

How DataMart came about...

Since 1979, meeting the needs of retail and rental purchase stores has been the goal of Rental & Sales Software System (RSSS). From our inception to today, we have been helping retail and rental purchase dealers control inventory, manage customers and manage accounts with the RSSS System.

There are hundreds of preformatted reports built into the RSSS software that are designed to give dealers the information they are looking for on a timely basis. As the software has developed over the years, some clients wanted the ability of taking any information from the RSSS System and manipulating it into whatever report, graph or chart they need.

RSSS DataMart was born. DataMart was designed and developed by RSSS programmers and analysts to meet the needs of RSSS clients who desired to design their own reports using RSSS data. Basically the process has standardized the data making it an ODBC (Open DataBase Connectivity) compliant type of relational database consisting of tables and indexes that you utilize in queries to get your results.

What can RSSS DataMart do for my organization?

Whether you have a single store operation or one thousand stores, RSSS DataMart will enable you to manipulate your data enabling management to forecast, follow trends, assess customer behavior and assist in problem solving more effectively and efficiently. This product can assist your company in identifying hidden business opportunities like providing information on your customer's buying behaviors leading you to more precise marketing, increased revenue, improved collections and inventory control and quicker response to market conditions.

RSSS DataMart facilitates the decision making process by affording management the ability to "drill down" into any detailed information available in the RSSS System that is needed.

How does it work?

The data is exported out of the RSSS System and imported into a program such as Microsoft Access, Microsoft Excel, Crystal Report Writer and others. With this product you can design your own reports, charts and graphs which gives you the flexibility to analyze data any way you want to.

Benefits of RSSS DataMart

The RSSS DataMart is a system that allows data from the RSSS Summary System or other RSSS detailed rental and retail modules to be used as a tool to query and analyze data in a more concise and condensed form. Users of DataMart can query critical data from the RSSS System to make graphic displays of the data even within Excel. For example, if you wanted to determine how much a salesperson contributed to the total gross profit of their store and then in turn compare this to other stores, you can do that with RSSS DataMart. You can also analyze collection data by account managers, store location or type of merchandise.

Whether you have a retail operation or rental operation or even both for that matter, the concept behind the graphics, charts and reports is to make your decision makers accomplish the organization's goals and objectives and at the same time understand the part that they contribute to the organization and how it impacts the operation. Another plus, is you can take the graphics, charts and reports that are produced and place them in presentations to investors, sales staff or customers. Management can also retrieve rental or sales information and display the data such as rentals or sales by product group and show the return on investment for the product groups. Summarized data collected can include past due accounts by store, account manager, product, customer demographics, zip code, map code and more.

What does it cost?

Contact Doug Funk at 1-800-334-5224 or email him at doug@rsss.com to find out.