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News Release

Customer-Driven Business Intelligence Key to Retailers' Success

Convergence of Product and Customer Information Critical, According to RSR Report

MIAMI, FL (PRWEB) August 17, 2007 — Retailers have been collecting consumer data for years, but the data has historically been unavailable to the enterprise according to a new RSR Research report, *The Next Generation of Business Intelligence: Driving Customer Insights across the Retail Enterprise*. RSR's research confirms that using customer-driven business intelligence to inform assortment and space planning processes are key components of retail success.

"The convergence of product and customer information shows great promise", said Paula Rosenblum, Managing Director and co-author of the report. "Poorer performing retailers lag behind retail winners in listening to the voice of their customers."

"Focusing solely on product to improve top line results is an obsolete retailing perspective," echoed Brian Kilcourse, Managing Director and the report's other author. "Incorporating customer data into decision making tools in near-real time is a critical success factor."

RSR's new publication, [*The Next Generation of Business Intelligence: Driving Customer Insights across the Retail Enterprise*](#), identifies the internal obstacles retailers face as they seek to use customer data and the methods retail winners use to overcome those obstacles.

The report highlights up and coming technologies needed to take best advantage of customer data across the retail enterprise. Most importantly, it provides recommendations for getting up to speed quickly and taking best advantage of this critical corporate asset.

To obtain a complimentary copy of the report, click [here](#) or follow this link:
http://www.retailssystemresearch.com/_document/summary/252

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About Retail Systems Research

Retail Systems Research ("RSR") is the only research company run by retailers for the retail industry. RSR provides insight into business and technology challenges facing the extended retail industry, and thought leadership and advice on navigating these challenges for specific companies and the industry at large. To learn more about RSR, visit www.rsresearch.com.

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