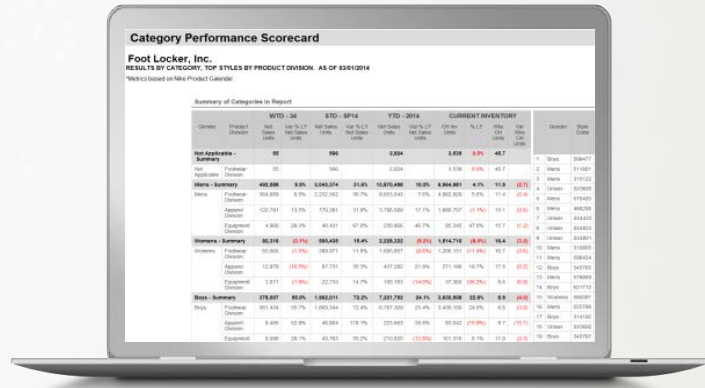




CREATING ACTIONABLE INSIGHTS THROUGH SALES ANALYTICS

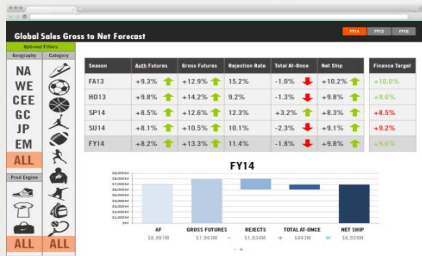


ONE SOURCE FOR SALES DATA BUILT FOR INTEGRATION ACROSS NIKE.NET

For the first time in Nike, Inc. history, our Sales, Customer Operations, and Point of Sale Information is aligned in one global database. The Measure applications deliver data directly from SAP to powerful and timely reporting dashboards. Together, this suite of tools present one version of truth that affects strategy throughout the sell-in process; the story this information tells will change the way we can do business.

THE MEASURE APPLICATION SUITE

SALES INFORMATION



For Sales Analysts & Sales Leaders**

CUSTOMER OPERATIONS INFORMATION



For Customer Service Reps

POINT OF SALE INFORMATION*



For Business Planners

MOVING FROM

- Disparate data sources, systems and reporting tools
- Reactive and inflexible reporting
- Labor-intensive data manipulation
- Missing or unavailable information

EVOLVING TOWARDS

- Consolidated information and aligned terminology
- Self-service dashboards for sales leaders and executives*
- Powerful and flexible reporting tools
- Accurate, up-to-date and on-demand information

DELIVERING TO

The MEASURE applications currently deliver powerful information through reports and dashboards. As part of Nike.net, MEASURE will be providing data to the following applications:



CONNECT



PLAN



ASSORT



ORDER

*Access to POS information is restricted. Additional security and compliance training required.

**Account rep reporting tools coming soon.

LEARN MORE

- Watch the MEASURE Video
- Review the MEASURE Training Module

COMING SOON

- Take the POS security training