

Connected Retailer Sales Analytics: One versatile solution for 100 different retailers

Throughout North America and beyond, a highly diverse group of retailers trust NSB's acclaimed Sales Analytics solution to centralize and verify transaction data from all devices, activate gift cards for redemption in any channel, track retail performance at all levels, and identify and deter theft.

What do casinos, bowling alleys, and designer apparel retailers have in common with an upscale grocery chain, a national dollar-store retailer, and an international supplier to Armed Forces personnel? On the surface, not much: Each offers very different types of merchandise to very distinct types of customers. However, despite their great diversity, all these retailers depend on advanced sales auditing capabilities to track their sales activities and measure their performance, and all have entrusted this critical challenge to Connected Retailer Sales Analytics from NSB.

Dollar General: Managing huge volumes with ease

With more than 8,300 stores in 35 states and a history of rapid expansion – including 734 new stores in fiscal 2005 alone – Dollar General can fairly be called a phenomenon in the world of discount retailing. As a family of small, neighborhood stores delivering convenience and value on the basics, the size of the chain and the nature of their merchandise also means they must process millions of transactions every day. How do they do it while accommodating growth? With Connected Retailer Sales Analytics from NSB.

Using Sales Audit, the solution's central application, Dollar General processes all of their transactions overnight, so their auditors have all the information they need to work with first thing every morning. They are able to capture detailed information, drill down as needed, and monitor and update exceptions. Thanks to Loss Prevention, another key Sales Analytics application that they describe as "very user friendly," Dollar General is also able to tightly control their exposure to theft at the POS. The solution also helped to dramatically boost productivity: After implementation, they expanded the chain by 1,000 stores without increasing their auditing staff!

DOLLAR GENERAL



MGM MIRAGE

ARMANI

Navy Exchange: Keeping track of more than \$2 billion in sales

Established in 1946 to improve the quality of life for sailors, the Navy Exchange today operates more than 440 stores in locations throughout the US, in Europe and Asia, and even on aircraft carriers roaming on the high seas, topping \$2 billion in revenue each year.

Prior to implementing Connected Retailer Sales Audit, each store operated independently and performed manual cash counts. Processes varied from store to store and were slow: They were closing on a monthly basis roughly three weeks after month end. Sales Audit streamlined their systems across the board. The solution made it possible for Navy Exchange to eliminate 169 sales audit positions in the individual stores and to perform all auditing functions centrally. It drove a range of new processes, enabling the business to introduce best practices in cash management and auditing. Sales Audit also allowed them to reduce shortages by more than 50%, thanks in large part to the improved timeliness of information, and to improve security on cash and inventory.

Thanks to these and other cost savings, Navy Exchange realized a return on investment in their NSB Sales Audit system within just one year.

MGM MIRAGE: Improved productivity and data integrity

As one of the world's leading and most respected hotel and gaming companies, MGM MIRAGE owns and operates 23 properties located in Nevada, Mississippi and Michigan. These include more than 100 retail stores offering everything from high-end designer fashions, fragrances, and jewelry to lower price point gift items and souvenirs.

Following the merger of MGM Grand and Mirage Resorts, the new company unified its auditing system with Connected Retailer Sales Analytics. As a result, they were able to stop tedious manual balancing by tender type, cashier, register, and store and to automate the process while complying with the stringent financial regulations that apply to their operations. The unique audit-by-exception features in the Sales Audit application allowed them to set specific thresholds for accepting variances and virtually eliminate time-consuming checking. In addition, MGM MIRAGE was able to reduce its audit staff from 19 to four while empowering them to become less clerical and more analytical; to balance more efficiently between applications such

as Sales Audit and Accounts Payable; and to benefit from the powerful, built-in query and reporting tools. For all these reasons, the company described their acquisition of Sales Analytics as a “truly big win.”

Giorgio Armani:

High-end performance for a high-end retailer

Armani is one of the most recognized and respected names in exclusive fashions, fragrances, cosmetics, accessories, and home products. It stands to reason, therefore, that they would choose one of the most recognized and respected names in retail when implementing a new sales auditing solution.

Now with more than 31 US locations, Armani needed to capture data from its POS devices and feed it smoothly to the head office systems in batch and continuous transfers. They also needed a system that would manage a wide variety of transactions, a broad range of styles, hundreds of thousands of SKUs, and a huge volume of historical data. Connected Retailer Sales Analytics, which Armani migrated to from NSB's legacy sales audit system, met all these needs. In addition to validating data from all regular sales, Armani uses the solution to process gift certificates and credit notes, to reconcile credit card statements, to retrieve customer data, and even to track and manage consignments — new merchandise that is sent out as samples to their best clients.

How can Connected Retailer Sales Analytics improve *your* retail operation?



Connected Retailer Sales Analytics 5.0 runs fully on Microsoft XP but is also Certified for Vista. By using our solution with Microsoft's with this latest operating system you can: accelerate critical functions through improved access to information; coordinate multiple applications to accomplish more in less time; automate additional tasks to streamline complex processes; and integrate external applications for holistic control. But that's not all! Sales Analytics will also enable you to...

Obtain extensive reports - Sales Audit provides many predefined, commonly used reports such as store balance, transaction list, and subledger. The application uses Microsoft Reporting Services® which offers flexible export capabilities, useful search capabilities, and extensive distribution capabilities – including the ability to view reports via the Web.

Improve data integrity - Provide enterprise systems with a single, accurate, and reliable source of sales data by eliminating instances of incorrect, lost, incomplete, or duplicate data. System- and user-defined rules ensure consistent data validations.

Increase auditing productivity - The unique audit-by-exception feature automatically highlights problem areas and leads auditors through necessary corrective actions, speeding up store-level transaction audits.

Provide seamless data integration - Process all transactional data and integrate it to any merchandising system (such as SAP, Retek, or JDA) or financial system (such as Lawson, Great Plains, or Oracle) on the market today.

Identify store operations weaknesses - Track and control adherence to store policies using transactional analysis tools and reports.

Manage customer liabilities in-house - Maintain an accurate, central database of unredeemed gift certificates/cards, layaways, and merchandise credits, tracked across all sales channels. Eliminate the need for third-party providers.

Pinpoint sources of shrink - Identify instances of transactional shrink using tools to pinpoint the sources of POS fraud such as post-voids, cash and credit card returns, employee purchases, and petty cash expenditures.

Adapts to your business processes - Sales Audit provides unparalleled levels of flexibility and adaptability to your unique business processes. Its parameters and validations are user-defined.

Who else depends on Connected Retailer Sales Analytics?

The widest imaginable array of retailers! They include a well-known national chain of family bowling centers; a 250-store company specializing in upscale, exotic, and organic grocery products; major theme-based amusement parks; carpet retailers; lighting stores; hardware and home stores; electronics retailers; outdoor recreation outfitters... the list goes on and on. From dollar store basics to designer duds, NSB and Connected Retailer Sales Analytics make the numbers add up!

You too can trust Sales Analytics to ensure the integrity of vital transaction data throughout your enterprise. This proven solution – now on Microsoft® .NET and certified for Vista – includes Sales Audit, Voucher Management, Flash Sales, and Loss Prevention to:

- Compile and validate data from all devices
- Activate gift cards for redemption in any channel
- Inform retail managers who individual departments and classes are performing — by chain, store, district, and division
- Identify and deter theft by automatically detecting patterns of fraud and violations of your business rules

These powerful applications integrate smoothly with your other systems, boost your productivity, cut your sales auditing time and resources, and support your compliance with the Payment Card Industry Data Security Standards.

For more information on Connected Retailer Sales Analytics and NSB's 100 SA clients, visit us at www.nsbgroup.com.

