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## Reporting Round Table

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### ABSTRACT

Retailers today are operating in a sophisticated environment, with fierce competition and increasingly demanding customers and end users. It is now necessary to have better insight into all aspects of the retailing business. Information needs to be delivered quickly and be based on fact. It must enable decision-making. Implementing a reporting strategy that is both standard and flexible enough to satisfy all aspects of your business can be quite a challenge. Join your peers in a detailed discussion outlining how leading retailers have satisfied these challenges with the SAS® retail applications in their organizations.

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