



TURNING DATA INTO ANSWERS.  
FASTER THAN YOU EVER IMAGINED.



Complete business visibility faster and more accurately than anyone else in the world. Guaranteed.

## Oco Retail Intelligence Solution

Gain a competitive advantage with true cross channel visibility

Oco's business intelligence solution is designed from the ground up to easily pull data from your systems and provide retail-specific analytics and reporting to align with your established business processes. Our years of experience working with retailers, direct merchants and CPG companies has produced a comprehensive solution based on deep knowledge of these complex environments.

- ◆ Multiple sales channels including direct to consumer, stores, kiosks, in-store boutiques, and various reselling approaches
- ◆ Complex hierarchy of product categories, items and SKUs with many different attributes
- ◆ Fast cycle times driven by seasonality, holiday or event selling seasons, buying trends, and promotional programs
- ◆ Complex IT environment with a mix of packaged and home grown systems at the corporate, regional and store levels, managing orders, fulfillment, replenishment, merchandising, promotions, vendors, receivables and payables

### Make critical business data available at every level in the organization

Oco takes any amount of data, from any system, in any location, integrates it and delivers it in easy-to-use, actionable reports. Information based on thousands of SKUs, customer and channel structures, pricing, demand, revenue, and cost is easily accessible to every level of your organization. Within weeks, decision makers from the CEO to front-line store managers have what they need to make better decisions based on real data.

Oco empowers you to see across your channels to quickly assess and improve performance. We have built reporting packages for all key functional teams, allowing users to get rapid access to the most relevant metrics for their day-to-day decision making. Get daily alerts to see shifts in buying behavior and make critical inventory decisions, track campaign results to tweak promotional offers, and see completion rates for task assignments at the store level.

### Retail Reporting

- ◆ Target Key Functional Areas
- ◆ Financial and Operational Metrics
- ◆ Company-wide View
- ◆ Drill Down Capability

*"We chose Oco after considering other more traditional business solutions with significantly higher project costs and longer integration and deployment periods.*

*I login on my laptop at six am every morning to see how our business did the day before. I call Oco my secret weapon."*

Dennis Herneich  
COO and CFO  
Casual Male XL, Inc



## Sample Reports

### Financial/Sales

- ◆ Sales & Margin Summary
- ◆ Product Margin
- ◆ Multi-channel Demand

### Merchandising

- ◆ Demand by Product
- ◆ Inventory Projection
- ◆ Back Orders
- ◆ Vendor Performance

### Direct Marketing

- ◆ Catalog Performance
- ◆ Campaign Analysis
- ◆ Circulation Analysis

### Stores

- ◆ Daily Sales by SKU
- ◆ Region & District Comparisons
- ◆ Comp. Store Sales
- ◆ Square Foot Analysis

### Operations

- ◆ Cost per Order
- ◆ Fulfillment Analysis
- ◆ Call Center Performance

## Complete Company Visibility

### Executive Team

Clearly see revenue and margin trends across products, channels, customers and businesses, and key working capital measures. Understand the business KPIs and drill into numerous metrics to understand current business issues, and monitor actual results against budgets and plans.

### Merchandise and Inventory Management

Our assortment planning and analysis tool helps optimize inventory, planning & forecasting, and manage product assortments & merchandizing mix – whether the information comes from stores, the Web or catalogs.

### Direct Marketing

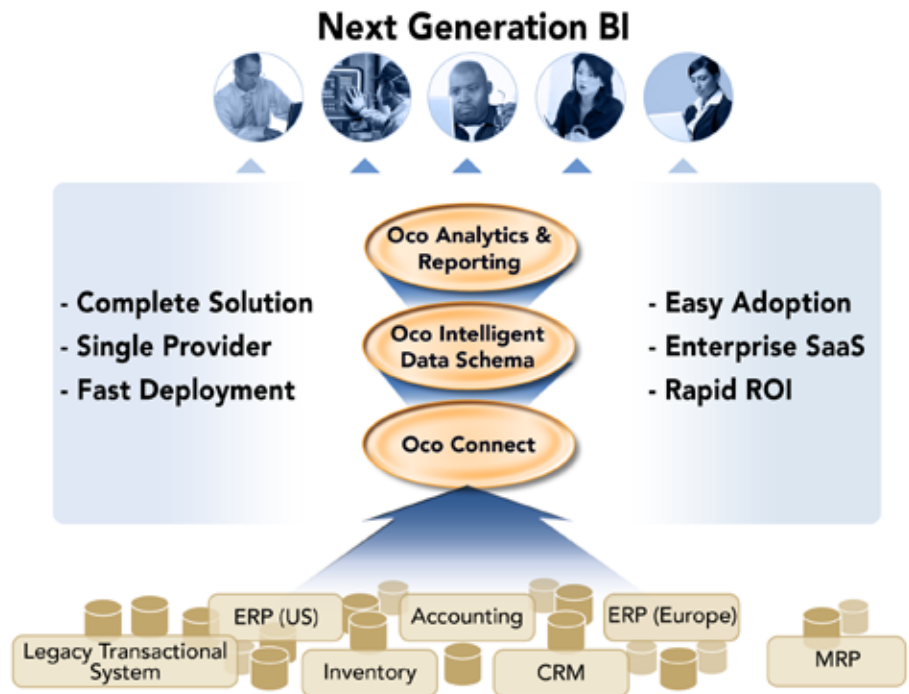
Get immediate access to data to assess campaign, catalog and list performance and ensure your direct marketing strategy is on target. Quickly develop a better understanding of customer trends and requirements within key segments.

### Stores

Gain visibility into sales and margins by geographic area, format, brand, and product. Understand over and underperforming stores. Measure new products, formats, and test markets.

### Operations

Understand performance in the warehouse & call center, and drill into key cost drivers. Drive store-level tasks through a browser-based interface with an automated feedback loop to track completion.



### About Oco

Oco provides essential business visibility, dramatically reducing the timeframe, cost and risk of traditional business intelligence. In weeks, Oco delivers complete business information from any source to any user; integrated and organized into actionable reports. Accurate information to run businesses better, on a fixed cost, fixed time basis, with a money back guarantee.



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