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SAS Response: Retail Demand Intelligence: A 21st Century Shareholder Value Requirement

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ABSTRACT

Financial markets recognize that retailers must take advantage of the latest technologies to succeed in today's hypercompetitive global economy. Historically, this meant an emphasis on transactional systems focused on supply chain visibility. While important, supply chain efficiency alone is no longer enough to win in the 21st century. Retailers must drive top-line results via the application of sophisticated demand intelligence at all levels of their business.

As a leader in retail intelligence solutions, SAS Retail provides its clients with highly scalable business applications that are infused with sophisticated analytics such as forecasting, data mining and optimization.

These solutions drive actionable fact-based recommendations into core business processes at a detailed level via intuitive user interfaces and workflows that leverage common analytics from the SAS platform. This facilitates the alignment of all retail processes around a single consumer-centric view of expected demand to allow optimized assortment, price and promotional decisions at store and even at the individual consumer level.

No paper was submitted for publication.

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