

makeplain™

All retailers are embracing loyalty and analytics systems. How can mid size retailers compete with global players?

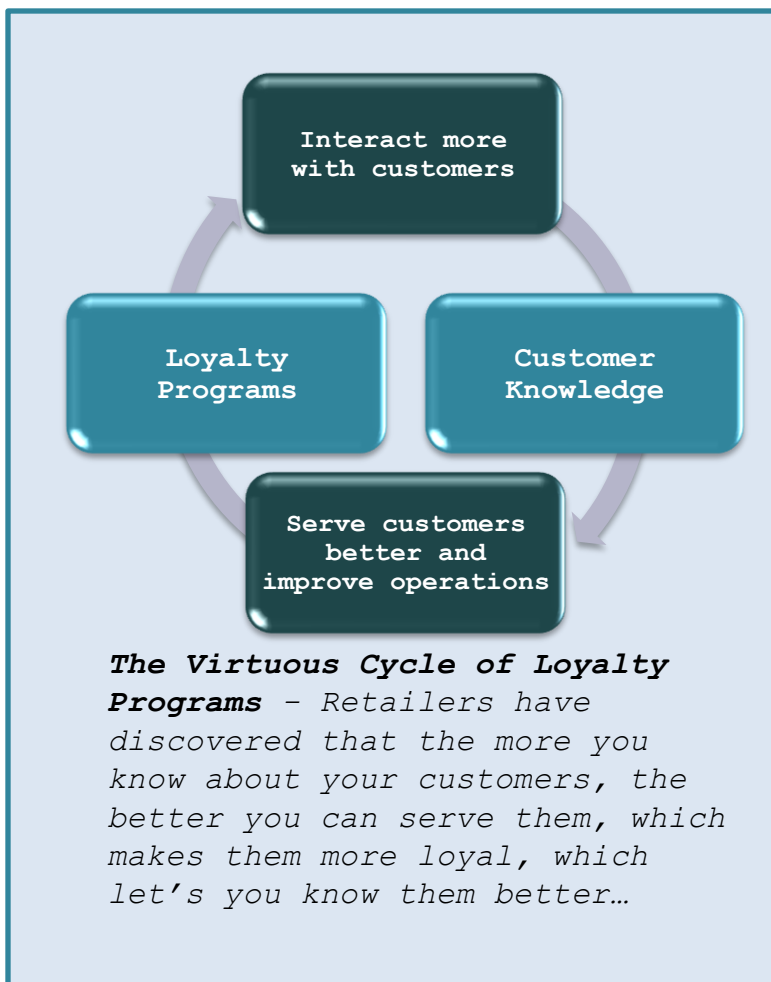
Global retailers are making heavy investments in powerful loyalty and analytics systems. Many are also adding quantitative customer insight specialists to their marketing and merchandising groups.

In order for mid size retailers to develop a comparable capability, they will have to deal with two challenges: how to economically implement loyalty and analytic systems and how to acquire the expertise required to interpret and use the information from these complex systems.

Makeplain has addressed the cost issue by building a very potent, simple analytics engine that is designed for mid-size budgets. Our approach requires far less customer data, software, and hardware than most retailers expect.

In the space of three months, we have helped mid size retailers go from proof of concept to a live full loyalty customer data collection and analysis system that immediately delivers revenue and margin results.

Our crawl-walk-run change management method takes care of the second issue. We help clients build their own expertise in a very short period of time. We initially operate the system for them, explain the results and recommend how to change marketing and merchandising programs to improve the bottom line. Within a matter of months they are comfortable operating independently, only occasionally needing assistance.

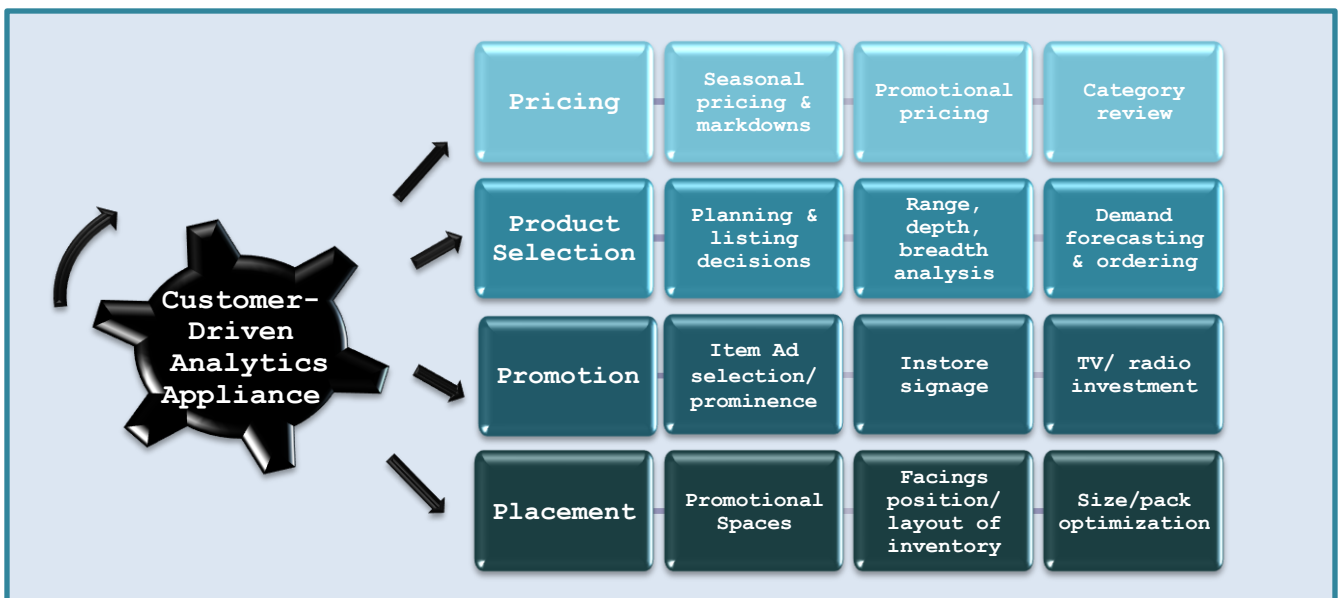


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Analytic Appliances mean you don't have to tear down all the systems you have spent years building in order to implement customer driven analytics.

Analytic Appliances have a lot in common with dishwashers. They are specialized devices that do one thing very well thousands of times. They are self contained, so they can be bolted in to just about any part of the enterprise. Our Appliances improve a specific business process (increase revenue or reduce cost) by using advanced analytics. The Appliance produces a clear set of steps for staff to act on, and also generates P&L and Balance Sheet forecasts which will result if the action steps are executed. So it's not quite the same as a dishwasher, but it's close.



Snap-in Analytics Appliances can be pointed at any area of the enterprise where customer level information can improve operations

While every retailer has different challenges and priorities, we have entered the era of competitive analytics in retail, and all retailers must begin the transition to customer driven analytics. Makeplain would be happy to visit your executives to explain in clear language how customer analytics can be quickly introduced to your organization to radically improve financial performance.

Please call 905.470.2376 ext 227, send an email to info@makeplain.com or visit our website <http://www.makeplain.com> for more information.

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