



edreporting

The super-fast, easy and flexible web-enabled marketing performance analysis tool for networks of retail outlets.



edreporting from **Eurodata International** provides deep insight into retail marketing performance, converting complex data into easily usable intelligence.

The ASP platform gives any nominated user secure, rapid, anytime, anywhere access to a powerful data warehouse offering high level aggregated data and drill down capability.

With optional add-ons **edqueries** and **edchart**, users can design templates and graphs across a huge range of variables, save them as "favourites" and share them with colleagues, without any specific database or graphics training.

As one of Europe's leading retail software specialists, **Eurodata** knows what retailers need to know and **edreporting** delivers it faster than any other provider.

Super-fast. Using the latest Oracle database technology, **edreporting** provides extremely rapid results from large volumes of complex data ...in seconds.

Easy to use. Data is delivered in simple standardised templates that can be easily exported to standard office formats (e.g. CSV, Excel, PDF). Users can view aggregated data and drill down for more detail.

Using optional add-ons **edqueries** and **edchart**, templates can be reconfigured and graphs produced in almost infinite permutations. Preferred formats can be saved as "favourites" for easy access and sharing. All of this can be done with little or no specific database or graphics training.

Flexible. edreporting operates in multiple languages, for single or multiple retail networks, trading in goods or services, at national and international levels.

Sophisticated sales and margin analysis can be undertaken for the network, individual sites and groups of sites.

Using our unbeatable site selection tool, you can select sites across unlimited characteristics and benchmark on any group of sites in any group of countries.





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The **edreporting** data warehouse stores all sales transactions together with a rich seam of supporting data such as prices, costs and margins, and KPIs for optimising business performance.

Data is aggregated to meet the differing needs of marketing, operations and site management. Users can view data at a high level and drill down to greater detail.

Predefined data analysis provides many essential business reports such as turnover by site and category, customer analysis, and specific analyses for specialist trading activities such as food service and car wash.

Budgets can be added to the data to facilitate comparison of actual performance.

As part of **edhos**, **Eurodata's** head office solution, **edreporting** can be linked to the **Eurodata** front or back office or to third party systems.

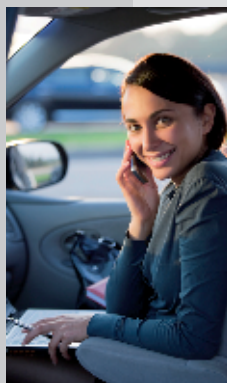
edqueries provides advanced but user-friendly access to the **edreporting** database, enabling users to configure templates to suit their precise needs.

In addition to the standardised templates, the database can be interrogated to provide almost

edqueries



unlimited template permutations including sophisticated "in-basket" receipt analysis for the design of marketing programs that promote sales performance. All templates can be saved as favourites and shared with other users.



edchart is a powerful web-enabled graphics generator that allows the user to create any type of

professional graph or chart from any dimension of the data warehouse. This is an extremely fast and easy process that requires no specific graphic design skills.

Multiple data streams can be included in single charts to provide for versatile comparisons and benchmarking. External data can be imported (e.g. from

edchart



Excel) and converted into graphs. Dynamic (rotating) graphical displays are possible. All graphical formats can be saved as "favourites" and shared, and downloaded into standard office formats.

See edreporting in practice. Talk to our customers. Ask for a demonstration. Please call your local contact or e-mail solutions@eurodata-international.com