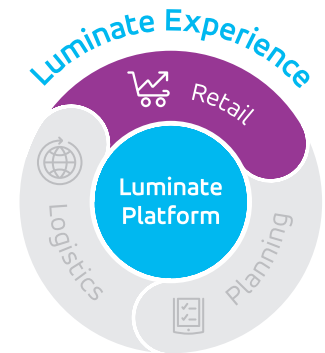


Reporting for Category Management



Improve your merchandising decisions with reporting for category management

Today's category management professionals are tasked with gathering and analyzing often complex and widely dispersed data to identify areas of opportunity and make the best merchandising decisions. Even more important than gathering and understanding the data is being able to turn that information into rich, meaningful insights.

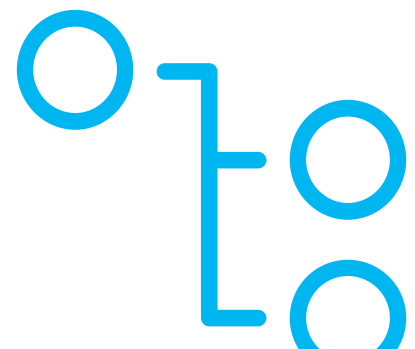
Reporting for category management is a comprehensive analysis tool that helps executives and category management professionals quickly and easily identify key trends and opportunities, as well as plan and execute changes effectively. Blue Yonder's reporting for category management raises the performance of business intelligence from simple reporting and data aggregation to providing actionable data analysis that's easy to share with key stakeholders.

Why go at it alone? Rely on Blue Yonder, the industry leader

Obtaining the right data enables users to better analyze operations and spot trends, drill down to discover the root cause of problems and ultimately make better merchandising decisions, which can result in increased category sales and margins. With reporting for category management, you can access the Blue Yonder category knowledge base database, as well as combine that data with other external data sources, enabling you to realize the full benefits and value of your investment in Blue Yonder's category management solution.

Real results

- Rapid connection and visualization of data
- Easily identify key trends and opportunities
- Gain insights into both spatial information and performance data in a single view



The advanced reporting capabilities can be used to analyze a variety of performance metrics. Historical informational trends provide management with a better, more detailed understanding of business performance, all the way from corporate to the store level. Plus, any data updates made in Blue Yonder's category knowledge base can be accessed in real time, allowing you to use the analytical tool to make quick course corrections, often a necessary action in today's rapidly evolving retail market.

Reporting capabilities within easy reach

With reporting for category management, you have the flexibility to work with your unique business needs. For example, when gathering valuable business insights through the analytics module; you can put specific pieces of information together to look for new opportunities, create better planograms, and staff appropriately to capitalize on new opportunities.

You can also expect to gain better insights with configurable dashboards. Cognos-based configurable dashboards allow you to extract data that suits your business requirements on the device of your choice, so that you can easily see how your category is performing in the space allowed. You can add personalized filters and layout content with drag-and-drop functionality. Global filtering pulls only the most pertinent information, serving it up to users on demand. Plus, you can change the report presentation for maximum efficiency and effectiveness.

Connect and visualize data in minutes, identify key trends and opportunities, and make the best merchandising decisions for your organization with reporting for category management.



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