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SAS® Revenue Optimization for Retail - Benefit Attainment Round Table

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ABSTRACT

Benefit attainment discussion focusing on the measurement and benefit analysis of pre-implementation and post-implementation of the SAS® Revenue Optimization Solution for Retail. This session will focus on two areas:

Pre-Implementation: Facts and statistics are gathered to determine tangible benefits and realizable value that will aid in the creation of an effective business case to support a capital expenditure.

Post Implementation: Benefits are measured to validate the business case. Ongoing benefit measurement to ensure that system usage and momentum is maintained.

No paper was submitted for publication.

CONTACT INFORMATION

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