

ation between the retailer  
 plier by identifying potential  
 caused by low turnover or  
 -stocks of items. With 24/7  
 unication between supplier  
 tailer, valuable insights into  
 tual performance of products  
 upcoming 'out of stock'  
 ons allow each party to take  
 ive action before it becomes an  
 Commonly, the use of BI tools  
 rts the supply chain and the  
 ment of items so that it can be  
 sed to increase sell-through and  
 ner satisfaction.

**at other areas of a retailers  
 ess can MicroStrategy  
 cts integrate with? And  
 oes this improve a retailer's  
 ass?**

tional services like mobile,  
 ce and financial services  
 nly extend retailers' business  
 ch nowadays. MicroStrategy  
 i retailer's different activities  
 ar to deliver a 360-degree  
 into the customers, the split of  
 ss and available opportunities.  
 oStrategy offers a range of  
 mental solutions. Whether  
 i Resources is looking to  
 e staff turnover or time and  
 management, or Finance wants  
 use cashflow and balance-sheet  
 ng and Logistics is managing  
 and outflow or warehouse  
 vels, MicroStrategy has a  
 isable/prebuilt solution for each  
 nent.  
 oStrategy plugs directly into  
 ifferent source systems or  
 into a data mart or data  
 use. The benefit to the business  
 olistic view of the data. Once  
 and attributes are established,  
 usiness unit operates off the  
 redefined metrics to deliver  
 gle version of the truth, making  
 n making more accurate and  
 t. **CW**

number of our customers  
 this month," Reckon's Business Division  
 CEO, Gavin Dixon, said. "This group  
 will validate the product in real world  
 use before we release it to customers  
 generally."

The company worked with the  
 Department of Treasury since the  
 start of the SBR project, conducting  
 compliance testing of the software to  
 examine how the application interacted  
 with the SBR portal. "Through SBR our  
 QuickBooks customers will get instant  
 feedback on their BAS lodgement, so  
 if something is incorrect they'll know  
 straight away, making their lives more  
 efficient and less complex. For the first  
 time, they will also be able to download  
 and review previously lodged BAS  
 returns," Mr Dixon said.

Although SBR is voluntary for  
 businesses to adopt, Reckon has a  
 long-term commitment to supporting  
 SBR, and future electronic document  
 lodgement capabilities such as Company  
 Returns would be made available soon.

"We've already had customers  
 express an interest in getting on-board  
 with SBR. I expect as soon as the SBR  
 module is generally available, we will  
 notice customers steadily adopt the  
 technology," Mr Dixon said. **CW**

"Customers are looking for a sales experience,  
 which includes customer service as much as the  
 purchase price. Customers want and expect a  
 superior service experience and over time will  
 pay more for it."

The Barometer also revealed that businesses  
 failing to heed and act upon this data risk not only  
 losing customers but are also the opportunity to  
 increase revenue. The Barometer revealed sixty per  
 cent of consumers are willing to spend an average  
 of eight per cent more if the goods and services are

"I frequently hear from small business owners  
 that they choose our products because of the  
 personal service that they receive from our  
 dedicated sales team. Another key for them is the  
 functionality of our account services, which can  
 save them time.

"For example our Business Card customers can  
 download their statements with GST itemisation  
 straight into their existing accounting software,  
 meaning they don't have to manually input the  
 information," Mr Fryer said. **CW**

## Enterprising partnership

MYOB has recently partnered with innovative business solutions provider Vialogic, enabling the company to swell the ranks of larger businesses to enjoy the benefits of MYOB's Enterprise Solutions, with a focus on inventory management and job costing.

"Together, we offer a range of complementary products and services, which we intend to further build on for the benefit of customers of both companies," MYOB CEO, Tim Reed, said. "This partnership is part of the continuing growth of MYOB Enterprise Solutions, designed specifically for the needs of larger businesses."

Vialogic provides integrated business solutions to help clients enhance their business processes with applications and services, including e-commerce solutions, tailored Microsoft SQL 'dot net' technology programming, and network security.

"Our business is based on developing and implementing tailored proactive business solutions to provide our clients with a competitive edge. We're excited to now be offering one of the mid-market's leading brands - MYOB Enterprise Solutions - to our clients," Vialogic Managing Director and Founder Chris said. **CW**

## The smell of success

In-store fragancing, also called experiential marketing targets consumers' acute sense of smell by creating an environment that is remembered long after the shopping experience, and can be used to infuse the air around product or service with specifically designed aromas.

"Retailers are spending their marketing budgets on advertising mediums that purely rely on the basis of sight, sound and touch. The most acute sense of all, smell, is rarely even considered," In-Store Fragancing Specialist for Ecomist Australia, Jeff Carter, said.

"University studies have shown that customers are happier to browse for longer and will return to your business - their perceptions of quality and service are

heightened, staff are more productive and the brand image is enhanced. All these form a strong point of difference for the retailer."

In-store fragancing has proven popular in Europe and the US, Mr Carter explained, and Australian retailers across the fashion, banking, pharmacy, hospitality and convenience sectors were starting to embrace the trend.

"What's promising is that all the research conducted worldwide highlighting the value of in-store fragancing appears to be slowly resonating with retailers. We have found that a number of larger national retailers are incorporating the concept into their overall marketing plans and trialling the concept while measuring its ROI in selected stores".

The technique works by placing automatic fragrance dispensers at strategic points within a store to emit an unobtrusive yet subtle fragrance which can help to make consumers feel more relaxed and thus receptive to the retail offer.

"It's no secret that retailers worldwide are using marketing gimmicks to entice consumers to spend more in-store, whether its through sales promotions, POS, interest-free offers, competitions, free-trails etc," Mr Carter said. "The only difference with in-store fragancing is that it relies purely on the sense of smell and not on the more traditional senses of sight and touch." **CW**