



**JDA** Performance Analysis  
by **IDEAS**™

A JDA Portfolio® Business Intelligence Solution





## Performance Analysis by IDEAS: Delivering Actionable, Enterprise-wide Intelligence

*Successful retailers must recognize changing market conditions and act nimbly on opportunities to drive revenues, operational productivity and customer service. This requires tracking key performance indicators (KPIs) such as daily sales performance and inventory positions to spot trends over time. With executives, merchants and store associates are increasingly challenged to produce proactive analysis and make fact-based decisions. Without easy access to tools that can rapidly sift through reams of data and present timely results, decision makers at all levels of your organization will not have the critical information that they need to answer the key questions they face every day.*

To meet today's competitive business requirements, a data warehousing solution is must-have technology. There is only one data warehouse designed specifically for the retail business model and that's JDA Software's Performance Analysis by IDEAS (IDEAS). Based on retail industry best practices, metrics and KPIs, IDEAS is the first choice for retailers worldwide who want easy access to the meaningful information that they need to succeed.

Enterprise-wide analytical capabilities further distinguish IDEAS. Many business intelligence solutions focus on narrowly-defined topics, but IDEAS supports departments and teams across your retail organization — from your executives to your buyers. You only have to implement a single system that everyone can use!

As a prepackaged and vendor-supported solution, IDEAS yields a rapid return on investment. With hundreds of analytical views available out-of-the-box, you can immediately put this solution to work. Boasting user-customizable views, IDEAS empowers users to work more efficiently and independently.

Tightly integrated to either of the JDA Portfolio transaction management systems, Portfolio Merchandise Management™ (PMM) or Merchandise Management System-I™ (MMS®), this one-stop solution can be rapidly implemented. It also integrates with Merchandise Planning by Arthur™ and accepts data from any third-party system. Learn how quickly IDEAS can help you gain boosts in efficiency and timely insights that were previously unattainable.

### Keep a Running Pulse on Sales and Trends

Monitoring daily sales, comp store sales, promotions and progress toward business goals has never been easier. How are you trending? Are any stores facing new competitive pressures that might affect sales? With IDEAS, you'll quickly get the picture



and be able to react to sales spikes and slumps. You can also measure departmental performance to address issues and variances from plan.

Only want to see exceptions? IDEAS' traffic lighting feature alerts you by changing colors when the data meets your predefined conditions. You can easily rank and identify your fast and slow sellers and then compare to previous periods' performance. You'll have the information you need to maintain valid comparative analysis faster than ever before.

### Optimize Product Mix and Inventory Management

IDEAS lets you rapidly answer merchandising questions critical to your business. Which categories are most profitable? What mix performs best at what store type? Are products turning fast enough? You will be informed with IDEAS. By generating exception reports, you'll better understand what, when and how your customers are buying. For example, IDEAS can alert you to stores that aren't selling the new item in your mix. You can then use this important insight to take the appropriate actions that will drive sales and maximize profits.

And IDEAS enables you to examine and manage inventory in multiple ways. You can monitor the age of special purchases or seasonal buys and analyze your merchandise plans versus actual performance across your organizational and product hierarchies. IDEAS also supports alternate hierarchies so you can analyze by attributes that further describe your stores and merchandise, such as how colors or styles are selling by location, region or climate. With these and other capabilities, IDEAS enables you to quickly see if you're missing sales opportunities or if you've got too much inventory.


### Gain Momentum with Action Support

IDEAS uniquely offers action support functionality. This market leading closed-loop capability is the catalyst that puts your decisions into motion. After conducting your analysis, you can instantly create an

## Performance Analysis by IDEAS Key Features:

- Visibility of sales and inventory, plan and on order data
- OLAP features including multi-dimensional analysis and drill around
- Attribute analysis to track key merchandising characteristics that span standard hierarchy structures
- User-configurable lists allowing customized data subset analysis
- Action support enabling decision execution and processing
- Pre-built default views serving as analytical templates and enabling streamlined implementation to large user base
- Personalized user desktops, tailored views and single-click launch of analysis empowering individual users
- Traffic light exception alerts based on user-defined thresholds
- At-a-glance charts visually representing data
- Filter and sort capabilities enabling quick definition of subsets and exceptions
- Toolbar providing integration with PC productivity tools (i.e. sending email, exporting to spreadsheet)
- Publishing capabilities enabling scheduling of printed output
- Flexible support for retail-specific calendars
- Versatile data retention accommodating user-specified length of time to keep historical data
- Security features ensuring data is accessible only to authorized users
- Integration with host system supporting changes and reclassification of historical data
- Multiple language and currency capabilities





action request in IDEAS that is automatically sent to your merchandising system for execution. For example, if you see that on-hand inventory for a particular item is high at one store, you can use action support to initiate a markdown. If analysis of last year's on-hand and sell through shows significant growth, you can initiate purchase orders. Taking action is truly that fast and seamless with IDEAS!

### Maximize Your Resources with Turnkey Components and Vendor Support

IDEAS drastically reduces the resources required to implement and get value from a data warehouse. Instead of spending months researching vendors and integrating a variety of tools, turn to JDA for a single-vendor approach. As a packaged solution, IDEAS already includes all the components of a scalable data warehouse such as a meta-data data model, OnLine Analytical Processing (OLAP) engine and administrative tools. IDEAS also comes prepackaged with JDA's own extract, transformation and load (ETL) toolset that manages the loading and reclassification of your data. This turnkey loading process unburdens your IT team while providing a significant jumpstart on your implementation.

End user training time is minimal since IDEAS uses spreadsheet and graphical formats as well as point-and-click and drill around techniques that

are already familiar to your users. The solution is so simple to use, users will be independent in no time. They'll use filters and exception criteria to customize their views without calling upon your IT team.

With features such as online access to information and instantly available ad hoc reporting, you'll experience improved efficiency in your sales and inventory management activities while also reducing the costs associated with routine printing and distribution of paper-based reports.

In addition to avoiding the potential integration and upgrade challenges of a multi-vendor system, you'll save time and resources when you choose IDEAS. You'll experience the tremendous benefits of an award-winning retail-specific data warehouse and JDA-supported integration.

### Bringing It All Together

IDEAS is part of the Portfolio Business Intelligence™ suite, featuring the most powerful analytical solutions in the industry. With IDEAS, you can monitor critical success factors and make fact-based decisions to boldly manage your business. From viewing high-level summary information on margins and profitability to acting on details regarding out-of-stock conditions and turns, IDEAS keeps you on top of the factors that determine your competitive position.

**For more information on Performance Analysis by IDEAS,  
email [info@jda.com](mailto:info@jda.com) or visit [www.jda.com](http://www.jda.com).**

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## JDA PORTFOLIO

Business Intelligence    Merchandise Management    Store Systems    Planning/Forecasting  
Allocation/Replenishment    Advanced Optimization    Revenue Management    Customer Relationship Management

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Consulting  
Support  
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