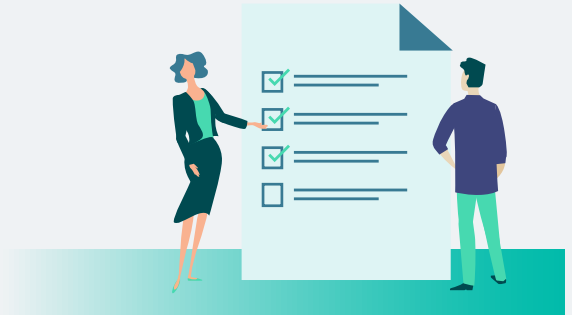# Alloy

Evaluation Checklist for Retail Analytics Success

Empowering your sales team with the insights they need is about the "how" as much as the "what" - how soon they can access key metrics, how easy it is to identify insights, how quickly they can move to action. This checklist is designed to help you understand these important aspects of the experience and subsequently, the actual value you're likely to achieve.

Differentiate between your options by evaluating these five key categories:

1 Intelligence

Does the solution go beyond visibility to predict what will happen in the future? Will it alert the right users to potential opportunities and offer proactive recommendations?

2 Usability

How easy is it to use, "out of the box," for brand manufacturers? Can it be easily customized by different users across the organization to get the information they want?

3 Scalability

Can the system scale to every customer and supplier, automatically ingesting granular data of any type? Will it continue to innovate and provide increasing value over time?

4 Integration

How will the data across trading partners and departments be kept accurate, current and harmonized? Does the platform support two-way communication with current tools and workflows, enabling collaboration?

5 Implementation

How long will it take to implement the solution and start seeing value, and what internal resources are required? What is the model for deployment and support?

1 Intelligence
Does it make insights actionable?

- ☑ Proactively alerts the right people of key trends and opportunities based on real-time performance
- ☑ Connects trends to underlying sales drivers, down to the store and product level
- ☑ Delivers predictive analytics to get ahead of potential out-of-stocks or missed orders
- ☑ Recommends solutions to correct and prevent flagged inventory issues
- ☑ Quantifies business impact of problems to help prioritize and drive response
- ☑ Forecasts demand using the latest sell-through to continually improve planning

2 Usability
How easy is it to learn and use?

- ☑ Includes built-in metrics and analytics for how retailers and brands evaluate performance, e.g., inventory turns, out-of-stock rate
- ☑ Offers intuitive, consumer-grade interface that helps even non-technical users become more data-driven
- ☑ Answers the "next question" in minutes with intuitive filters to drill down to root causes
- ☑ Enables creation of custom dashboards and data visualizations with a "drag-and-drop" builder
- ☑ Is mobile-friendly and easy to use while on-the-go

3 Scalability
Will it meet my needs now and into the future?

- ☑ Scales to include every sales channel (retail, e-commerce, DTC, distributor, etc.), logistics provider and supplier as your business grows
- ☑ Supports granular data of any type, including sales, pricing, inventory, orders, shipments, etc.
- ☑ Automates data ingestion and provides instant reporting, tailored by audience
- ☑ Provides a single source of truth across the organization, with no per user costs
- ☑ Invests in innovation and ongoing product updates that further increase its value

4 Integration
Does it connect and play well with others?

- ☑ Securely ingests data in any format, e.g., vendor portals, EDI, spreadsheets
- ☑ Ensures data from outside sources is current, cleaned and validated
- ☑ Harmonizes data from different sources for a single view of the entire business
- ☑ Integrates and communicates with other tools and technologies, e.g., ERP, planning tool
- ☑ Allows reports and data downloads in multiple formats, including Excel and CSV
- ☑ Facilitates cross-functional collaboration and information sharing with built-in tools

5 Implementation
How quick and easy is it to get up and running?

- ☑ Takes just days to implement, using pre-built integrations into retailers and distributors
- ☑ Requires minimal time investment and IT resources for setup and maintenance
- ☑ Provides cloud-based SaaS deployment, with updates included
- ☑ Onboards and trains new users, and provides one-on-one user support via chat, email, phone
- ☑ Assigns dedicated Client Solutions Manager who is focused on ROI and regularly shares best practices to maximize value

Whether you're deciding between tools or whether to build your own solution, take these criteria into consideration to help ensure you achieve the ROI you expect.