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

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Visual Intelligence

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"

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July 2007 Retail BI Study
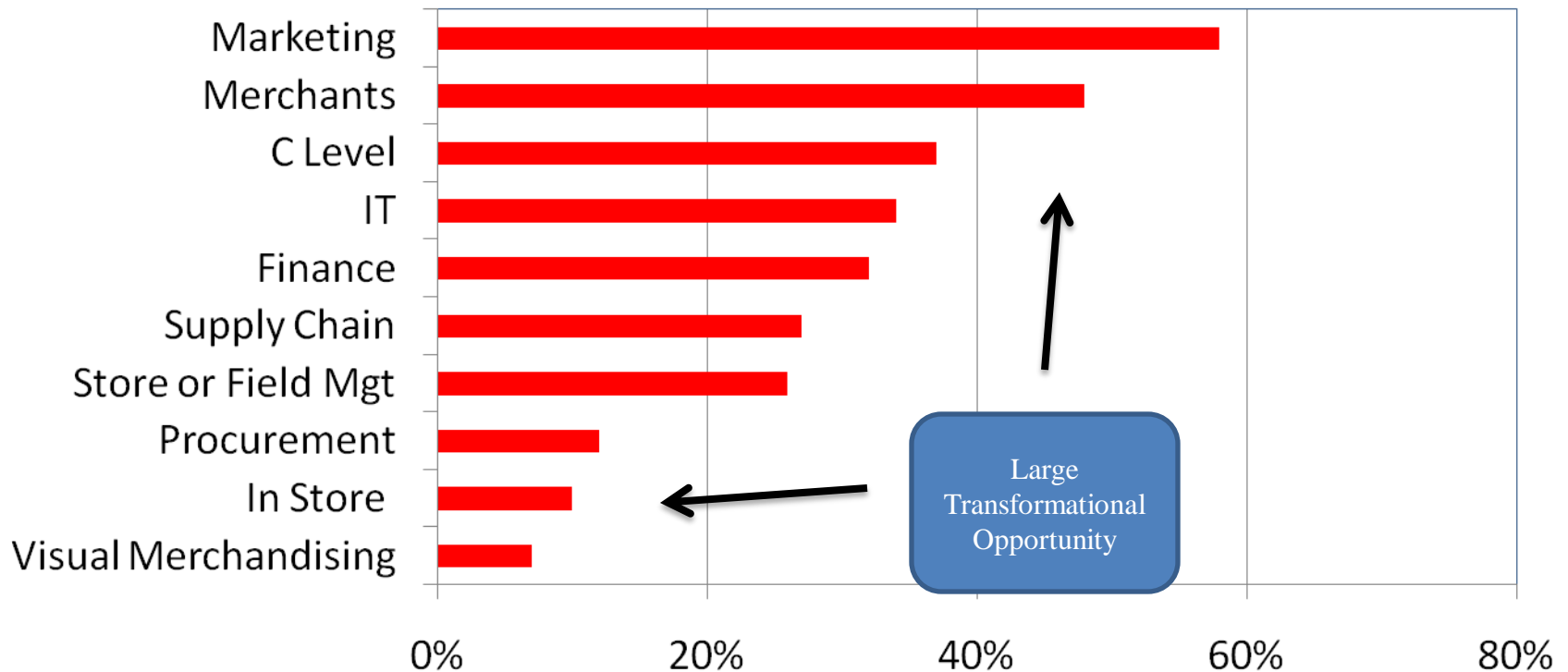
What are the Top Functional Areas Using BI in Your Company?

- 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)
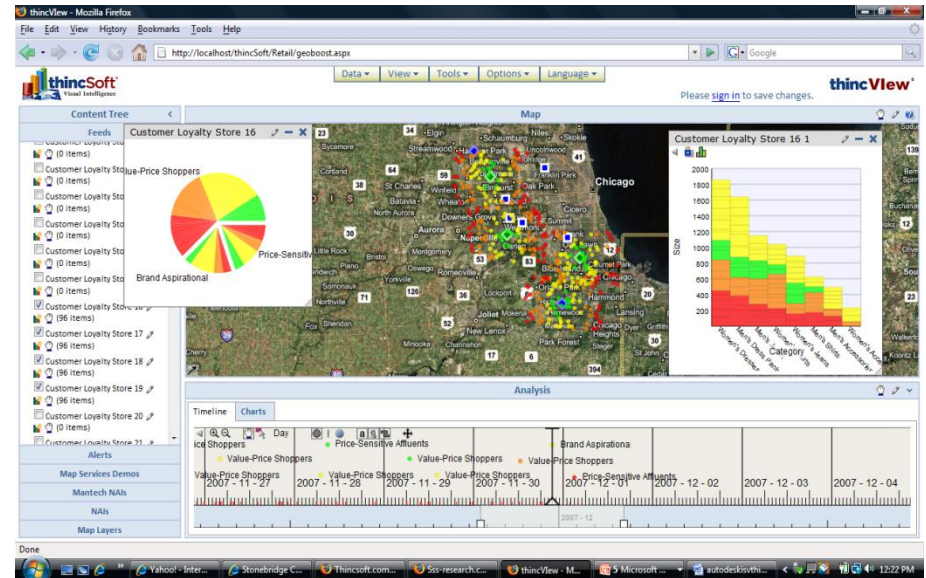 - RFID/Asset Tracking and Visualization (thincTrax)

What We Do

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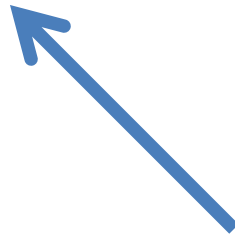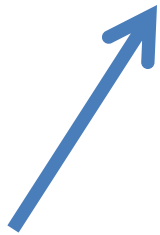
Map/Location Data

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"
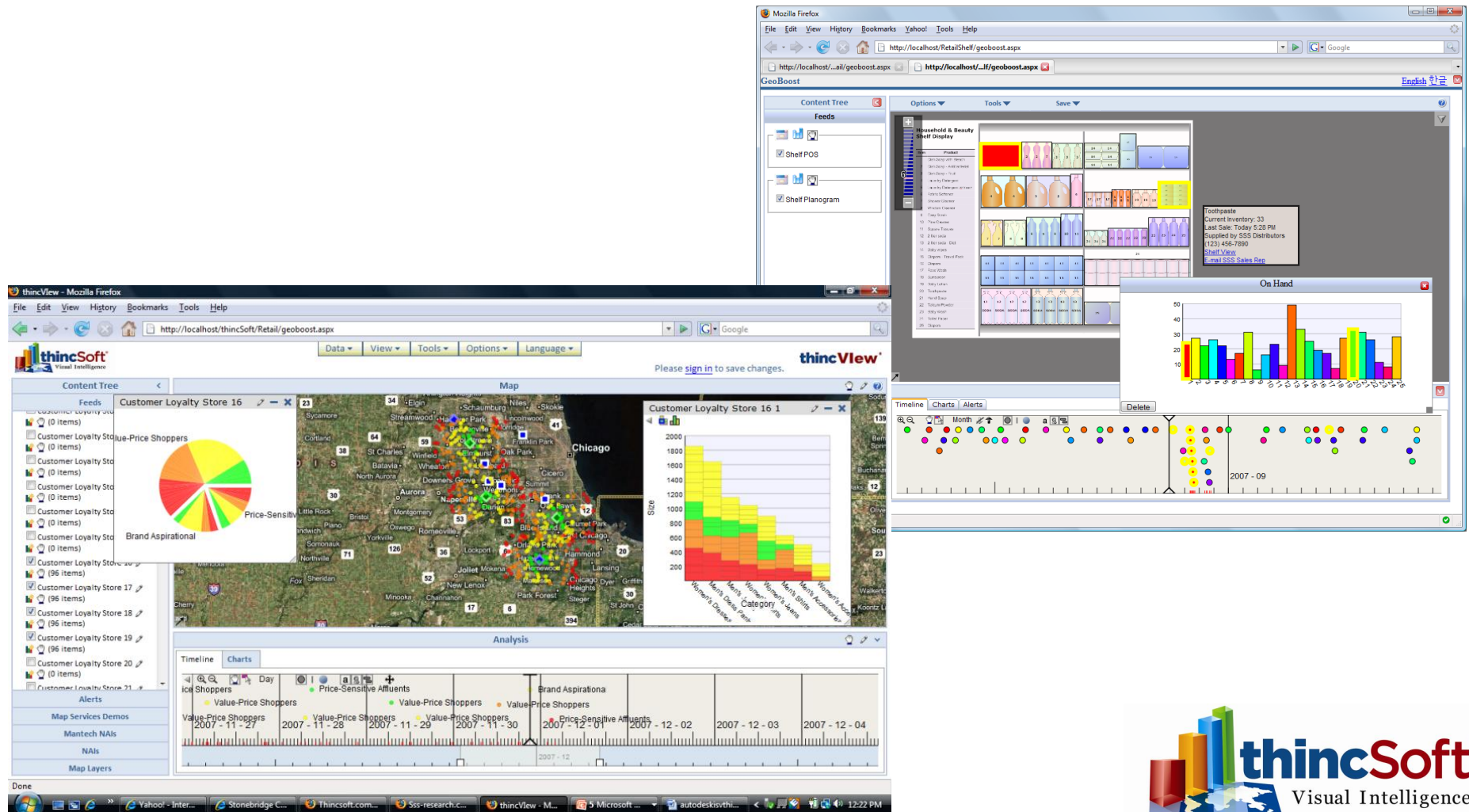
Case Study: Retailer

- 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

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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

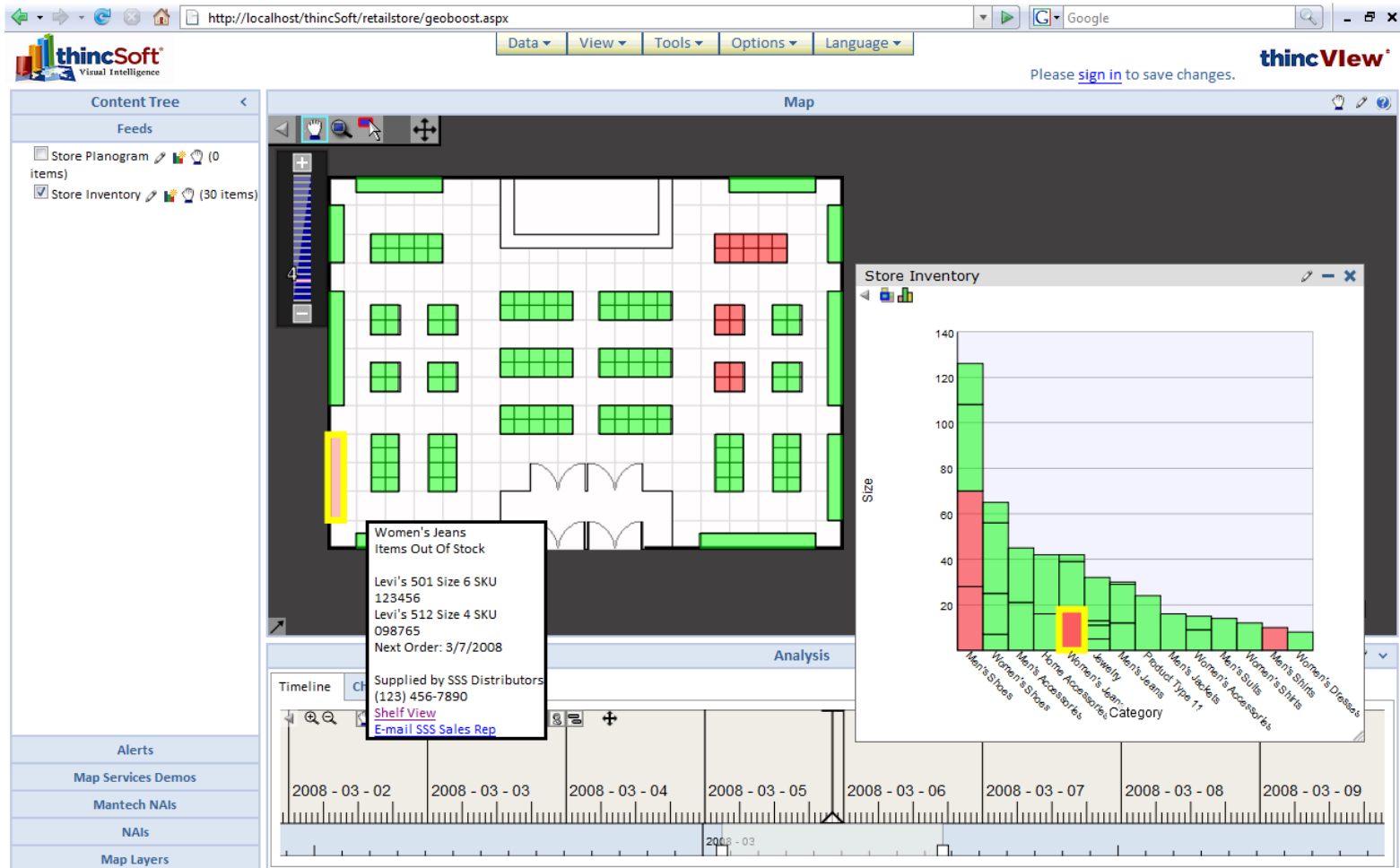- Integration with Oracle BI and portal

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National View – Performance by Store/Region/Etc.
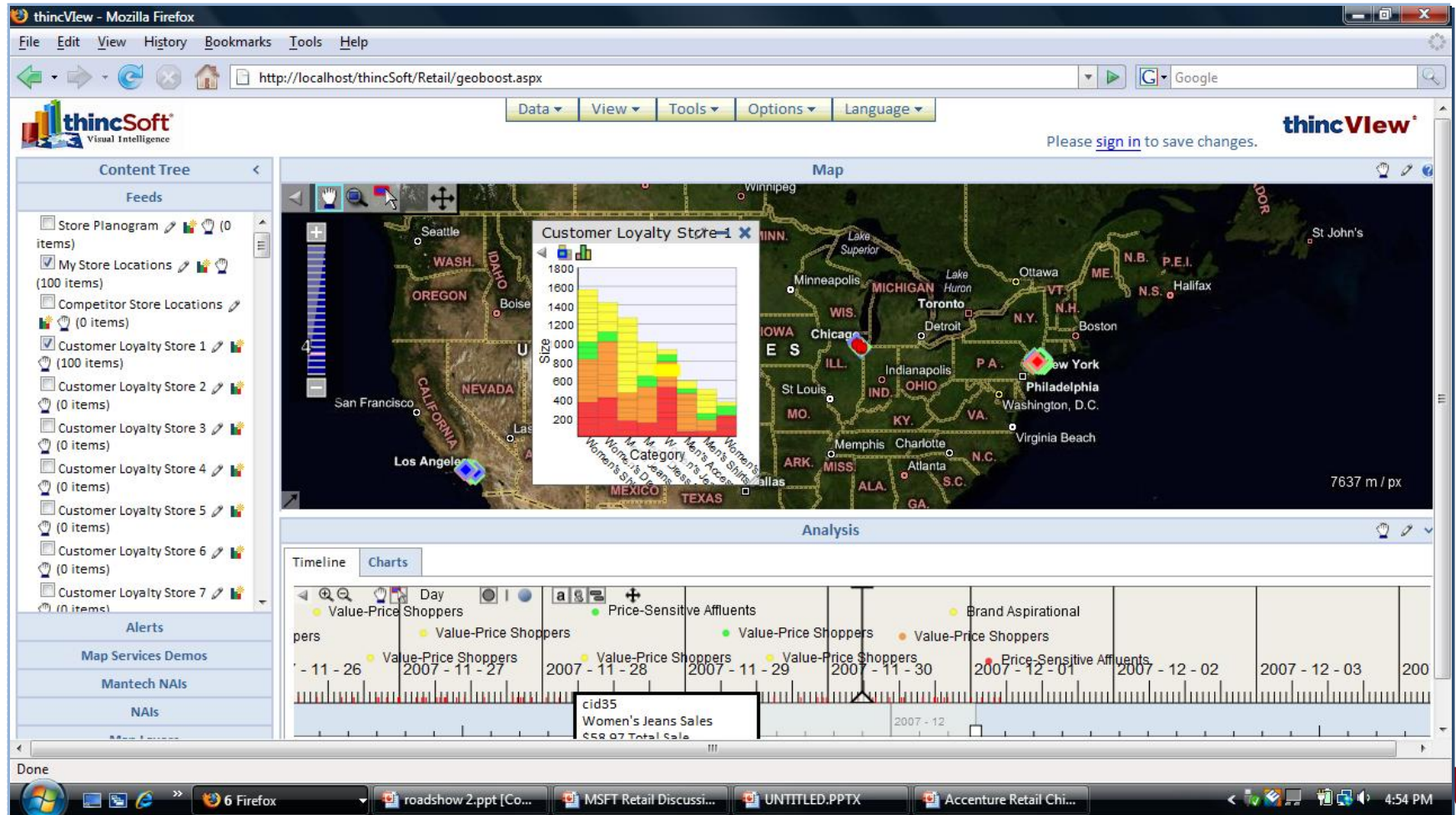
Drill Down Into Data by Store/Region/City etc.
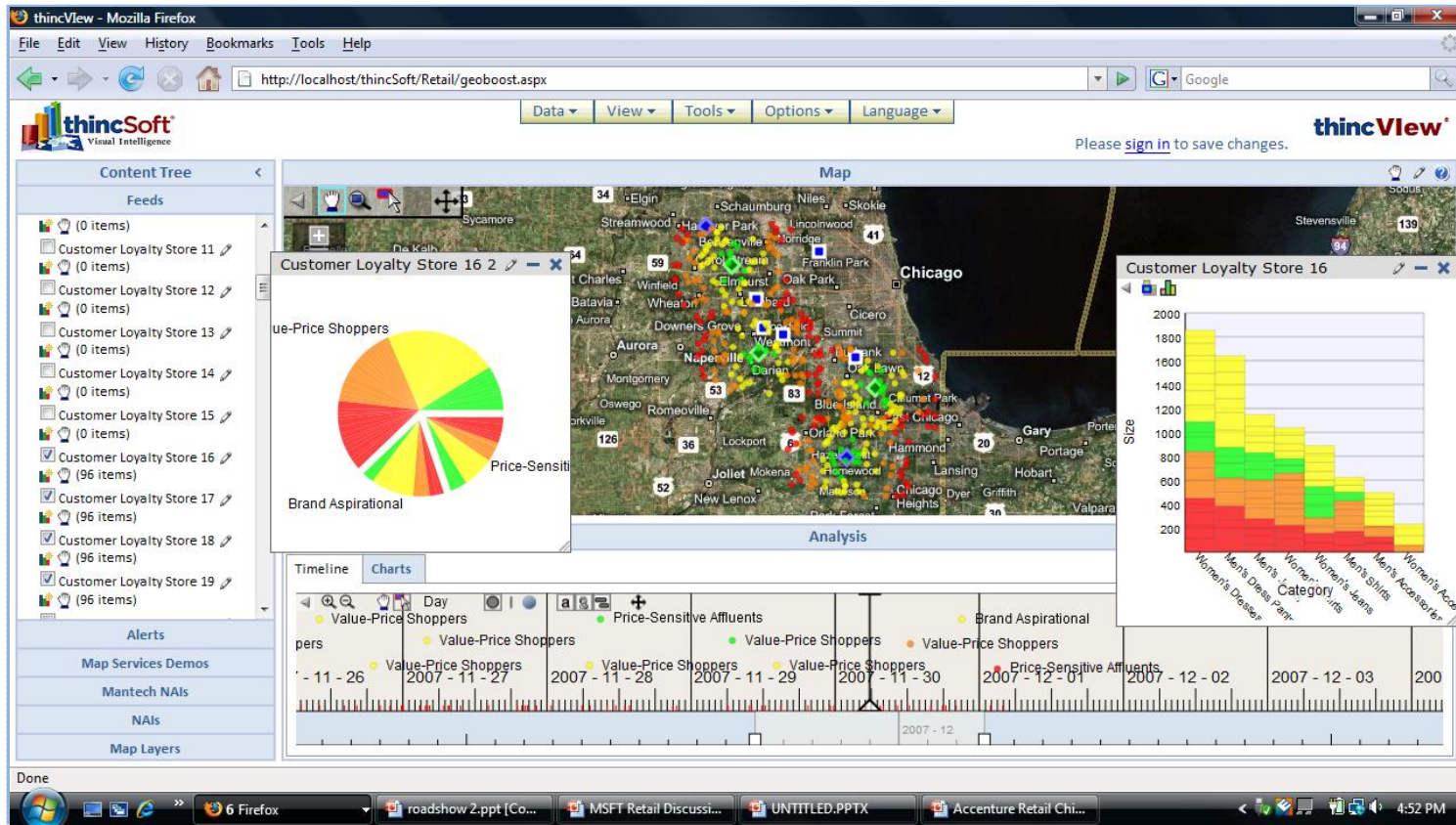
Same Tool Enables Performance Analysis by Floor Plan or Store

And Down to Shelf-Level Performance