



# *Leading Retailers are Different.*

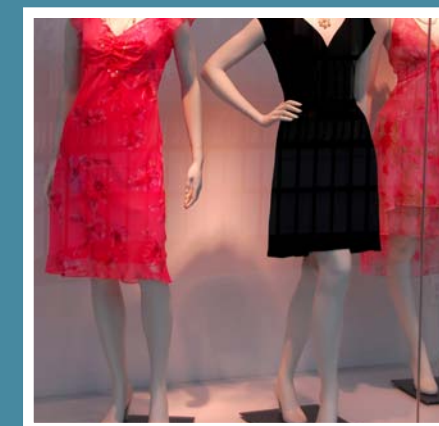
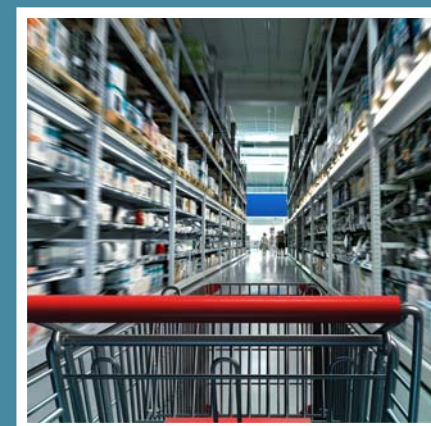
## **About Yomari**

Since 2004, Yomari has been the leading independent professional services company focused exclusively on enterprise analytics, business intelligence, and data warehousing. Customers include Dressbarn, Gander Mountain, Petco, REI, and Williams-Sonoma. Yomari delivers a best-practice analytics foundation, and then focuses on what makes you different – helping you design and execute a business intelligence strategy tailored to your competitive differentiators. To learn more, visit [www.yomari.com](http://www.yomari.com).



**Delivering insight through analytics**

call (888) 8-YOMARI  
email [getstarted@yomari.com](mailto:getstarted@yomari.com)  
visit [www.yomari.com](http://www.yomari.com)



# What makes you different?

You have a lot in common with other retailers. Especially the ones you compete with. All retailers buy and sell merchandise. Manage various channels. Focus on serving the customer. Promote their brands and products. Build and manage a team of professionals to do it all.

But what really matters is what makes you different. That's why your business teams are always focused on differentiation.

## Focus on what drives your business

Do you operate a highly seasonal business? Are loyalty customers critical? Are you specialized in apparel? Or furniture. Or fast-moving consumer goods. Is your business promotion-driven? Does your staffing triple during peak periods?

Yomari builds analytics tailored to your strategy. Rich in attributes and details. So you can analyze every specialized aspect of your business and constantly improve.



## A single version of the truth

Your people need to work within and across departments to drive your strategy forward. All while giving full visibility to senior management. That's difficult to achieve when users have to navigate multiple data silos – often with conflicting information – to cobble together the reports they need.

Yomari will help you develop a common language of measurement for everyone from executives to departmental users. With high-level dashboards to monitor performance, and actionable exceptions that can be addressed daily.

## Tailored role-based analytics

Yomari works directly with your business users in every role – deeply understanding the specialized decisions and actions they need to take every day, and tailoring analytics to guide them. With Yomari, your users will make profitable decisions guided by intelligence from your unique data. You'll see benefits to the top and bottom lines almost immediately.

## ROI every step of the way

Yomari keeps every analytics project – large or small – focused on delivering ROI for end-users. Because we understand your ultimate business goals, Yomari will chart the most efficient path to getting your users the insights they need, helping you achieve rapid business results from your business intelligence efforts.

## Business and IT together in harmony

When it comes to business intelligence, users too often get pulled into the technical details and are presented with too many roadblocks. Yomari consultants can help clear those roadblocks. Letting your business teams focus on business, and using the best-practice retail analytics they have been asking for.

## What makes Yomari different?

Yomari specializes in analytics for the retail value chain. That's all we do – nothing else. That means you won't spend your time teaching consultants the fundamentals of retail. Rather, you'll have a partner who already speaks your language, understands where you want to go, and has the knowledge and experience to get you there.

Yomari understands retail, exclusively implementing and managing analytics for retailers like you. So you can focus on what makes you different. To help you win.

Yomari's retail analytics solutions deliver answers to your most important retail business questions.

*Which cross-sells will increase average basket size?*

*What offers will entice my best customers?*

*How can item-level cost analysis drive more profitable decisions?*

*How can I optimize across web and store to always be "in stock?"*

*Which staffing adjustments will boost sales and satisfaction?*

### Get Started with Yomari

Yomari is ready to help you succeed. To get started today, call us at (888) 8-YOMARI or email us at [getstarted@yomari.com](mailto:getstarted@yomari.com).

## ACTIONABLE ANALYTICS FOR EVERY DEPARTMENT

### Merchandising



Merchandise is the lifeblood of your business. You must deeply understand sales and inventory, and their trend against plan and past performance. You need to manage suppliers, cost, margin, and ride the wave of seasonal trends and fashions. With Yomari, your retail analytics will drive your merchandising strategy, from supply chain to store.

### Marketing



You drive the store traffic, web traffic, and call center volume that makes your business hum. You need to manage the ROI of branding, advertising, and promotional campaigns. And completely understand your customer. With Yomari, you'll directly tie your marketing spend to lift in traffic and sales. Segment and target your customers. All with the same core data as other departments – so coordinating across teams is a breeze.

### Store Operations



At stores, you must get the latest merchandise onto the floor, welcome guests, build the sale, and convert. You need to be optimally staffed, keep your team motivated, and reduce shrink. Your field managers need to align performance with headquarters' goals. With Yomari, you'll have all the analytics you need for a finely tuned sales and customer service operation.

### Multichannel



You are the fastest growing part of your retail enterprise. With Yomari, you'll know whether your customers are experiencing too many backorders and out-of-stocks. You'll see when fulfillment issues result in cancellations and returns; how well your demand is converted into shipped sales. And what you can do to improve. So you can continue to competitively grow your direct-to-consumer operations.

### Finance



You keep an eye on the general ledger, the stock ledger, and assets from real estate to equipment to people. With Yomari, your reporting will enable you to understand margins and cost, and how your decisions affect each. Your top-level and detail numbers will synchronize across all departments, so everyone is on the same page about how you manage performance.