



In these challenging economic times, retailers are faced with cutthroat competition and increasing consumer demands which, in turn, puts pressure on the bottom line. Qualex can help retailers cull through their expansive data and give them a deeper understanding of their customer's behavior and buying habits. This way, the right decisions can be made about product, price, promotion and placement.

Qualex's suite of products can help retailers in the following ways:

**Customer Intelligence** delivers fast reports, producing significant returns on your marketing investment by enabling you to conduct measurable and integrated marketing campaigns; maximize customer profitability, acquisition and retention; leverage existing investments in technology and build a sustainable competitive advantage.

## Qualex solutions help you maintain and grow profitable customer relationships with the following tools:

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- **Marketing Automation** – the most comprehensive marketing tracking solution available. It provides everything needed to turn raw, disparate data into profitable marketing campaigns.
- **Marketing Optimization** – applies powerful mathematical approaches to optimize marketing ROI, based on given limited budgets, restrictive channel capacities and other normal constraints.
- **Rapid Interaction Management** – facilitates real-time marketing conversations through communications in the call center, on the website or at the checkout counter. It is information that is triggered instantaneously.
- **Web Analytics** – reveals how each individual navigates your Internet site. It will help you understand the behavior of each potential buyer, including the ones who don't go through with their purchase, even though they have loaded up their shopping basket. This helps you understand what is compromising sales to counter this behavior.
- **Customer Insight for Retail** – provides strategic segmentation and behavior predictions based on your customers' demographic, psychographic, transactional and attitudinal data.
- **Assortment Planning** – the solution lets you segment and profile stores based on transaction history and trade-area demographics.
- **Market Basket Analysis** – the analysis of items frequently purchased together that indicates the overall development of price trends using variations in the prices of the items.

Qualex enables retailers across all segments – apparel, grocery, specialty, general merchandising, online and brick and mortar – to uncover customer insights that delight customers by engaging them in highly profitable ways. With high-performance analytics at the core and backed by more than ten years of retail experience, Qualex can help you implement an analytics solution that allows you to find new and better ways to do you're your business.



### Qualex helps clients on the following tasks:

- Perform SAS-related duties for the Marketing Departments to provide analytics on purchase behavior.
- Extract data from many different sources and combined that into reports using Base SAS and Excel in support of the Marketing and Accounting departments.
- Run special promotions and provide Sell Through Reporting, Executed Category Flash Report.
- Analyze Store Business Databases.
- Provide Reporting on Gadget Business Items.

### Qualex Solutions Include: iQ-Support™

Qualex iQ-Support™ is an internet-driven solution for organizations that, after implementing software systems, need additional support to maintain their operation. Qualex offers bundles of consulting hours from its experts in Data Integration, Data Warehousing Construction, Business Intelligence Reporting and Sophisticated Analysis.

### The Solution Provides:

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| ● Software installation and updates for new versions of the software. | ● IT support for software integration and Training of support staff. | ● Assistance to solve technical problems in multi-tiered environments. |
| ● Assessment of reporting options.                                    | ● Administrative assistance in the creation or elimination of users. | ● Assistance in the maintenance of stored processes.                   |
| ● Adjustment of systems to local legal requirements.                  | ● Assistance in writing basic software code.                         | ● Support to your business users.                                      |
| ● Support via telephone at the level required by the customer.        | ● Assistance in the use of reports.                                  |  |

### To learn more about our solution :

#### Contact:

CECILIA PEDRAZZOLI, VP of Sales  
 Cecilia.pedrazzoli@qlx.com  
 (786) 344-6250  
 11900 Biscayne Blvd. Ste 770, North Miami, Florida 33181  
 www.qlx.com

### Some of our clients include

