

RETAIL STRATEGY BREAKFAST

# Driving ROI with Analytics to Enhance Merchandising and Inventory Decisions

Merchandising Commercial Software Applications are often seen as the best solution to produce actionable insights. However, our experience with numerous leading Merchandising, Planning & Allocation, and Supply Chain executives at retailers has convinced us of the following regarding Commercial Software Applications:

- They take long to implement
- Significant economic and people resources are required
- They rarely meet retailer's specific business needs
- Crucial analytics are rarely factored in that would uncover localized differences in customer behavior
- The ROI comes late, and costs go awry

**The good news is that major strides in advanced, customer-focused analytics and process enhancements have made it much easier for retailers to extract additional value from their existing and potential Merchandising and Marketing Applications Infrastructure.**

From localized assortments to marketing personalization to optimizing for weather-driven buying behavior and more, analytics and enhanced processes are enabling retailers to build upon and enhance their current technology investments and better align the business with their customers. The current competitive landscape demands that retailers understand their customers at a local level and better anticipate their actions. The right strategy, analytics, and process understanding provides an effective path to achieve their business improvement objectives more quickly, more affordably, and much more effectively.

We hope you can join us. [Register here.](#)

Questions? Contact me at [akarabus@hrcadvisory.com](mailto:akarabus@hrcadvisory.com).

**DURING NRF WEEK!**

**Monday  
January 18, 2016  
7:00 – 9:30 a.m.**

**Ink 48  
653 11<sup>th</sup> Ave., NYC**

**Complimentary Car Service**  
will be available to the seminar &  
afterwards to the Javits for NRF.

## SPEAKERS



**Antony Karabus, CEO**  
HRC Advisory  




**Fred Fox, CEO**  
Planalytics  
