

MART™ - Multi-Channel Analytics Reporting Tool

PerformanceG2 provides a full range of performance management consulting, implementation and training services in a variety of industries. Our goal is to assist you in deriving the maximum *business* value from using Cognos' suite of performance management tools.

Cognos provides the world's leading corporate performance management technology platform. Together PerformanceG2 and IBM Cognos, provide the tools to link people, information and decision making, throughout your organization.

Introducing MART

PerformanceG2 has helped retailers such as Peet's Coffee and Tea, Kelly-Moore Paints, Sephora and others to manage their sales channels and improve inventory control - ensuring that the right products are in the right stores at the right time. This experience has led us to develop MART (Multi-Channel Analytics Reporting Tool), a solution that provides consolidated sales and inventory information to retailers on a multi-dimensional basis: by product, location, channel and time.

MART provides retailers with critical product information on a daily basis, enabling them to place the right products on store shelves - lessening the risk of stock-outs and ensuring that the "hot" SKUs are available in sufficient quantities.

Using MART, merchandizing managers can spend their time doing profit-creating tasks - such as determining optimum inventory levels and pricing strategies to meet margin and turn goals - rather than laboriously compiling aggregated reports from disparate transactional systems.

MART works seamlessly with Cognos 8 Business Intelligence to provide a robust management and analytics tool - providing on-demand reports and executive dashboards that facilitate performance management throughout the organization.

To learn more about MART and other PerformanceG2 solutions and services, please visit <http://performanceg2.com>, call us at (877) PG2-4CPM (742-4276) or e-mail us at info@performanceg2.com.