

TPAnalyze

Central Online Data Analysis
for Retailers



- Central analysis – effective monitoring
The solution to make business results available throughout the enterprise in a purposeful and readily understandable way. Easy integration in existing IT landscapes, modules to analyze various application cases, and simple customizing are just some of the highlights of TPAnalyze.

Central online data analysis for retailers



Improve your responsiveness by setting up continuous near-realtime reporting throughout the enterprise.

TPAnalyze is a consistent enhancement of FDplus, our internationally successful tool for early central detection of fraud. We have developed an extensive analysis system after receiving feedback from customers and evaluating current market trends. Alongside fraud detection, TPAnalyze provides additional reporting and analysis modules to show productivity, monitor the success of campaigns and promotions, and to draw up store reports across organizational boundaries. The modules can be combined to meet a retailer's specific requirements, resulting in all tailored process monitoring tool.

Keeping track – with an online dashboard and online benchmarking

Using TPAnalyze's online dashboard, you can keep track of key performance indicators (KPIs) by grouping them into subjects in line with your requirements, such as sales, POS activity or sales by categories. All this is done online and presented clearly in charts. In addition, online benchmarking enables you to view the business data relating to your store organization at the click of a mouse button, allowing you to keep track of store productivity in the quickest possible way.

Versatile analysis tools – configurable to meet your requirements

TPAnalyze comes with an extensive analysis library that lets you group individual aspects of analysis in modules that can be used independently of each other:

- **Fraud Avoidance and Auditing:**
This module features the familiar and proven analyses from FDplus for daily store auditing and sales controlling. Problematical situations are indicated by traffic light functions so that risky transactions can be checked efficiently. A risk scorecard uses centrally maintained rules for verification.
- **Central Productivity Analysis:**
This module analyzes business transactions on the store and assortment levels. Store reports can be generated to assess the revenue situation and customer frequency, and to present a productivity history on the store and department levels. In contrast, assortment-related

reports allow you to evaluate your revenue and profit by category. Consequently, you can easily identify brand and product acceptance – the ideal basis for a demand-oriented assortment policy.

■ Campaign Monitoring:

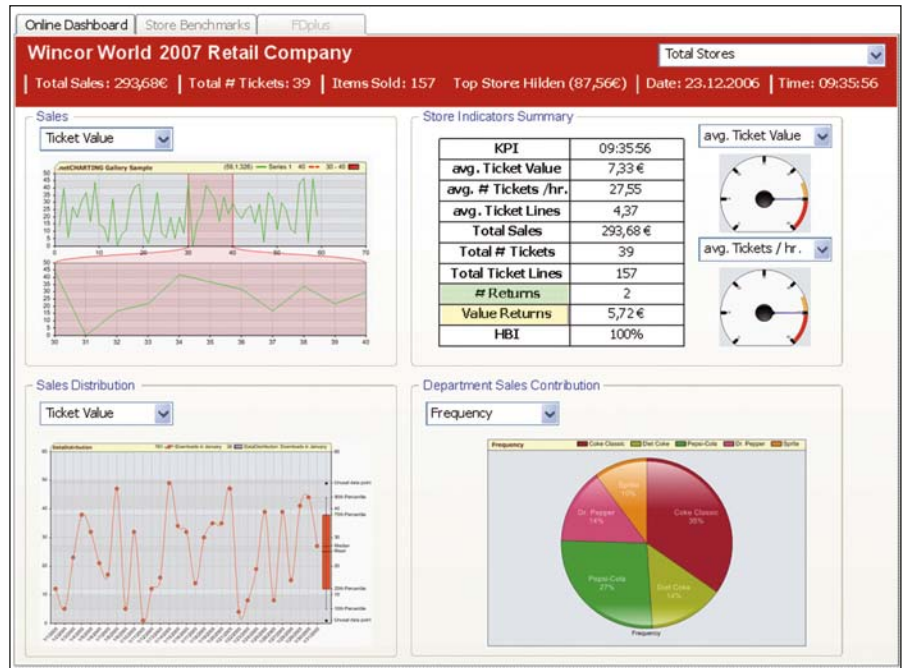
The third analysis module is used to keep track of the success of promotions and campaigns. The effects of a campaign on revenue, profit and quantities sold are identified in real-time, allowing you to analyze acceptance of your specific sales and pricing strategy.

Intuitive to use and ergonomic

Software implementation can be so easy: TPAnalyze modules do not need to be installed on the user's client PC as they are designed as browser applications. Whether employed in marketing, pur-



chasing, sales or corporate management, all user groups will rapidly become familiar with the clearly structured user interface of the TPAnalyze modules. Analyses are grouped according to subjects, and follow daily working procedures. The user inter-



Clear structure showing everything at a glance - the online dashboard

face shows all tools that are available at a glance. In addition, you can filter, sort and drill down into tabular reports and charts flexibly according to any criterion. This ergonomic user interface is rounded off by traffic light functions and tachometers for all KPI states.

Extensive analyses – readily scalable

With its three business modules, TPAnalyze delivers all the reports and analyses that are needed for perpetual monitoring of business processes on the store level. The software's simple customizing concept allows the comprehensive analysis functions to be extended even further to meet corporate or national requirements. On top of this, the results of analysis can be exported to third-party

applications such as Microsoft Excel where they can be linked with data from other sources to build new analyses.

Flexible, reliable and fast data processing

TPAnalyze is also flexible when it comes to importing data as it can cope with a variety of data formats – ASCII, ODBC from databases, or XML. Basically, this tool will store all relevant data across organizational boundaries so that central reports can be generated. Moreover, TPAnalyze IXRetail PosLog supports the data exchange standard of the Association for Retail Technology Standardization (ARTS). As a result, POS transactions can be processed easily online. Providing there is an appropriate tech-

TPAnalyze

CENTRAL ONLINE DATA ANALYSIS FOR RETAILERS

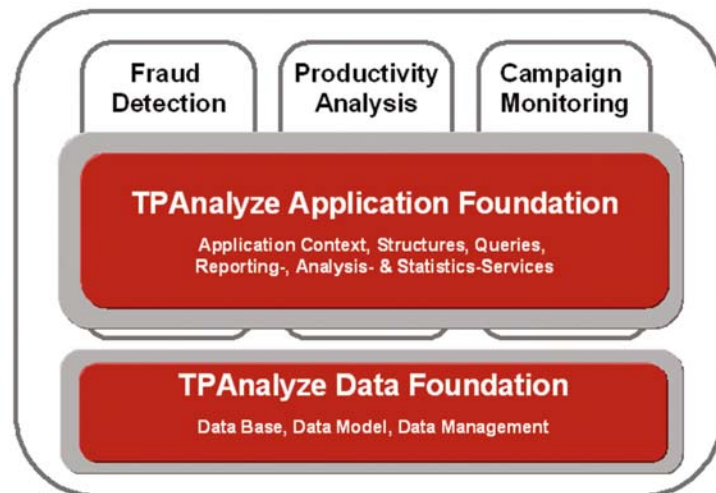
RETAIL APPLICATION SUITE	
GLOBAL SOLUTIONS	
Store Solutions	
TP.net	
TPLinux	
POSition	
Customer Services	
TPiSCAN	Self Checkout
TPiSHOP	Mobile Shopping
TPiBISTRO	Canteen & QSR
CMC	Customer Managed Checkout
Infrastructure	
TPCM	Communication Management
Enterprise Solutions	
TPAdmin	Centralized Store Management Campaign Maintenance
TPAnalyze	Fraud Detection Centralized Reporting Customer Loyalty

nological framework, TPAnalyze will process up to 10,000 transactions per minute, guaranteeing absolute consistency of data and reports.

The perfect fit – integration of TPAnalyze

As part of the Retail Application Suite – our solution portfolio for international retailers – TPAnalyze is the ideal supple-

ment for Wincor Nixdorf's TP.net store solution and the TPCM data transport service. It can also be integrated in the TPLinux and POSition store solutions. It is also possible to integrate Quadrox' WebCCTV – a video surveillance facility that can associate any irregularities that are detected directly with sequences of a video recording.



TPAnalyze - the universal package for data analysis and monitoring

Highlights

Compelling basics

- Central online transaction processing
- Analysis of huge volumes of data
- Guaranteed consistency of data and reports
- Online dashboard and online benchmarking
- Reports as tables / charts
- Intuitive Web GUI

Wide range of functions

- Extensive sales, marketing, productivity and auditing reports
- Clearly structured user interface
- Role-based user management
- User logbook

Extensive integration options

- Part of the TP.net Enterprise product group
- TP.net, TPLinux and POSition
- Open T-Log interface (POSLog2)
- Integration with Quadrox WebCCTV

Technology and operating systems

- Microsoft .NET Framework 2.0 (64-bit) incl. AJAX
- Windows Server 2003
- Internet Information Service Version 6
- Microsoft SQL Server 2005 Reporting Services
- Microsoft SQL Server 2005 Enterprise Edition (64-bit)

Published by
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Printed in Germany, January 2007