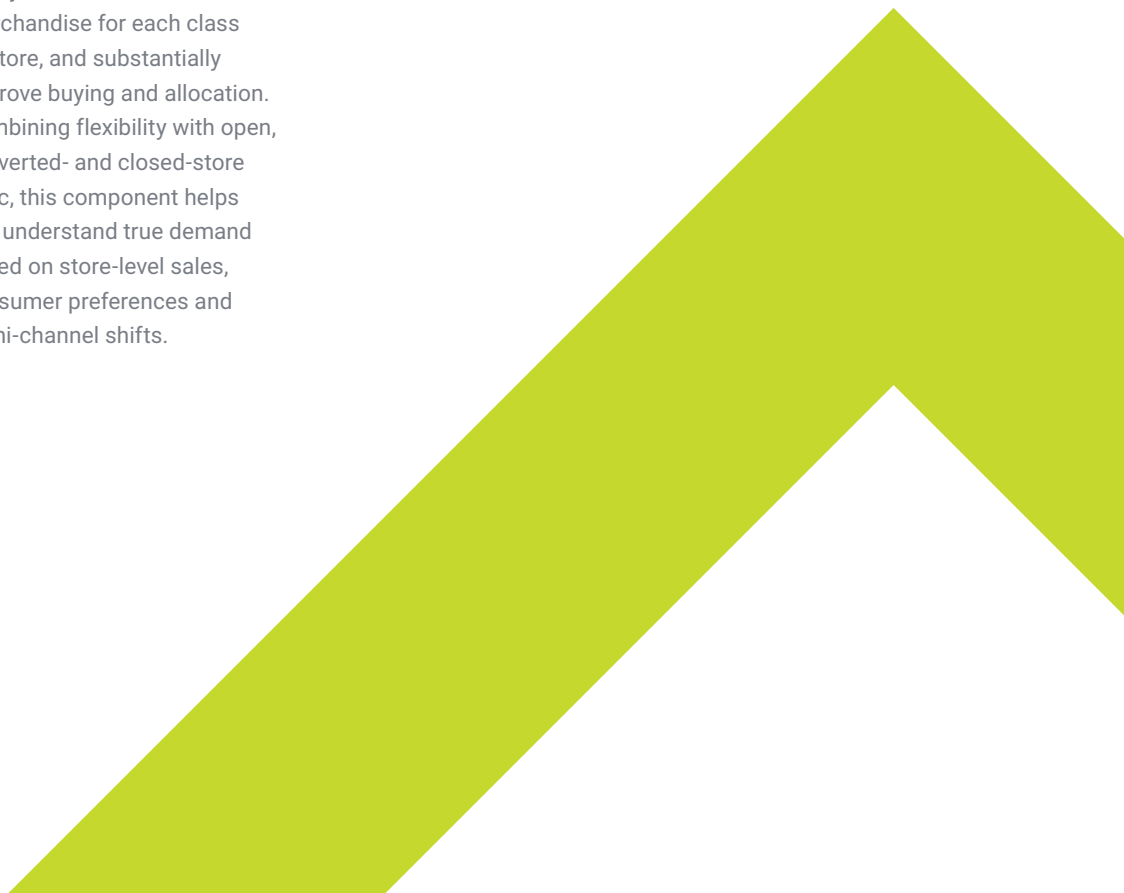
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About

Aptos: Engaging Customers Differently

Aptos is the largest provider of enterprise software focused exclusively on retail. Our cloud-based Singular Retail™ solutions are trusted by over 1,000 retail brands in 55 countries. With industry-leading omni-channel commerce and merchandise lifecycle management solutions, we help retailers develop dynamic and responsive assortments, streamline operations and deliver integrated, seamless experiences…wherever shoppers choose to engage. More than 1,300 colleagues share our collective passion for engaging customers differently, and we are committed to developing relationships built on trust and tangible value by partnering with our clients to create agile retail enterprises that are built to thrive in an era of constant change. Learn more: www.aptos.com.

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