OPENTEXT™

OpenText™ Big Data Analytics for Retail

Predict customer behavior and maximize their lifetime value with the right offer through the right channel at the right moment

As the retail industry evolves and the online and global marketplaces grow, outstanding organizations within this sector are moving fast to drive success in this highly competitive market. Businesses that can quickly extract and make sense of customer information, accurately segment and target the right customers, and easily control the entire customer management process, have a clear advantage. They are able to predict outcomes, anticipate and respond to potential changes and effectively improve conversion rates.

Big Data Analytics empowers retailers to overcome some of the key challenges they face. Thanks to this technology, companies can rely on internal and external data to strategize effectively and determine key factors like how much to stock, what will likely produce the highest profit margin, who their high-value customers are, when to put goods on sale and how service quality is affecting business. All of this comes with the agility and flexibility needed to react as fast as the market requires.

The Solution: OpenText Big Data Analytics

OpenText Big Data Analytics is an advanced analytics software solution that enables companies to access, blend, explore, and analyze all their data quickly, without depending on IT or data experts.

It allows companies to maximize the value and profitability of their customer base by integrating all traditional operations in a single platform along with effective 'eBusiness' strategies, in order to obtain a comprehensive business view and perform advanced tracking of customer behavior, accurate segmentations and effective acquisition and retention campaigns.

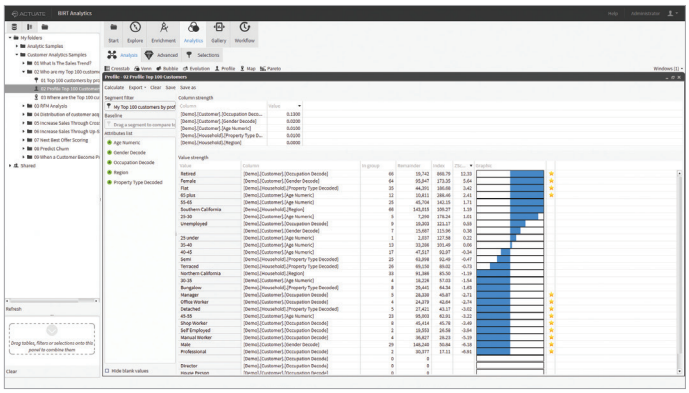
BENEFITS

- *Integrated view of all data sources in one place.*
- *Improved acquisition and retention rates and ability to reinforce loyalty of profitable customers.*
- *Increased sales through advanced and predictive analytics that accurately identify the optimal bundle, price and allocation.*
- *Ability to predict customer demand and lower costs associated with loss of stock.*
- *Ability to easily analyze the existing customer portfolio, detect potential churn and strategize to prevent loss of customer value.*
- *Comprehensive knowledge of customer likes, needs and purchasing behaviors in order to identify sales opportunities and respond faster than competitors.*
- *Increased productivity that comes from the ability to automate processes.*

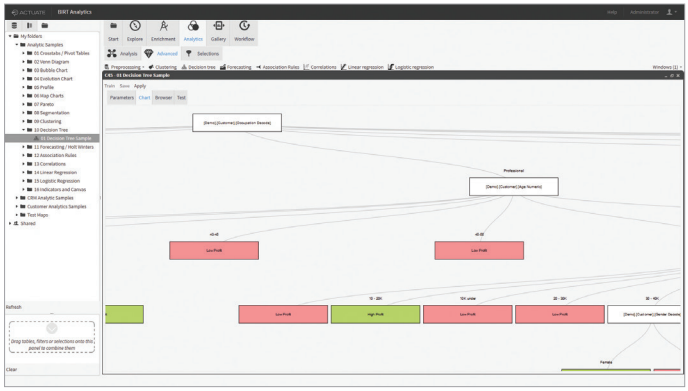
Find out more about OpenText™ Big Data Analytics and how we can help your company stay in front of the market. Email BigDataAnalytics@opentext.com or visit opentext.com/bigdataanalytics

Additional features include:

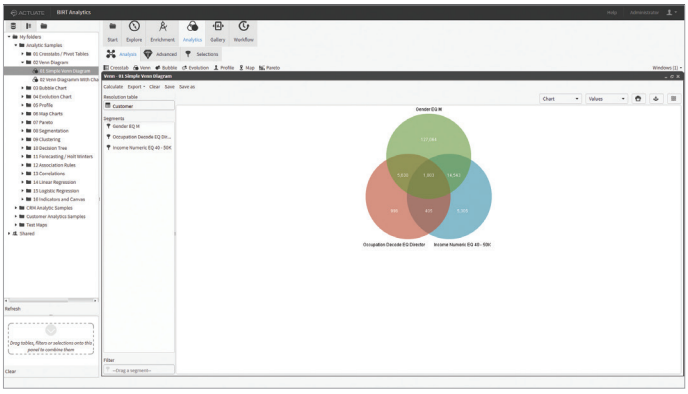
- Fast, seamless integration of large raw data sets from miscellaneous sources, such as web navigation, social media feeds, transactional data and campaign responses, for a global view of customers.
- Predictive analytics techniques to anticipate customer demand and adjust production volume, determine which customers are more likely to respond, make next best product recommendations or prevent customer churn.
- User-friendly advanced analytics to perform profiling and accurate segmentations based on demographic and behavioral data, identify cross and up-selling opportunities or detect the main factors that influence customer satisfaction, long-term relations and sales results.
- Workflow alerts and automation of business rules, as well as campaign management to automate the launch of extremely targeted offers through different channels.
- Unprecedented velocity in terms of implementation of the analytic environment - with no need for cubes, aggregates or metadata - as well as the time to load and analyze billions of records, which can be reduced from weeks to days or even minutes.



***Profile:** pinpoint what your most profitable customers look like based on demographic and behavioral variables*



***Decision Tree:** increase marketing campaign effectiveness and ROI by predicting customers most likely to respond*



***Venn Diagram:** identify cross-selling opportunities and scale your sales with no acquisition cost*

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