

# Retail Solutions

*Introducing MicroStrategy 7, the world's most powerful business intelligence engine. In an industry with terabyte data stores and direct contact with large numbers of individual consumers, the power of MicroStrategy 7 is as exciting as it is valuable.*

*MicroStrategy 7 harnesses terabyte databases using Collaborative Analysis, Investigative Workflows, Granular Level Security and other advanced features to answer the most complex and important business questions with speed, ease, detail and security never before possible. It's ready to hit the ground running, with cost-saving, revenue enhancing solutions that reach across your entire enterprise.*

## Category Management and Sales Analysis Solutions

Grow revenue and market share, increase sales opportunities, and establish a profitable product mix.

- **Manage Categories.** MicroStrategy 7's Custom Groups feature can create virtual groups of data elements, so that comprehensive category pricing, display and promotion decisions can be made across regions, stores, and departments.

- **Monitor and improve the results of marketing campaigns.** Improve On-Line Selling Opportunities. Selling on-line can be an opportunity to have a broader product offering at lower cost. It can also cause difficulty in understanding buying patterns of individuals and customer groups. MicroStrategy 7 helps develop deep insight into complex buying patterns by correlating detailed customer information with detailed product sales information.

- **Identify customers at risk of attrition.** Investment advisers can generate a single report using - collaborative analytics that can identify

customers who are likely to defect, based on factors such as the value of the portfolio, the trading habits of the individual, or the products owned by the individual.

## Marketing Management Solutions

Managers and analysts can perform detailed analysis on all aspects of customer behavior and help marketing organizations get traction.

- **Customer Relationship Management.**

With MicroStrategy 7's investigative workflow, analysts can gain insight into customer buying and browsing behavior down to the individual level. This insight can be leveraged into more effective and more personalized direct marketing campaigns, loyalty programs, and targeted promotions.

- **Promotion Optimization.** Marketing managers can use collaborative analysis to develop promotion plans based on regional sales activity, inventory flow history, optimal product mixes, and historical promotion performance.

## Inventory and Distribution Management Solutions

Transform data from complex inventory and distribution into actionable insight.

- **Generate Demand - Meet Demand.** Meeting promotional demand without overstocks and stock-outs can mean the difference between profitability and loss. MicroStrategy 7's intuitive user interface allows you to integrate your demand planning efforts with inventory analysis to ensure optimal use of stocks. Buyers, inventory managers, and store managers can all access the same data, in an environment controlled by a robust security model.

"MicroStrategy 7 is next in the long line of continually improving products from a very forward-thinking software and business intelligence supplier. The MicroStrategy platform will allow Marks and Spencer to dig deeper and faster than before into massive amounts of data."

Jonathan Summerfield  
Project Manager  
General Merchandise IT  
Marks and Spencer PLC

MicroStrategy

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INTELLIGENCE FOR YOUR BUSINESS



■ **Optimize Distribution.** Efficiently managing distribution operations is critical in today's retail market. MicroStrategy 7's web-based user interface allows users in the headquarters, the store, and regional distribution centers to access the same inventory and distribution information. For example, analysts can drill down to uncover bottlenecks that are causing increased stock-to-store lead times. You can use this insight to develop new distribution practices, minimize on-hand inventory requirements and mark downs due to overstocks.

## Vendor Management Solutions

Buyers and analysts can perform detailed analysis on all aspects of vendor management and optimize vendor relationships.

■ **Leverage Comprehensive Vendor Scorecards.**

Managing a dynamic supply chain requires the ability to develop and maintain meaningful vendor performance metrics. With MicroStrategy 7, buyers can measure vendors based on over-shipments, under-shipments, returns, and trade fund efficiency. With MicroStrategy 7's context analysis feature, analysts across your enterprise can have access to

the appropriate vendor information, based on their organization and role. They see only the information they need to do the job. The intuitive user interface will have your team up and running on the system without a lengthy training period.

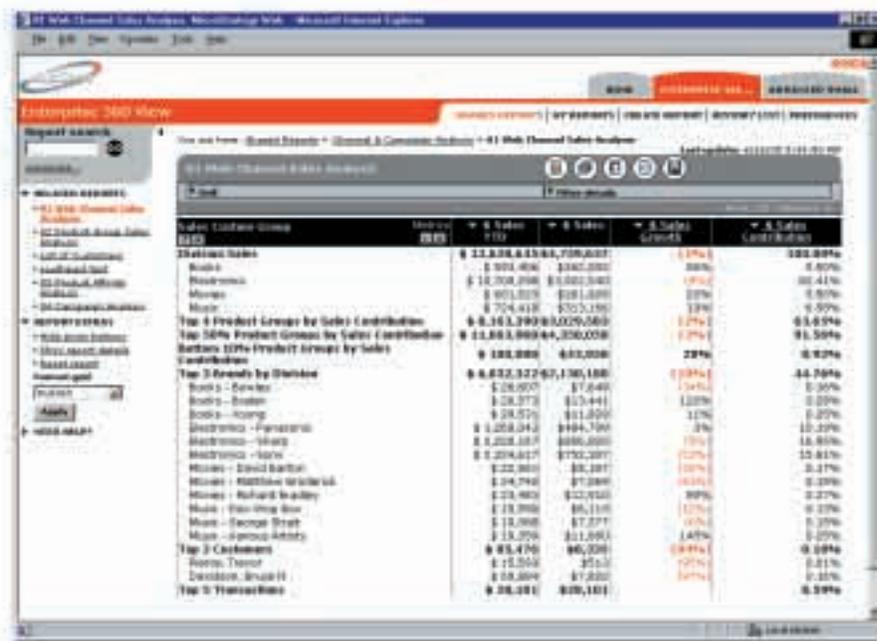
■ **Increase account executive effectiveness.**

Financial advisors can build a list of high net worth customers based on total portfolio invested on margin that exceeds a target threshold, then easily create a matching mailing list of customers with the appropriate risk tolerance profile to send information about new investment products. In the field, financial advisors can securely access corporate and client-specific information. MicroStrategy 7' robust security model ensures that intra- and extranet users see only the information intended for them.

*With a powerful combination of features, MicroStrategy 7 is designed for Retail companies to create the world's best Business Intelligence applications. MicroStrategy 7 is a scalable, high-performance solution that can drive breakthrough performance across your entire enterprise.*

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