



# Data Profits' Unified Forecasting Solution Helps Pamida Reduce Inventory Levels While Increasing Sales

**iKIS forecasting solution provides top results in less than 90 days through uniquely accurate forecasting.**

ATLANTA, Sept. 14, 2011 /PRNewswire/ -- Atlanta-based Data Profits ([www.data-profits.com](http://www.data-profits.com)) announced that iKIS, its [unified forecasting](#) solution, enabled Pamida, an Omaha-based regional operator of general merchandise stores and pharmacies, to achieve market leading results. With Data Profits, Pamida increased its total health department sales by 3 percent while decreasing related inventory costs by 25 percent during the first quarter of 2011.

"The inventory forecasting provided by iKIS is affording Pamida better inventory productivity and working capital advantage, allowing us to bring new inventory and better prices to our valued customers," said Pamida's CEO John Harlow.

Unlike other enterprise software and systems that focus only on the products that are in-stock, iKIS's unique mid-market solution looks at the broader measurement of [customer service level goals](#), purchase orders and replenishment levels. Through iKIS' unique combination of data modeling, vendor collaboration tools and accurate forecasting, Data Profits ensures that the right inventory is available at the right location when a customer is ready to purchase.

"The results provided by iKIS are unlike any previously available from legacy retail systems or other business intelligence software on the market," said Data Profits' CEO Stuart Dunkin. "By decreasing inventory, we are providing retailers with increased capital to spend on better-selling products that customers want while ensuring higher service levels."

Retail health departments have a large number of products and vendors, making the use of iKIS style forecasting imperative to determining which products have the highest customer demand and ensuring the right products are available on the shelf. The high stock keeping unit (SKU) counts within these departments makes this inventory category a critical focal point for management control. iKIS's superior unified forecasting helped Pamida meet its [replenishment](#) and service goals on the large variety of health and beauty products required to support their customer needs, while requiring fewer investment dollars.

"Tighten the links in your chain™" by contacting Data Profits today and achieve similar results. iKIS is delivered as a web service to retailers, wholesalers, and their supply chain partners allowing retailers to see deeper into the supply chain than ever before. The platform neutral software sits on top of existing legacy systems, saving retailers considerable time and money. iKIS can be installed and running in 30 days with typical return on investment (ROI) period of 90 days or less.

#### About Data Profits:

Data Profits, Inc. provides business intelligence and supply chain collaboration software delivered as a web service to retailers, wholesalers, and their supply chain partners. Data Profits' vision is to enable customers to find profit in their data by tightening the unwieldy supply chain. Its flagship product, iKIS 5.2 delivers sales, inventory, unified forecasting, replenishment and planning tools in a customizable format. Management dashboards, executive scorecards, and vendor collaboration tools provide unique opportunities for each customer to 'tighten the links in their chain™.'

#### About Pamida:

[Pamida](#) is a regional retailer focused on bringing value and convenience close to home in small communities. Headquartered in Omaha, Neb., the company operates more than 190 stores throughout 17 states, primarily in the Midwest. Pamida carries a wide variety of merchandise including apparel, home electronics, domestics, seasonal items, toys, housewares, and grocery offerings, and features top-quality name brands.

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