

Teradata® Retail Data Model

Retail transformation is being driven from unprecedented changes in consumer behavior, intensified pressure on margins, the changing role of stores, and intensified competition for both on and offline channels.

To survive and thrive in this challenging environment, retailers must improve efficiency and automation across multichannel processes. They must stay ahead of customer demands, and optimize customer journeys to create a frictionless, seamless online and offline customer experience.

To achieve this, retailers must capture vast amounts of data (customer, store, financials, product, inventory, employees, and call center) and be able to deliver an integrated view of the business, trends, and insights into customer behavior—across the enterprise. That transformation process begins by implementing an advanced data and analytics environment—consisting of an integrated data warehouse (IDW). Teradata Vantage, the powerful analytics platform for Pervasive Data Intelligence, empowers you to do this.

Armed with better, faster, and more precise answers based on all data, Teradata lets you identify new opportunities, create personalized marketing and communications programs, improve revenue streams with profitable customers, and provide the right products and services that meet and exceed consumer expectations. By seeing how all aspects of your business relate to one another, you can discover answers to critical questions such as:

- Which products are my best customers buying and from which channels?
- Am I selling those products at the right price, at the right place in the store, and in the right color, size, and quantity combinations?
- Which products drive the highest baskets in terms of sales volume, revenue, or profitability?
- What is vendor performance relative to other vendors in category in terms of sales, profitability, and service level?
- What is the in-stock percent of my top-selling products?
- What would be the optimal price for this item on promotion?
- What promotions should we offer to each customer segment, when, for how long, and in which channels?
- What is a product's viability and substitution value based on customer browsing versus purchase behavior?
- Is my labor being planned and scheduled efficiently to maximize customer service and sales, while minimizing labor costs?
- How can I improve customer service and the products that I offer based on customer feedback?
- What is the preferred interaction channel for a given type of customer for different shopping interactions and item categories?
- What is the company's total associate benefits liability, and how has it increased or decreased from the prior year by plan and by associate demographics?



Journey to a Better Business

Teradata understands that aligning your enterprise goals with the practical reality of creating a data repository to answer key business questions can be a daunting task. That's why our focus is to provide the tools and expertise necessary to make the planning and implementation of an IDW less daunting.

Teradata provides consulting services combined with industry-specific tools—such as the Teradata® Retail Data Model (RDM) within Teradata Vantage—to jump-start your IDW planning and development process.

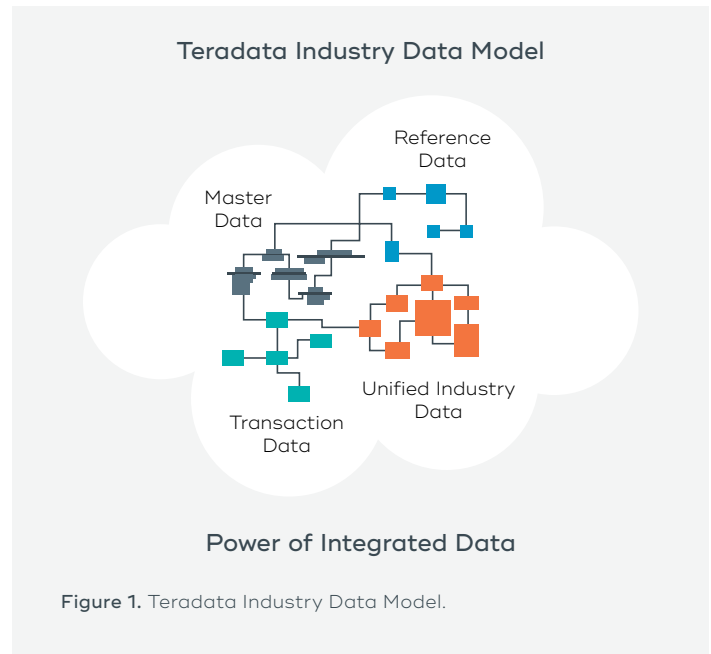
Similar to planning a journey, building an IDW requires three key components to succeed:

The Teradata Retail Data Model (RDM) allows your enterprise to:

- Create a robust foundation of non-redundant, high value, high quality enterprise data.
- Facilitate the rapid development of business analytics with repeatable and matching outcomes.
- Easily define your data requirements for your organization.
- Validate on paper that business requirements will be met prior to investing in costly implementations.
- Leverage a well-documented set of data definitions and relationships, which can be customized for your environment.
- Facilitate communication between the IT and business communities.
- Accelerate time to market of your IDW by leveraging Teradata Vantage and deep industry knowledge.

When combined with Teradata Retail Analytic Schemas (RAS) your enterprise is also enabled for:

- Business insight-driven data analytics.
- Outcome plans that encompass a subset of the RDM business scope.
- Ease of quickly building out the access layer.
- Leveraging pre-built dimensional data models and analytic data sets for advanced analytics.



- A clear and worthwhile objective or destination
- A map that shows you how to get to your objective or destination
- A navigational device that helps you know exactly where you are during your journey

Defining Your Business Objectives

Teradata retail experts help you start the journey by defining business objectives, and linking them to the analytics, actions, and results that could be taken by leveraging available data. We call this a business use case assessment, and we do this to help you determine and prioritize your business goals.

Supporting Your Use Cases

Teradata has identified numerous use cases that typically challenge most retailers, such as reducing out of stocks, optimizing demand forecasts, or increasing market basket revenue for declining customer spends.

Navigating and Running Your Business

Teradata® Industry Data Models (Figure 1) facilitate the task of creating an enterprise data model for your organization, and is the foundation by which the RDM is built. The Teradata RDM is the map that shows all of the pieces of information required to support the use cases that challenge your business. Just as you would not begin a journey without a map, you would not build an IDW without an enterprise data model.

The Teradata RDM supports analytics for key retail business process areas including:

- Merchandising
- Assortment/Category Management/Product Mix (PMIX)
- Item Pricing and Cost Detail
- Inventory Management
- RFID/Serialized Item Track and Trace
- Shipment, Freight Billing, and Claims
- Transportation Logistics (Distribution and Logistics)
- Invoice
- Agreements (Terms and Conditions)
- Procurement
- Plan-o-gram
- Promotion Management and Marketing
- Point-of-Sale Transactions
- Detail and Fulfillment
- Catalog Sales and Content Management
- Recall Management
- Customer Value, Shopping, and Product Purchase Behavior
- Quality Feedback
- Loyalty and Gift Card Usage Behavior
- Store Labor and Operations
- Human Capital Management (Human Resources)
- Privacy and Vendor Management
- Call Center Productivity
- Omnichannel Commerce and Interactions
- Forecasting and Scoring
- Financial Management
- Retail Pharmacy
- Grocery
- Apparel
- Table Dining Servicing
- Kitchen and Wait Time Management
- Service Tips Reporting Compliancy
- Sales Tax and Fee Compliance

Proven Value and Expertise

What makes Teradata different from the competition when it comes to data and analytics? It is the business value and the retail expertise that we provide. We help your business and IT functions collaborate and agree on the requirements for meeting business objectives and managing data assets better.

Teradata is the market leader in advanced analytics and data warehousing, and we have built that expertise, best practices, and intellectual property into our tools. Our team of industry professionals has business and technical knowledge. They work with all types of retailers to solve key business problems with the goal of helping them view and align their businesses around one of their most important assets—data.

About Teradata

Teradata leverages all of the data, all of the time, so you can analyze anything, deploy anywhere, and deliver analytics that matter. By providing answers to the complexity, cost and inadequacy of today's analytics, Teradata is transforming how businesses work and people live. Get the answer at Teradata.com.

For More Information

To learn more about how the Teradata Retail Data Model can help you align analytical capabilities across your organization, contact your local Teradata representative, or visit Teradata.com.

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