



NETEZZA RETAIL ANALYTIC APPLIANCE DATA SHEET

Business Benefits You Get

The Netezza Retail Analytic Appliance™ (RAA) is the first turn-key solution that offers proven retail analytics bundled in one appliance from a single vendor. By incorporating valuable business workflow solutions for each retail function, Netezza is revolutionizing the impact retail analytics can have on a retailer's bottom line, including:

- Reducing imminent out-of-stocks
- Reducing overstocks & stale product
- Developing shopper segmentation
- Reducing new-hire business training
- Making gut-driven decisions data-driven
- Seeing cross-channel inventory & demand

Technology You Get

Netezza RAA is the first turn-key solution that offers commercial off-the-shelf software bundled in one appliance from a single vendor. Netezza has incorporated all of the technical and business definitions and data models required to deliver a proven solution at a lower cost and faster time to delivery. The Netezza RAA solution includes:

- Business Intelligence tool software
- End user retail analytic application
- Hardware & processing blades
- High-performance database
- Data storage (terabytes)
- Retail data model
- ETL software
- Technical support from one vendor
- Phase 1 system integration
- Dev/test/production environments
- Failover & change management plans

CASUAL | MALE XL

"The components of Netezza RAA let us make more profitable decisions when executing our critical merchandising processes. From localized assortments to seasonal inventory management, the key decision-makers in our organization use best-practices retail Playbooks to improve our business."

Dennis Herreich
COO and CFO
Casual Male Retail Group





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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 North America, Europe and the Asia Pacific region. **For more information about Netezza, please visit www.netezza.com.**