VELOCITY®

CLIENT SUCCESS STORY:

THE 39-HOUR
ROI TRANSFORMATION

One of the largest bedding manufacturers in the world was overwhelmed by manual data management processes. They spent nearly 40 hours each week on inefficient, repetitive tasks that hindered their analysts and IT staff from concentrating on strategic work and profitable growth.

Implementing our cloud-based VELOCITY® retail data platform transformed everything by providing automated excellence.

OPTIMIZED REPORTING STRATEGY

We identified the most valuable reports and report configurations, delivering more consistent and useful metrics across retailers with fewer files to manage during each reporting period.

12 HOURS SAVED
25 TASKS ELIMINATED

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10 HOURS SAVED
100 TASKS ELIMINATED

INTELLIGENT DATA IMPORTS

Replaced manual file imports with automated transfers that accept raw retailer data files—eliminating client-modified data files prone to numerous significant user errors.

AUTOMATIC RESTATEMENT INTEGRATION

Restatements are now automatically included to correct retailer errors. No manual tracking, separate processes, or uncertainty about having the latest numbers.

7 HOURS SAVED
5 TASKS ELIMINATED

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1 HOURS SAVED
10 TASKS ELIMINATED

BUILT-IN CURRENCY CONVERSION

Import international data as-is with automatic conversion to USD on demand, eliminating manual currency calculations and costly errors.

ENHANCED RETAILER PRODUCT DATA

Streamlined imports across retailers while expanding SKU information specific to each retailer, maintaining historical data (e.g., versions, pricing, brands) for precise year-over-year comparisons.

1.5 HOURS SAVED
25 TASKS ELIMINATED

3.5 HOURS SAVED
50 TASKS ELIMINATED

IMPROVED RETAILER CODE MAPPING

Enhanced the efficiency and accuracy of item mapping by removing redundant and duplicate items, outdated workarounds, and automating updates for item information.

UNIFIED LOCATION DATA

Consistent location records across retailers, with intelligent designation of chains, stores, online merchants, and distribution centers for better analytical granularity, value, and internal records.

3 HOURS SAVED
25 TASKS ELIMINATED

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1 HOURS SAVED
20 TASKS ELIMINATED

ENHANCED DATA EXPORTS & EXTRACTION

Provided best practices for efficient data extraction and merging datasets to ensure seamless integration of cleansed and harmonized data into internal systems and reports.

REAL IMPACT.
REAL SAVINGS. REAL ROI.

2,028 ANNUAL HOURS RECLAIMED

260 WEEKLY TASKS ELIMINATED

$101.4k LABOR EFFICIENCY SAVINGS
*(Assuming $50/hr fully loaded cost)

$40k INFRASTRUCTURE COST AVOIDANCE

Using VELOCITY®, the client transformed nearly a full-time equivalent of tedious manual work into a strategic analytical capability and financial lever, utilizing more timely, accurate, and consistent data across retailers to accelerate insights, make better-informed decisions, and maximize ROI.

RETAIL VELOCITY

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