



Managing success from end-to-end

Whether your goal is to achieve quick wins, or plan a long-term strategic roadmap, Yomari brings a comprehensive, unparalleled approach that includes all phases of the retail business intelligence lifecycle.

The Yomari Retail BI Roadmap process begins with interviews involving key stakeholders and everyday users from your executive teams, business, and IT.

Yomari will assess your existing BI usage and infrastructure, conducting system diagnostics and capturing baseline measurements. Working together, we'll identify out-of-control report proliferation, re-prioritize high burden IT tasks that

deliver marginal business value, and determine whether your systems are optimized across OLAP tools, data model, ETL processes, and hardware.

Your implementation approach will be phased, prioritizing the roadmap aspects with high ROI that can be achieved rapidly. Along the way, you'll review prototypes and proofs-of-concept to ensure the roadmap is hitting the mark. And when it comes time for deployment, you can count on Yomari for help with training, maintenance, change management, and ongoing enhancements.

What makes Yomari different?

Yomari serves a select group of retailers. Because our team is made up of specialists who focus exclusively on retail and business intelligence, you'll have a partner who speaks your language and is uniquely suited to help you overcome challenges.

Yomari believes in building high-touch, long-term relationships. The Yomari team takes a personal interest in your success, and works to achieve it with an unparalleled dedication and work ethic.

Get Started with Yomari

Yomari is ready to help you succeed. To get started today, call us at (888) 8-YOMARI or email us at getstarted@yomari.com.

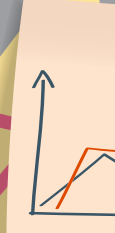
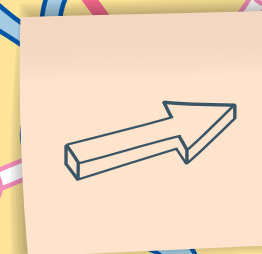
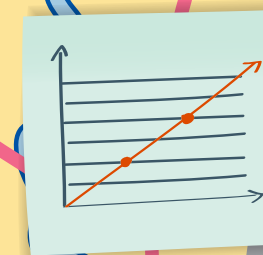
About Yomari

Since 2004, Yomari has been the leading independent professional services company focused exclusively on enterprise analytics, business intelligence, and data warehousing. Customers include Dressbarn, Gander Mountain, Petco, REI, and Williams-Sonoma. Yomari delivers a best-practice analytics foundation, and then focuses on what makes you different – helping you design and execute a business intelligence strategy tailored to your competitive differentiators. To learn more, visit www.yomari.com.



Delivering insight through analytics

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The Yomari Retail Business Intelligence Roadmap

The Yomari Retail BI Roadmap starts you on the road to success. Delivering rapid ROI, yet also driving towards a transformative long-term vision. All atop a solid foundation that's flexible and supports growth.

With Yomari, your roadmap contains all the elements required for successful, balanced BI initiatives. These include:

- Demonstrable **ROI** at every phase.
- An **infrastructure for growth**.
- Specialized analytics that support **what makes you different**.
- High **performance**, on-demand BI that scales to a broad user base.

1 Ongoing return on investment

For every dollar you invest in fueling your BI initiatives, you must demonstrate business results that far



Tackling Immediate Challenges
Yomari addresses your immediate BI issues rapidly: identifying the problem and implementing an effective solution. Then, we analyze your overall BI trajectory, designing a roadmap that eliminates roadblocks and focuses you on adding business value.

outweigh the investment. ROI can take many forms: Deploying a valuable new analytic for your users – such as market basket, out-of-stock exceptions, or labor productivity measures. Integrating new data so users can compare sales to store traffic, or D2C fulfillment performance to return rates. Or broadening your user base through training and mobile device enablement.

Whichever your goal, Yomari will keep you focused on



delivering ongoing ROI, and help you steer around the business and technical curves that might stand in the way of achieving business results.

2 An infrastructure for growth

With Yomari's Retail BI Roadmap, no deliverable is designed as a simple point solution. Rather, each step contributes towards a solid retail business intelligence infrastructure that supports long-term growth.

You'll develop a lasting platform including core analytic components critical to all retailers. Fact structures such as sales, inventory, plan, purchase orders, receipts, time and attendance, and payroll. Dimension structures like product, time, location, promotion, and customer. Business practices such as reclassification and redistricting, the 4-3-4 calendar, and comp stores. And

key measurements – sell-thru, turns, average dollar sales, sales per square foot, open-to-buy, shrink, and sales per labor hour.

3 What makes you different?

To succeed, your business intelligence systems must embrace the differentiated processes and rich attributes that have been built in to your operational systems.

Maybe you've invested in a rich and robust supply chain



Leverage your ERP Investments
Yomari brings data integration experience with packaged retail ERP applications as well as homegrown ERP. And if you're implementing new systems? Yomari guides you through a smooth transition, with complete continuity in your analytics.

process. Or developed systems for managing and stocking the widest assortments. Or you offer nimble, loyalty-based pricing and promotions.

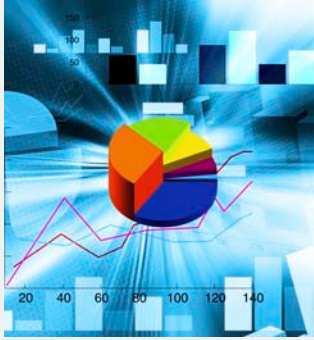
All too often, however, this critical analysis remains an afterthought – relegated to a tangle of disjointed spreadsheets.

Yomari works with you to rapidly develop actionable, widely deployed retail analytics in your areas of specialization. Your business teams will include the insights of BI in the key decisions they make every day. And as you grow, your library of differentiated analytics will grow with you, supporting business innovation and creative new formulas for success.

4 On-demand analytics that scale

Yomari understands that system performance is critical. Our end-to-end performance design and tuning approach is built on extensive experience troubleshooting and delivering on-demand BI. It takes into account that no one system in your BI stack is solely responsible for performance. Yomari pinpoints areas where improvement will benefit the whole system – and then executes on delivering increased performance.

Your users will see quick response times, promoting greater adoption of BI. As your deployments succeed, your systems will be enabled to scale to support a large and active user base.



Trust in Numbers
Data quality issues shouldn't put your project on hold. Yomari enables a data quality strategy that brings reliable numbers online incrementally – so your users can benefit from BI now.