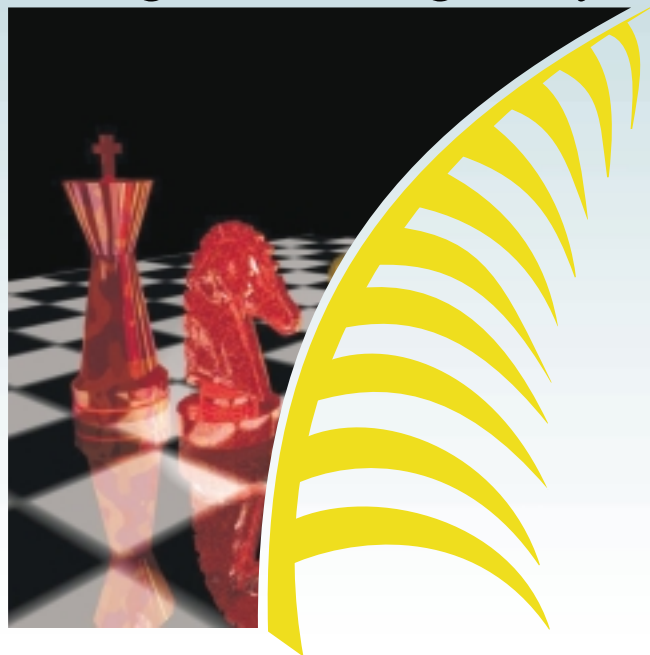


# STRATEGM

A Comprehensive Data Mining  
Solution

**STRATEGM**  
Strategic Marketing Analysis



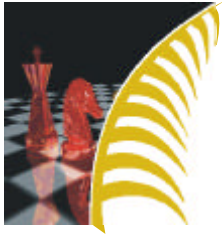
**STRATEGM combining the power of  
STARS and STRIPES**

**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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