



# PROFIT ANALYSIS

## TELECOMMUNICATIONS THIRD PARTY APPLICATION

### $\pi$ Solutions: Measuring True Profitability with Netezza OnStream™ Analytics

Companies can see where they are making and losing money and discover why these instances occur, giving them actionable information to improve revenue, cut costs and increase profits.

$\pi$  Solutions allows retail and consumer packaged goods companies to base their strategy, tactics and operations on true profitability. Users can measure profits at any level of granularity right down to the invoice line level and provide an accurate picture of cost and revenue components by customer, product, supplier or any combination thereof.

A significant increase in number of products sold, smaller and more targeted customer segments, customized offers and campaigns has resulted in an explosion of data that makes calculating true profitability very difficult using conventional solutions. By analyzing this complex world on stream within the Netezza data warehouse appliance,  $\pi$ Solutions creates profit models in near real time and allows organizations to quickly make business decisions based on facts.

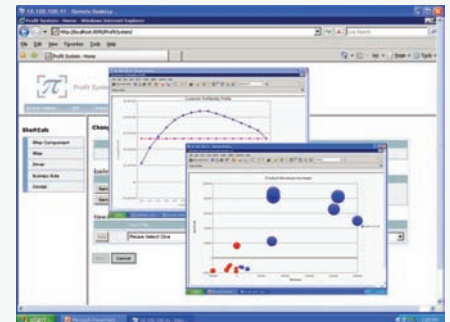
$\pi$  Solutions also brings a new element to profitability analysis: the ability to utilize “what if” profitability scenarios as part of decision making and planning strategies. Users will now be able to build multiple profit models, compare the alternatives side by side and continually refine the models over time.

$\pi$  Solutions comes packaged with a best practices library, enabling organizations to jump-start a profitability or business process improvement initiative. For organizations already using a BPI initiative,  $\pi$ Solutions provides a cost-effective and accurate way to measure its effectiveness and identify areas for improvement. True profitability can now become an integral part of business operations, for planning, decision-making and fine-tuning essential processes.



#### Key Features

- Execute unlimited “what if” profitability scenarios
- Run profitability analysis on stream within the database
- Maintain an unlimited number of profitability models, which can be refined as needed
- Measure and grow profits up from the invoice line level
- Define business rules from the console and run profitability models immediately
- Access to a library of best practices to help jump-start a deployment



## Key Benefits

- **BUILD A PROFIT SYSTEM FASTER:** Get an accurate picture of profitability within 2-3 months as opposed to a year or more
- **EXECUTE PROFIT MODELS EXPONENTIALLY**
- **FASTER:** Update profit models overnight, rather than in 4-6 weeks
- **IDENTIFY TRUE (NOT AVERAGE) COST:** Identify profitable orders, products, services, customers and vendors, and grow these opportunities
- **IDENTIFY UNPROFITABLE ACTIVITY:** Identify unprofitable products, customers, segments, etc. that may require renegotiation, re-pricing or phasing out
- **CLEARLY UNDERSTAND THE DRIVERS BEHIND**
- **PROFITS AND LOSSES:** Make decisions based on true profitability, rather than gut feeling or limited visibility into processes
- **COMPARE THE ALTERNATIVES:** Examine “what if” scenarios side by side to drive decisions

## CPG and Retail companies can now better manage their:

- Pricing
- Contract negotiations
- SKU reduction and rationalization
- Operational costs
- Sales and marketing initiatives

This gives decision makers the ability to focus and improve performance of profitable products, stores and customers.

## Technical Overview


π Solutions redefines the way companies are able to manage their profitability initiatives. Its design is based on three main cornerstones:

**1. Speed of execution for building profit models in “decision time”.** Netezza’s OnStream analytics engine enables π Solutions users to build profit models 100 to 1000 times faster than typical profitability implementations. Where other technologies have to move data to a separate system for analysis, the π Solutions application runs within the database, leveraging Netezza’s unique streaming processing to greatly accelerate performance. Rather than waiting weeks, profit models can be built as often as desired, giving businesses actionable insights and a competitive advantage.

**2. User interface designed for business users.** The π Business Rules Definition Engine allows business users to easily build and control their profit models. Once they define the business rules, they can run the model immediately. This not only saves weeks or months of development time, it also eliminates “lost in translation” errors that occur when a business vision has to be converted to a technical design document and transferred to the IT department to build the profit solution.

**3. Processing power allows “what if” capability.** Traditionally building a profit system is very complex and resource intensive process. Most companies limit their profit initiatives to a build of one model. What-if analysis capabilities in π Solutions offers a much needed capability to businesses. Using what-if capability, businesses can build multiple profit models and compare them side by side to supercharge their key initiatives, strategy and planning. π Solutions what-if capabilities are based upon an intuitive user interface and Netezza’s ability to bring processing power to terabytes of data.

## Partnership Detail

π Profit Analytics from π Solutions is an application that allows companies to measure profits at any given level of granularity. This gives companies the ability to drive the entire operations based upon a complete understanding of true profitability. π runs on the Netezza appliance and leverages and exploits Netezza’s OnStream analytics capabilities to perform all the complex transformations and data manipulations. A web front-end application allows business users to interact with the system; built-in interfaces to industry-leading BI platforms facilitate analysis and decision making. For more information, please visit [www.pi-solutions.com](http://www.pi-solutions.com). 



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**About Netezza**

Netezza (NYSE: NZ) is the global leader in data warehouse and analytic appliances that dramatically simplify high-performance analytics across an extended enterprise. Netezza's technology enables organizations to process enormous amounts of captured data at exceptional speed, providing a significant competitive and operational advantage in today's data-intensive industries including digital media, energy, financial services, government, health and life sciences, retail and telecommunications. Netezza is headquartered in Marlborough, Massachusetts and has offices in Northern Virginia, Canada, the United Kingdom, Germany, France, Japan, Korea, Australia and Singapore.

**For more information about Netezza, please visit [www.netezza.com](http://www.netezza.com).**