

With its web-based analysis platform RetailTrack®, the Düsseldorf based company PictureBox offers the option for companies and manufacturers to do simple and fast analyses of POS data, even when on the road: These “on demand” analyses make it possible to identify and eliminate problems in marketing difficulties promptly and to check sales promotion measures directly for success or failure. Using RetailTrack®, retailers grant access to current POS data and can benefit from this additional lucrative source of revenue. The costs for manufacturers are based on their sales turnover – so that full category data is no longer exclusively available to manufacturer with large budgets.

The analysis platform RetailTrack®, developed by PictureBox, evaluates real raw data and hence complements conventional data sources. The added value for manufacturers and retailers is explained by Petra Bernehd, CEO of PictureBox: “You obtain an important strategic overview of recent market developments, your own assortment and, beyond that, the development of the entire category“. Petra Bernehd continues: “This is a win-win situation, as manufacturers and retailers can identify the reasons for changes in consumer behavior in detail and can detect sales trends, respond promptly and therefore focus on common interests.“

## About PictureBox

For over 20 years, PictureBox Retail Consulting GmbH has been a skilled consulting and implementation partner in the areas of Business Intelligence on Demand and Category Management, providing professional consultation on assortment planning, space management and merchandizing.

RetailTrack® is based upon the state of the art, web-based in-memory technology: The Business Discovery Platform QlikView by QlikTech makes the time consuming update process of databases or Excel worksheets unnecessary: Bernehd

concludes: “As a result, retailers as well as manufacturers benefit from this solution to analyze and manage complete categories through optimized category management measures. Thus sales get boosted and revenues are secured“.

# Analyze POS data efficiently

For retailers and manufacturers, the weekly analysis of POS data becomes ever more relevant in order to boost sales and to guarantee revenues.

As conventional methods of analysis are often out of date, time consuming and inflexible, more and more companies opt for business intelligence systems in evaluating sales data: The analysis platform RetailTrack®, which has recently [also] become available in Germany, makes it possible for manufacturers and companies to analyze POS data efficiently and promptly.

[Note: RetailTrack is available virtually anywhere due to web based maintenance and delivery systems]



With RetailTrack®, it is simple to implement to the point analysis and processing of POS data according to company-specific parameters. All charts and tables are multidimensional and can be copied easily into Microsoft PowerPoint presentations or Excel worksheets for an optimal flow of information. Tools help to visualize the data in the form of charts and tables.