

thincSoft Case Study

Utilizing Oracle Spatial to:
“Put Business Intelligence on the
Map” In Retail

Location: The Next Frontier in Business Intelligence

“As firms continue to squeeze more precision and efficiency out of their business process, the ability to marry geospatial data with data from around the enterprise has proved **advantageous if not vital** to making key decisions.”

- Forrester Research Jan 2008

Growing Interest By Retailers

“Transaction log, loyalty card, traffic and other internally generated data can provide insights into consumer behavior”

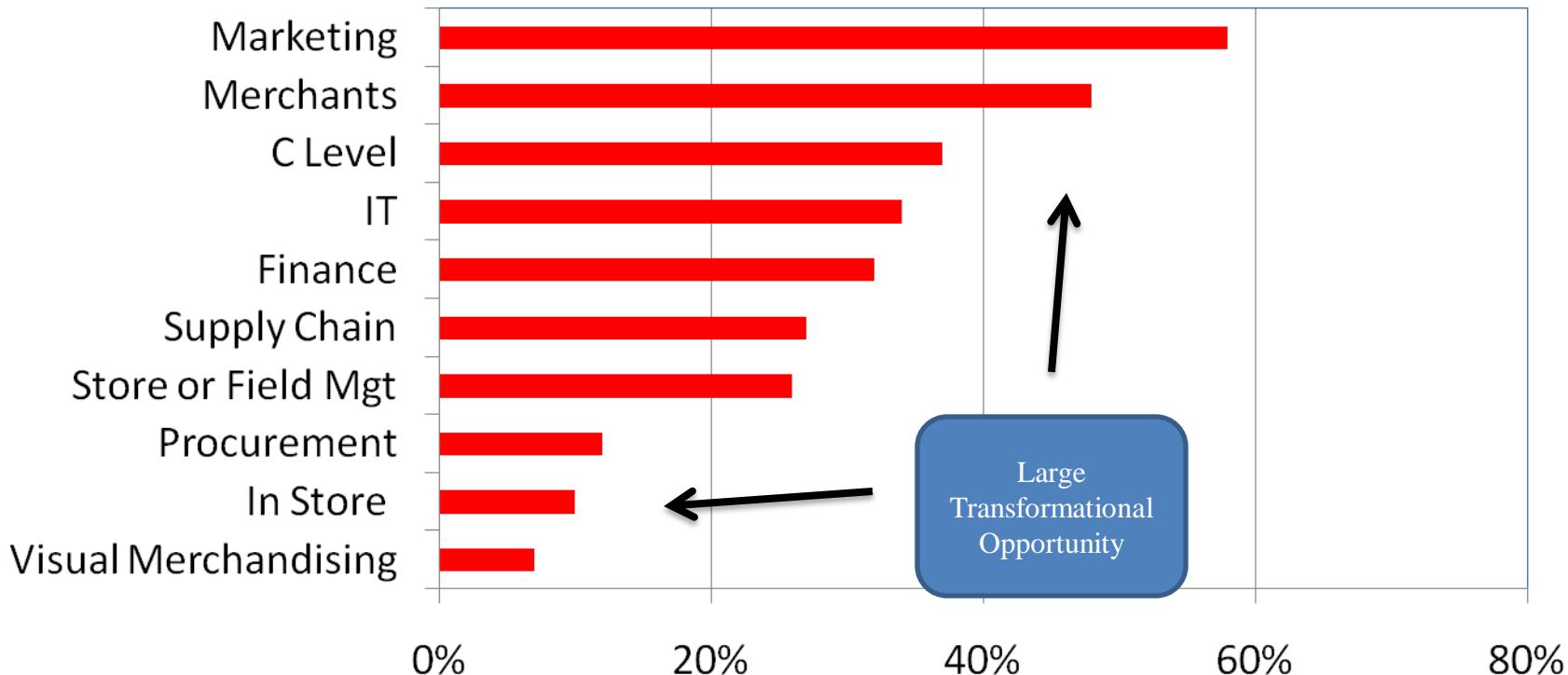
Wal Mart is fast-tracking its new and improved customer segmenting activities.

“Demand Driven Retailers use Data to determine:
•What customers buy
•Where they buy it
•How frequently they buy
•What they buy together”
AMR Research

“Data from companies like Axiom, IRI and Nielsen provides retailers a view of shopping patterns outside their stores. It also shows where customers shop...and helps understand customers in new markets or geographies”

“Tesco will use Nielsen to analyze potential sites and provide insight on store sizes, locations and characteristics of similar or competing businesses”

July 2007 Retail BI Study



What are the Top Functional Areas Using BI in Your Company?



- Pioneer in Visual Intelligence solutions, combining:
 - Geospatial visualization (e.g. Maps)
 - Business Intelligence
 - RFID tracking and visualization
 - Collaboration
 - All in a Web 2.0 thin client technology platform
- Large presence with US Government
 - Tens of Thousands of users daily
 - NGA, NSA, others
- 2 Core Product Areas
 - Map Based BI (thincView)
 - RFID/Asset Tracking and Visualization (thincTrax)

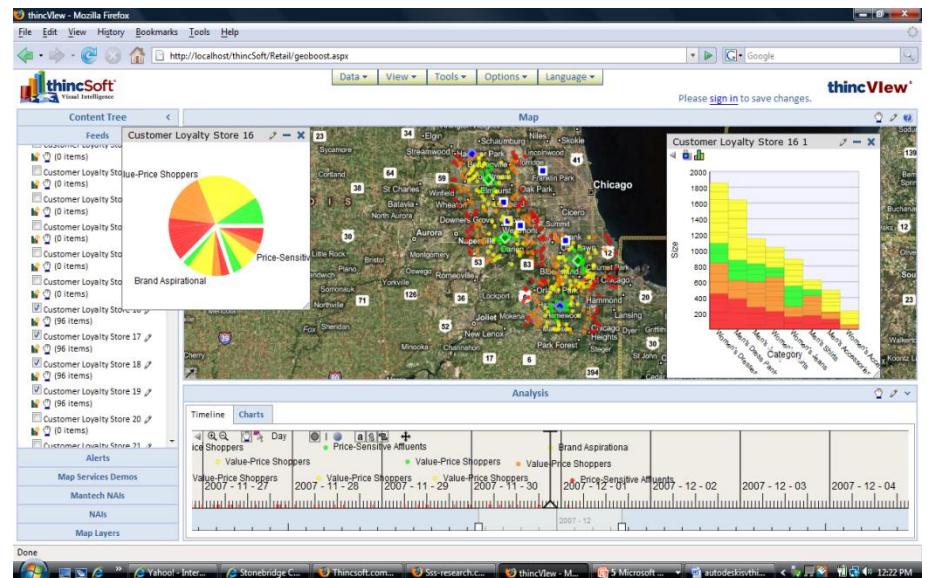
What We Do

Business Intelligence Software
That Merges Corporate Data
With Location and Visual Map
Data Into One Easy to Use
Desktop Interface



Map/Location
Data

Corporate/Business
Data



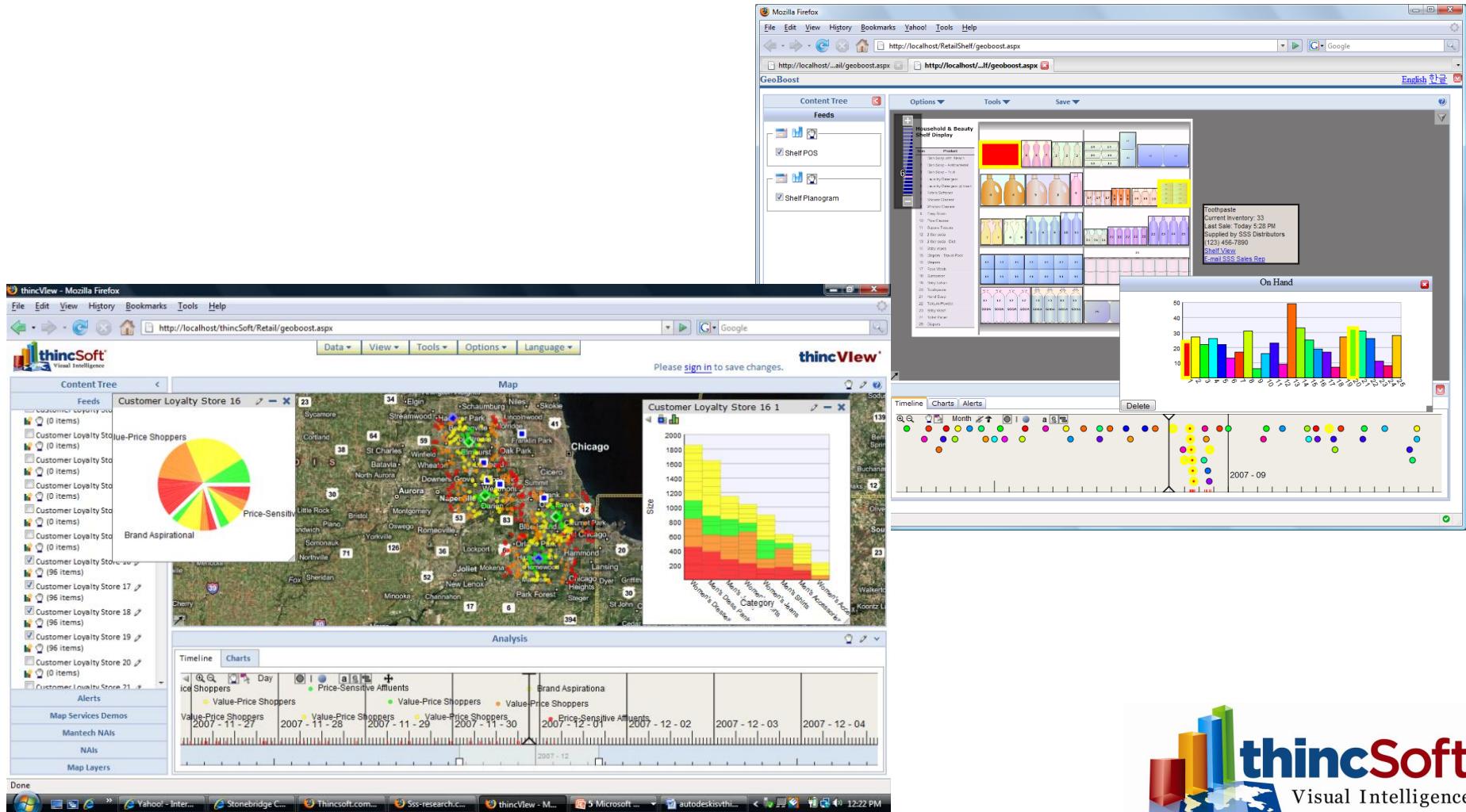
1st Core Product

- thincView
 - Combines BI and Geospatial (maps) together
 - Dynamically linked in a Web 2.0 application
 - Launch via portal, link to other applications

“Imagine a Google Map of your store locations that also displays out of stocks levels, or planogram (shelf placement) compliance with drill down capabilities”

- AMR Research Retail Insider Jan 2008

Visual Intelligence – “Puts BI On The Map”



The image displays two side-by-side screenshots of the thincView software interface, illustrating its capabilities in visualizing business intelligence data.

Left Screenshot (thincView - Mozilla Firefox):

- Content Tree:** Shows a hierarchical list of feeds, including Customer Loyalty Store 16, Customer Loyalty Store 17, Customer Loyalty Store 18, Customer Loyalty Store 19, Customer Loyalty Store 20, and Customer Loyalty Store 21. A pie chart titled "Brand Aspirational" is also visible.
- Map:** A map of the Chicago metropolitan area with various data points and markers.
- Analysis:** A stacked bar chart titled "Customer Loyalty Store 16 1" showing data across categories like Women's Dresses, Men's Dress Shirts, etc.
- Timeline:** A timeline showing data points for different customer segments over time.

Right Screenshot (Mozilla Firefox):

- Content Tree:** Shows feeds like Shelf POS and Shelf Planogram.
- Shelf Display:** A grid-based visualization of product placement on a shelf, with a legend for colors and symbols.
- On Hand:** A bar chart showing inventory levels for various products.
- Timeline:** A timeline showing data points for different categories over time.

Bottom Right:



thincSoft®
Visual Intelligence

Case Study: Retailer

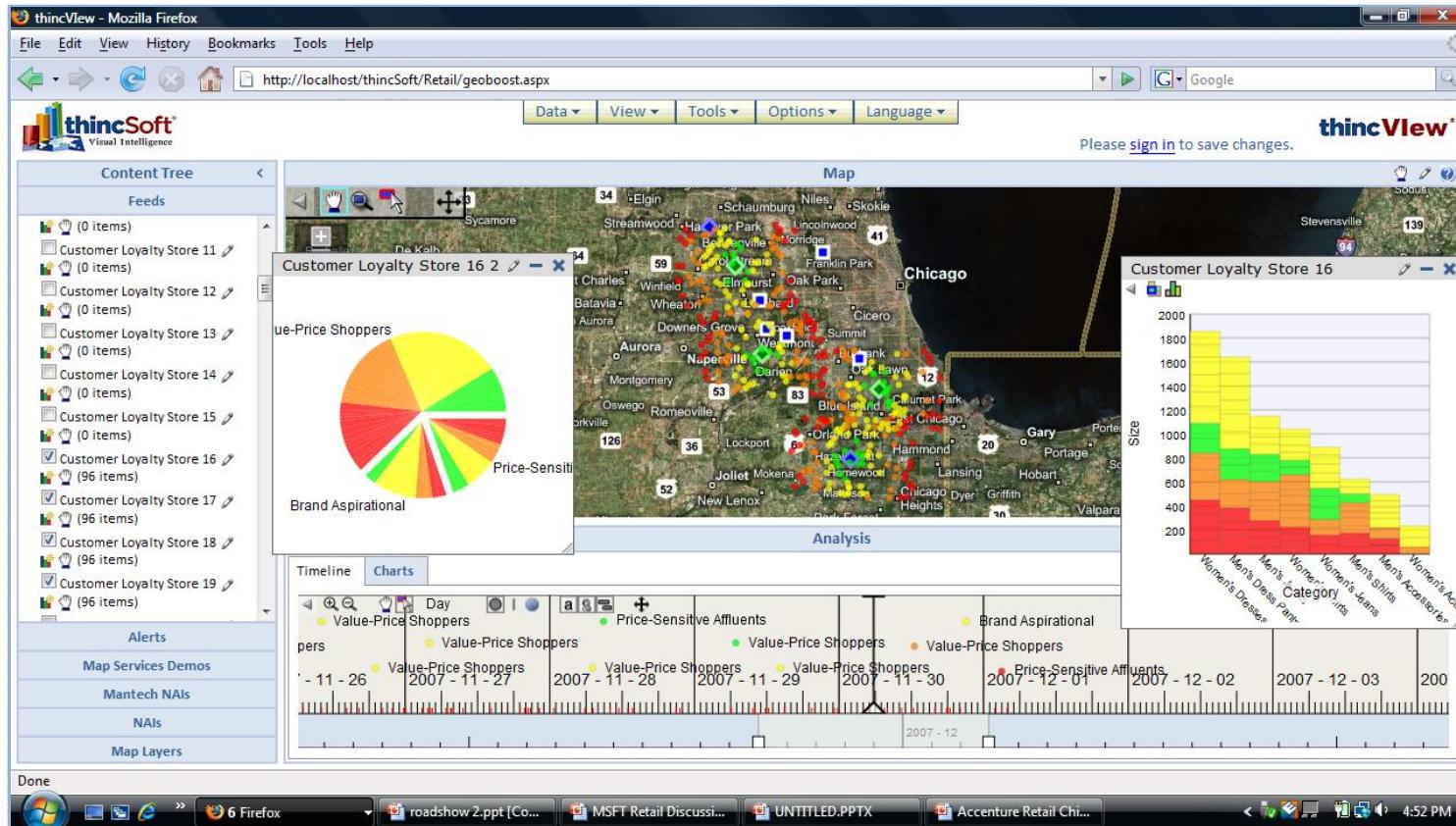
- Applications include Oracle Retail and other applications (e.g. Tomax for POS)
- Technology infrastructure Oracle
 - DB with Spatial options
 - OBIEE
 - WebCenter Portal
- Had used Google and Yahoo but found limits
- Need map-based visibility into store performance, customer demographics and shelf-level performance

Solution

- Map-based “dashboard” highlights all stores color coded by performance (compared to same-store comps)
- Drill into specific stores/areas of interest
- Integrate with customer loyalty card data
- Second Phase – Shelf level measurement
- Integration with Oracle BI and portal

National View – Performance by Store/Region/Etc.

Drill Down Into Data by Store/Region/City etc.



Same Tool Enables Performance Analysis by Floor Plan or Store

Screenshot of the **thincView** software interface, showing a combined floor plan and performance analysis tool.

Content Tree:

- Store Planogram (0 items)
- Store Inventory (30 items)

Map: A floor plan grid showing product locations. A tooltip for a green square indicates "Women's Jeans Items Out Of Stock" with details: Levi's 501 Size 6 SKU 123456, Levi's 512 Size 4 SKU 098765, and Next Order: 3/7/2008. Another tooltip for a red square indicates "Supplied by SSS Distributors (123) 456-7890" with links to "Shelf View" and "E-mail SSS Sales Rep".

Analysis: A timeline from March 2 to March 9, 2008, showing data for various product categories. A bar chart titled "Store Inventory" displays the size of inventory for each category. The categories on the x-axis are: Men's Shoes, Women's Shoes, Men's Accessories, Home Accessories, Women's Jeans, Jewelry, Men's Jeans, Product Type 1, Men's Jackets, Women's Accessories, Men's Shirts, Women's Shirts, Men's Dresses, and Women's Dresses. The y-axis represents "Size" from 0 to 140.

Timeline: Shows the dates from March 2 to March 9, 2008, with a cursor pointing to March 6, 2008.

thincSoft Visual Intelligence

And Down to Shelf-Level Performance

http://localhost/thincSoft/retailshelf/geoboost.aspx

Data View Tools Options Language

thincView® Please sign in to save changes.

Content Tree

- Shelf Planogram (25 items)
- Shelf POS (117 items)

Map

Household & Beauty of Display

Product

- 1. Hand Soap w/ Bubbles
- 2. Hand Soap - Antibacterial
- 3. Hand Soap - Fruit
- 4. Laundry Detergent
- 5. Laundry Detergent - Scented
- 6. Laundry Detergent - Unscented
- 7. Fabric Softener
- 8. Shower Cleaner
- 9. Window Cleaner
- 10. Body Scrub
- 11. Toilet Tissue
- 12. Bleach
- 13. Bleach - Color
- 14. Bleach - Laundry
- 15. Detergent - Travel Pack
- 16. Detergent
- 17. Fabric Softener
- 18. Laundry
- 19. Laundry Detergent
- 20. Laundry Powder
- 21. Hand Soap
- 22. Toilet Powder
- 23. Toilet Seat
- 24. Toilet Paper
- 25. Detergent

Shelf Planogram

Size

Category

2551 m / px

Toilet Paper
Current Inventory: 8
Last Sale: Today 12:37 PM
Supplied by SSS Distributors
(123) 456-7890
Shelf View
E-mail SSS Sales Rep

Timeline Charts

Hour

2:00Z 13:00Z 14:00Z 15:00Z 16:00Z 17:00Z 18:00Z 19:00Z 20:00Z 21:00Z 22:00Z 23:00Z

2007 - 08 - 30 2007 - 08 - 31

Alerts

Map Services Demos

Mantech NALs

NALs

Map Layers

oft®
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