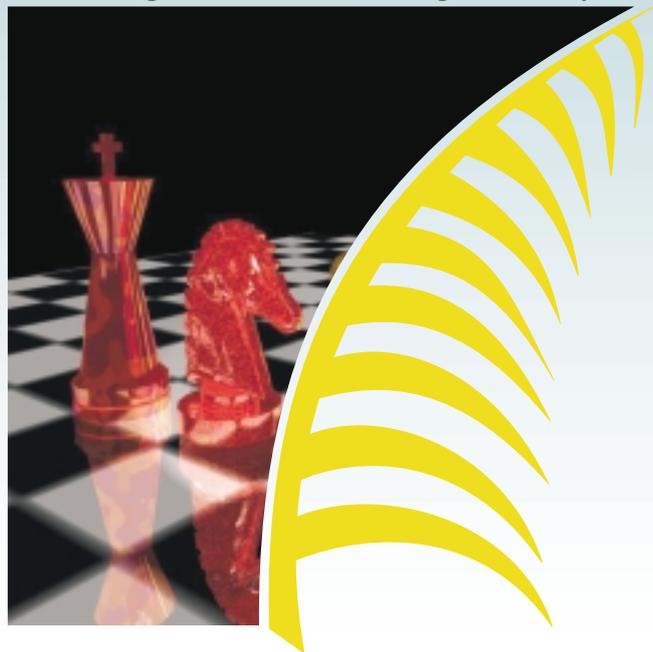


STRATEGM

A Comprehensive Data Mining
Solution

STRATEGM
Strategic Marketing Analysis



**STRATEGM combining the power of
STARS and STRIPES**

STRATEGM
A retailers most powerful tool

synergetix

A Comprehensive Data Mining Solution

STRATEGM
Strategic Marketing Analysis



Today, many retailers have access to large quantities of information about their customers and which products they purchase. The problem is how to turn this mine of data into useful information. Ideally users would like to know who is purchasing which products and conversely who is our best market for particular products.

STRATEGM combines Data Warehouse based Sales Analysis data with customer Demographics and Psychographics from STRIPES to provide a complete database of sales information.

STRATEGM introduces the concept of 'Profiles' to Target Marketing. A Profile is built containing either customer or product characteristics. This is then used by STRATEGM to discover information that matches the Profile.

For example STRATEGM can determine which age or income group purchased a particular Brand you sell. STRATEGM can also determine what interests those purchasers have so you can build a campaign targeting precisely the group most likely to purchase. Product target-



ing is available at a number of levels. These are completely flexible and may be customised to match the users' business. For example if the user knows Products as 'Stock Items' so does STRATEGM. This simplifies operation and allows users to get up to speed quickly with minimal training. If Products are categorised using a structure embedded in the Product Code for example Colour, Size and Style for a fashion retailer, STRATEGM can be advised of this and breakdown the Product Code into its components for analysis.

A Product Profile may be built using a variety of combinations down to an individual product level. A typical combination for a shoe retailer might be all purchasers of small sizes for a particular style. Knowing where small size purchasers are located assists in determining order requirements for each store.

Another application of this technique is to build a Customer profile. For example a combination of Income Group and customers who play golf. STRATEGM can then provide details of which products this group purchased so a mailshot



to that group can include special offers relating to their most commonly purchased products. STRATEGM can then produce a list of customers to be automatically passed to STRIPES for contact.

A 'Product Affinity' option allows retailers to identify

STRATEGM

Strategic Marketing Analysis

which products are usually purchased at the same time as the Profiled items. This is vital information when creating special offers of 'bundles' of several products at one price.

STRATEGM can retain details of a marketing campaign and provide information relating to its success.

STRATEGM provides results in a variety of graphical formats as well as in spreadsheet style. Results can also be exported in commonly used formats such as Bitmap or Excel.

A contact file may also be generated containing customer codes for interfacing to STRIPES. This allows you to undertake a

marketing campaign using the powerful contact management features of STRIPES to reach your audience by mail, fax or Email.

Benefits

STRATEGM provides information relating to the buying patterns of customers and enables marketing to be personalised to take into account their buying patterns and provide details of the effectiveness of a marketing campaign. Knowing what succeeds reduces costs and increases sales.

Target Market

STRATEGM can be used in a number of environments although primarily aimed at Retailers, it can also utilise data from direct marketing or warehousing and distribution systems where personalised targeted marketing is required.

System Requirements

STRATEGM needs very little resources or computer power to operate.

STRATEGM requires a PII processor or better, 64 Mb RAM, Win98 or later, 10 Mb HDD plus data and SQL Server.

Authorised Dealer

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synergetix

STARS

A Comprehensive Transaction Analysis
Solution

STARS

Sales Transaction Analysis



A sales and inventory performance
software package.

**STARS...A unique user friendly approach to get
the information you really need to make
informed decisions about the future of your
company**

synergetix

Sales Transaction Analysis



STARS is an Executive Information System designed specifically for retail. Unlike sales reports which produce the same information day in and day out, STARS gives you the flexibility to view the current data and your historical data in many different formats and make many different comparisons and forecasts, even view trends.

STARS allows you to see sales figures broken down or grouped using the terms you are familiar with, for example; by company, region, store, salesperson, department, sub-department, product, brand, colour, size, style and profitability, all at the touch of a button, in the format you desire.

Powerful "drill down" functionality makes it easy for you to zero in on the information you need to make vital decisions about your business.

Simplicity and functionality are the cornerstones of the development philosophy. Using a windows based environment means it is easy for any one to become a proficient user with minimal training.

STARS is designed as an analysis tool. It is not designed to replace the everyday sales and transaction reporting provided by most applications. It is designed to complement this by providing powerful analysis features in both graphical and spreadsheet forms.

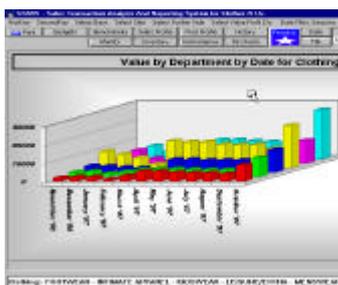


It is used by those who want to investigate data. With its friendly interface STARS allows you to examine many combinations of data quickly and easily. The intuitive drill-down facilities allow the underlying data to be quickly inspected to find anomalies.

STARS is for use by anyone needing to track sales and inventory performance.

It enables you to monitor key performance indicators for your operation, quickly identifying anomalies such as products whose sales are declining or staff whose performance is slipping.

It can even identify which departments or items are sold at certain times to enable resource planning or monitor payment methods so you know when you will need a further POS lane or EFTPOS terminal.



STARS is available in two versions. For a single branch operation or to run at head office of a multi-branch organisation.

With STARS you are provided with this information at your fingertips. You decide what information is important to you and STARS gives you the answers.

STARS

Sales Transaction Analysis

STARS is able to be quickly installed and customised to your requirements.

STARS allows you to choose which information is relevant to your operation.

STARS retains all data, so if your requirements change, the historical data is still held in the data warehouse and is updated during the next nightly polling.

STARS allows you to easily set up your own sub groups of stores, split sales people into part-time and fulltime or group departments into major branches of the store.

STARS automatically adds any new stores, products or salespeople.

STARS is operated almost entirely with a mouse. The only time that keyboard entries are required is when altering parameters.

See your company's STARS

STAR Product

STAR Salesperson

STAR Branch

STAR Region

Call your local dealer today

System Requirements

Both STARS and STARS Lite (single user or branch version) need very little resources or computer power to operate. STARS requires a PII processor or better, 64 Mb RAM, Win 311 or later, 10 Mb HDD plus date and SQL Server.

STARS Lite requires a PII processor or better, 64 Mb RAM, Win 311 or later, 10 Mb HDD plus data

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STRIPES

A Comprehensive Loyalty Solution



STRIPES

Sales Incentive Points System

A complete customer loyalty software package.

“69% of Customers change their place of business for little or no reason”

NZ Marketing Magazine November 1997

STRIPES the powerful marketing tool that gives your business the competitive advantage.

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A Comprehensive Loyalty Solution



At last, a complete loyalty software package. STRIPES covers all the different areas of loyalty to give you a powerful, effective tool able to handle your current and future requirements.

STRIPES Encompasses:

Customer Relationship Management
Customer Analyses
Branch and Department Analyses
Points Allocation
Contingent Liability
Reward Fulfillment
Target Marketing

All these applications are seamlessly integrated, ensuring a complete, easy to use system that will allow you to identify and retain valuable customers, track their purchases, mail directly to them, and therefore, ultimately, increase your profits.

STRIPES is built in an open architecture environment and can communicate with all industry standard platforms and hardware. STRIPES is scalable to satisfy all the requirements from a small chain to a large multi-national.



STRIPES provides you with three very powerful marketing tools in one:

Firstly, it is a reason for your customers to stay with you, as the points you allocate them are valuable and worth collecting.

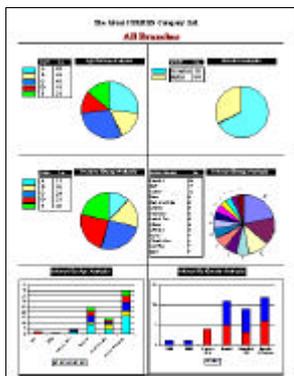
Secondly, it enables you to build up a detailed picture of exactly who your customers are.

Thirdly, via direct mail, you are able to communicate individually to each and every customer personally and only communicate about products, services or offers you know will be of interest to them, based on the information you have gathered over time and their historical transactions.

This is the competitive edge. Your competitors cannot copy you because they do not have access to information about your customers, because you own it, so they can only communicate to them via mass media.

STRIPES is available in two versions. For a single branch operation or to run at head office of a multi-branch organisation.

With STRIPES you are provided with this information at your fingertips. You decide what information is important to you and STRIPES gives you the answers.



STRIPES

Sales Incentive Points System

The Golden Rule - 80% of your business probably comes from 20% of your customers.

69% of consumers change their place of business for little or no reason.

A 5% reduction in lost customers can increase profits by up to 75%.

Only 3% of businesses currently have a lost customer re-activation program.

It is five to seven times more cost effective to keep an existing customer than to buy a new one.

The real competitive advantage is knowing who your customers are, what their purchasing habits are, where they live, what they like, what they dislike, how old they are, etc.

Highly targeted direct mail is more cost effective than other forms of mass communication.

Your customers are your most valuable asset!

Get new customers
Retain your customers
Maximise your profit from your customers

System Requirements

Both STRIPES and STRIPES Lite (single user or branch version) need very little resources or computer power to operate. STRIPES requires a PII processor or better, 64 Mb RAM, Win 311 or later, 100 Mb HDD plus data and SQL Server.

STRIPES Lite requires a PII processor or better, 64 Mb RAM, Win 311 or later, 100 Mb HDD plus date

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