



How to handle
the POS data
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How to handle the POS data dilemma



The POS data dilemma is infamous. Every manufacturer knows that data arrives at different times from different retailers and third party sources in different formats. Data comes at sporadic times of the month, in a multitude of different formats with varying information. Retailers restate data all the time, products change categories, etc. All of these things can be viewed as difficult and cumbersome to manage.

Many companies simply take the POS data that comes in and they store it in a database somewhere in case they need to get information out of it someday. This is without a doubt the reason that most companies still do not have a POS solution in house today. Companies do not use POS data proactively. It is used reactively in case there is a problem. Because they are not using their POS, a lot of companies have a hard time understanding the value in it. The problem these companies will soon run into, is that their competition is starting to see the value and they are taking action to use it.



Historically, instead of dealing with the data issues, *those companies that do use POS data efficiently have been relying on outside consulting companies to clean data and prepare reports for them.* This option has been popular in the past, but is quickly becoming obsolete.

Why is this option falling out of favor? Several reasons...

1. The costs associated with paying these outsourced companies another fee every time you want a new report is becoming astronomical to many companies, especially when they are already paying a monthly fee.  which lead to more money. If a company can't afford it, they have to tell their users "no." This results in a less informed sales team.  *Limiting their competitive advantage can be catastrophic in many cases.*
2. Reports that are being sent are not interactive and do not allow users to save their own views, drill into detail, filter, trend, etc.
3. Reports are static and do not allow sales people to easily take them off-line and manipulate them when working with buyers to understand their sales.  They do not typically export to other applications.
4. Many retailers do not allow their data to be housed off site.
5. As companies gain knowledge about their sales, they want more information. This leads to new reports
6. Companies want to integrate data with internal information so that they can look at sales versus forecast or shipments or promotions, etc. They are becoming smarter about their business and they want more options to enhance applications themselves. 
7. Companies want to empower their business users and have an easy to use, collaborative mechanism for sharing reports and information, often within their own internal web site or intranet. Off site companies do not accommodate this need.

Point-of-sale technology solutions such as Cell.O can improve not only your business performance, but your quality of life. It may not be the old stereotypical, paper-based cash register we still see in the movies. It may instead be a personal computer with special software known as "point-of-sale" technology. *More and more retailers are switching from electronic cash registers or outmoded paper-based systems to PC-based solutions.*

Why? Because it gives them the ability to generate better revenues, increase productivity, and, in the end, have more time in their personal lives for something besides work.

Cell.O is an affordable, user-friendly, and can help you grow and take your business