

IBM aide Price Chopper à analyser ses données pour améliorer les ventes, les promotions et le service client.

Paris - 23 mars 2011: Price Chopper, l'une des plus grandes chaînes de supermarchés et de pharmacies du Nord Est des Etats-Unis, utilise la technologie de Business Analytics d'IBM pour obtenir une meilleure compréhension des comportements d'achat des consommateurs et utilise l'information pour lancer des promotions très ciblées et améliorer le service client.

IBM Netezza aide Price Chopper à analyser les données issues de ses ventes, du merchandising, de sa chaîne logistique et de son système d'inventaire. L'entreprise peut maintenant identifier les comportements d'achat des consommateurs tout au long de la journée, et leur proposer des promotions adaptées qui seront immédiatement disponibles dans les 128 magasins de l'enseigne. Ainsi, l'entreprise compte réaliser de meilleurs profits à travers une étude précise et complète de ses activités quotidiennes.

IBM Helps Price Chopper Analyze Its Business Data to Improve Sales, Promotions and Customer Service

ARMONK, N.Y. – 23 March 2011: IBM (NYSE: IBM) today announced Price Chopper, a Golub Corporation company and one of the largest supermarket and pharmacy chains in the northeast, is using IBM analytics technology to gain a better understanding of its customers' shopping trends and use that information to build highly targeted sales promotions and improve customer service.

IBM Netezza helps Price Chopper analyze data from sales, merchandising and supply chain, and inventory systems. The company can now identify shopping patterns from different times in the day, enabling highly targeted sales promotions to be delivered to their 128 stores within seconds. As a result, the company expects to realize better profitability through more efficient, accurate and insightful review of its daily business activity.

“Helping our customers has always been a core focus of our business and a key reason for our success. We needed a high performance and easy-to-use business analytics technology to better understand our customers' shopping trends and improve our bottom line,” said Greg Zeh, CIO of Golub Corporation. “We had tried other technologies and they didn't stack up—they were unreliable and complicated. IBM's Netezza offers the simplicity we were looking for and, now, we will be able to decrease out-of-stock items, reduce shrinkage

and analyze our retail promotions.”

IBM Netezza is built specifically to analyze petabytes of detailed data significantly faster than existing data warehouse options, and at a much lower total cost of ownership. It stores, filters and processes petabytes of records within a single unit, analyzing only the relevant information for each query.

About Price Chopper

Based in Schenectady, New York, the Golub Corporation owns and operates 128 Price Chopper supermarkets in New York, Connecticut, Massachusetts, New Hampshire, Pennsylvania and Vermont. The American owned, family-managed company prides itself on longstanding traditions of innovative food merchandising, leadership in community service and cooperative employee relations. Golub’s more than 24,000 teammates collectively own 52 percent of the company’s privately held stock, making it one of the nation’s largest privately held corporations that is predominantly employee-owned. For additional information, visit www.pricechopper.com.

About IBM

For information about IBM Netezza, please visit: www.netezza.com.

For information on Demand and IBM Information Management, please visit: <http://www.ibm.com/software/data/information-on-demand/>

For information on IBM Business Analytics, please visit the online press kit: <http://www.ibm.com/press/us/en/presskit/27163.wss>

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