

## Orchard Supply Hardware Implements Advanced Analytics from Mi9 Retail

MIAMI, FLORIDA October 6, 2017 – Mi9 Retail, a leading global supplier of omni-channel retail software, is pleased to announce that Orchard Supply Hardware has gone live on Mi9 Intelligence. Mi9 Intelligence provides out-of-the-box dashboards designed for the way retailers work, governed self-service data discovery, and actionable analytics that allow the user to initiate actions immediately, rather than having to switch from the business intelligence system to the operational system. Orchard Supply Hardware, a standalone division of Lowe's, is an American retailer of home improvement and gardening products with more than 80 locations throughout California, Oregon, and Florida.

Orchard Supply Hardware has been a longtime customer of Mi9 Retail for point-of-sale, and more recently for merchandise management. With the home improvement market facing constant pressure to improve customer loyalty, expand product lines, and control stock on hand, Orchard Supply is utilizing Mi9 Intelligence to unify their siloed reporting, improve overall data quality, and augment their retail analytics with customer-centric insights.

The Mi9 Intelligence solution combines data from across Orchard Supply, allowing each retail role to view information relevant to them; with a summary of exceptions at the executive level. The Orchard Supply user community now has access to retail-specific KPIs, metrics, and information resources that were never before available in such a timely manner.

"Our users are adopting Mi9 Intelligence," said Richard Marano, VP of Information Technology for Orchard Supply Hardware. "The system is agile so that we can map it to our business strategy. We have immediate access to our daily plans, progress against stretch goals, insight into payroll spend, and gaps against our objectives. Having this level of insight allows us to make purposeful decisions."

"Orchard Supply Hardware is an innovative company that understands they can gain a competitive advantage by using their retail data to drive their business decisions," said Neil Moses, CEO of Mi9 Retail. "They have been a real partner to us as we've continued to develop and refine our industry leading retail analytics platform."

### About Mi9 Retail

Mi9 Retail is passionate about helping retailers create great experiences for their customers – online, in-store, and on any device. We know that great retail experiences happen when optimized inventory management intersects perfectly with well-executed customer engagement strategies to deliver higher customer loyalty, better margins, and a more engaged workforce. Our solutions for merchandise management, digital commerce, and store operations are used by leading retailers across the globe. The company is headquartered in Miami, FL, with operations in North America, Europe, and Asia. Visit [www.mi9retail.com](http://www.mi9retail.com) to learn more.