

# BOOST RETAIL WITH ACCELERATED ANALYTICS

With the massive data explosion, retailers have gained access to more customer and market data than their analytics solutions were built to handle. As a result, **most retailers only analyze 0.5-5% of their data.**

Retailers need solutions that open up the full potential of their data stores, so they can extract the crucial product, market and customer insights that will give them a greater competitive advantage.

## 20x MORE DATA | 100x FASTER | 10% OF COST

Designed for terabytes to petabytes of data, SQream's GPU-powered database accelerates SQL queries, enabling retailers to uncover the massive insights hidden in their treasure trove of data. With unprecedented speed and flexibility, retailers can get comprehensive intelligence about their businesses. Analyze in-store interactions, evaluate customer feedback and identify trends – all by adding a cost-efficient and easy-to-use database to your existing workflow. SQream can be deployed on-premise, on the cloud or as a hybrid.

- Forecast trends and demand
- Optimize inventory and pricing
- Increase revenue opportunities
- Enhance customer experience
- Improve supply chain management

# WHAT CAN YOU DO WITH 100X FASTER ANALYTICS?

## Discover Trends and Drive Sales

With SQream DB, retailers can analyze all their stores simultaneously for cross-company insights. Drill down to a particular market, understand how certain products affect store-wide sales, or compare sales geographically. Quickly calculate market-share, product ranking and brand importance, as well as macro consumer trends and category overlap.

SQream's GPU-accelerated load-and-go design facilitates more accurate forecasting by allowing data to be analyzed in its raw form, without the need for arduous data preparation. Query raw data to determine product popularity, strategically position products based on years of concrete data, or calculate sales projections in near-real-time. A month-long process to determine in-store placement can be completed in just a few minutes with SQream.

## Improve Operational Efficiency

Retailers use SQream DB to increase efficiency, speed, and accuracy on various aspects of their operation. SQream's on-the-fly access to raw data, with multi-table JOIN capabilities on all fields makes calculations like ACV, equalized sales, and base and incremental volume easy, even across billions of historical transactions. In fact, SQream has a 100% success rate significantly accelerating SQL queries and enabling previously unobtainable business intelligence.

SQream DB's standard connectivity through JDBC and ODBC allows for integration into existing ERP and SCM systems for better supply chain management, and enables the extraction of deeper contextual intelligence. Correlating different data sources like purchase history, data from stores, weather and holidays allows for improved trend predictions - resulting in shorter delivery times, optimized pricing, and better stock management.

## COMBINE SOURCES FOR CUSTOMER 360

SQream any-key JOIN lets you easily correlate billions of customer data records from varied sources.

The result: an accurate picture of your customers and their buying habits for better decision making.

