What is pro4ma?
pro4ma is on the forefront of helping retailers use big data and predictive analytics to improve the financial performance of brick and mortar retail networks. pro4ma synthesizes a diverse range of demographic, economic, and company-specific data sources into a single, scalable platform with robust modeling capabilities that retailers can use to understand and maximize network performance. Retailers can use pro4ma to identify undiscovered growth opportunities, make intelligent store-closure decisions, and optimize network operations to maximize financial performance.

Why pro4ma?
In the past 20 years, online competition has disrupted the traditional business models of brick and mortar retail stores. In response to competitive pressures, many retailers aggressively expanded their store networks to capture more sales. This strategy has mostly proven disastrous as many retailers are now saddled with too many stores and costly fixed expenses, including long-term lease obligations and sunk capital investment. With unrelenting competition from online retailers such as Amazon and others, physical retailers are still struggling to find the optimum mix of online and physical channels as well as the appropriate makeup of store networks. Traditional analytical tools have proven inadequate to solve these challenges as they are unable to capture the full-scope of demographic, economic, industry, and brand-specific factors that determine the viability of store networks.

Pro4ma solves this problem through a unique platform that synthesizes a diverse array of data points into a customizable, scalable model that helps retailers create and execute winning strategies.

How is pro4ma different?
Pro4ma is the only business analytics solution designed exclusively for retailers and the unique challenges facing the retail industry. Unlike legacy tools currently in use, pro4ma is built to combine disparate, siloed data sources into a cohesive, dynamically-populated forecasting model that continually analyzes performance at the national, regional, and store level. Pro4ma provides updated, actionable insights for executives to use to create data-driven growth or rationalization decisions that incorporate both external and internal data sources.

What can pro4ma do?
- Improve the ability of retailers to make intelligent, data-based forecasting to improve the viability of long-term growth strategies.
- Help struggling retailers identify under-performing store locations and effectively rationalize bloated networks.
- Uncover hidden growth opportunities for network expansion that would go unnoticed using traditional analytical and planning tools.
- Create detailed, customized models to granularly project performance by cohort years, store, store type, region, and other attributes with the ability to quickly change operating assumptions such as overhead costs, staffing changes, lease obligations, new capital investment and more.
- Facilitate better collaboration between finance and operations teams in making investment decisions and long-term planning.

Leadership

Liz Dunn, *CEO & Co-Founder*
Liz has over 20 years experience in the retail sector. Her career has spanned a variety of finance, strategy, and advisory roles including positions at Liz Claiborne, Gap Inc, Bear Stearns, Prudential, Thomas Wiesel, and Talmage Advisors, a consultancy she founded that advises retailers on strategy, competitive benchmarking, and financial analysis. Liz is a frequent contributor to national publications such as the New York Times, Washington Post, Wall Street Journal, Investor's Business Daily, and Bloomberg and appears regularly on CNBC, NPR, Fox Business News and other national broadcast media to provide commentary on current events and news impacting the retail sector.

In the News

CNBC, "Brands are more valuable long term: Pro4ma CEO Liz Dunn"

Investor's Business Daily, "Dear Retailer: Please Read My Mind, Or I'll Shop At Amazon"
"Customer experience has a lot of different components to it, and one is the speed of fulfillment, and Amazon added a new classification of service that didn't exist before, so now people expect as part of good customer service that they get free and fast fulfillment," said Dunn. "But there are all kinds of other things that have to do with customer service — problem resolution, etc. — that Amazon's not as good at, and that other brands are hanging their hat on in probably of a little bit of an acknowledgment that that's one place where they can shine."

Bloomberg, "Inside the Fight to Design the Perfect Sports Bra"
"You don't see a lot of disrupters because of the technical specifications and the fact that it really needs to perform more than any other garment," said Liz Dunn, "If you've ever ventured out in a bad sports bra, you never want to do that again. It's a bad situation."

CNBC, "Retail stocks have their best day of the year, but that's not saying much"
"I am pretty negative on the mall but I am not negative on all of physical retail. What Target has done well over the last year, despite negative comps and abysmal stock performance until this report, is invest in new formats, new products, new brands and customer experience"

New York Times, "Staples to Sell for $6.9 Billion, and Its New Owner Has an Uphill Battle"
"Declining traffic, escalating leases and sluggish consumer spending have made it very difficult to support the debt load that often comes with private equity acquisitions," Liz Dunn, chief executive of Pro4ma, a retail analytics software company, said in an email. "Staples' position as an industry leader provides some cover from retail's meltdown, but there remain too many stores in almost every sector of retail, and office products are hardly immune from disruptive trends"

CNBC, "Nike teams up with Amazon"

CNBC, "Department stores can turn things around – here's how, VC says"
Liz Dunn believes that will be challenging for department stores, whose "business is clearly broken… It works in terms of the survival of the company but it's not going to make for a more profitable model. It's going to be less profitable. It's going to generate lower returns. That's what we're looking at with department stores. They are going to generate a smaller return on invested capital and thinner margins. And I think that's just the reality that we have to look forward to if they're to survive."

CNBC, "Tiffany's brand is stale: Expert"

Bloomberg, "This Secretive Dealmaker Bets Wall Street Is Wrong on Retail"
"The bar is really high" for investors in retail, said Liz Dunn. The risk is "you may be sitting on a losing asset."

Fox Business, "Can the New CEO Save Macy's?"
"Even after the closures, they will still have too many stores, and the locations are too big," said Liz Dunn, "They need a more engaging store environment that turns shopping into entertainment."