

Avanade® Connected Retail

Software and Services



Deliver an Exceptional Customer Experience While Driving Profitable Business Execution

Today's retail customers expect flexible interaction channels that empower them to shop where and when they want – supported by personalized offers, high product availability and assortment, and rich product information that enhances their shopping experience. Retailers who are slow to respond to changing consumer preferences risk erosion of their brand influence and profits.

In order to drive growth while controlling costs, industry-leading retailers are connecting, transforming and optimizing their retail operations to **deepen their relationship with their customers** while optimizing systems to **improve operational efficiency**

Connect, Transform, Optimize

Whether your business is expanding, opening up new channels or replacing outdated systems, Avanade provides the retail technology, industry expertise and implementation capabilities you need to help you connect, transform, and optimize your retail management systems and processes.

Avanade Connected Retail helps you:

- Improve customer satisfaction by enabling your customers to shop across multiple channels
- Increase sales by supporting sophisticated marketing campaigns and promotions at checkout
- Improve availability by streamlining merchandise replenishment
- Reduce inventory costs by gaining a 360-degree view into inventory flow
- Enhance your brand by quickly responding to dynamic market conditions with flexible pricing and promotions



Helping Retailers Realize Results

The retail game is changing – we help you realize new opportunities for growth and profits by addressing the following industry trends:

- Connected customers
- Empowered consumers
- Intense competition
- Brand differentiation
- New market segments
- Global expansion

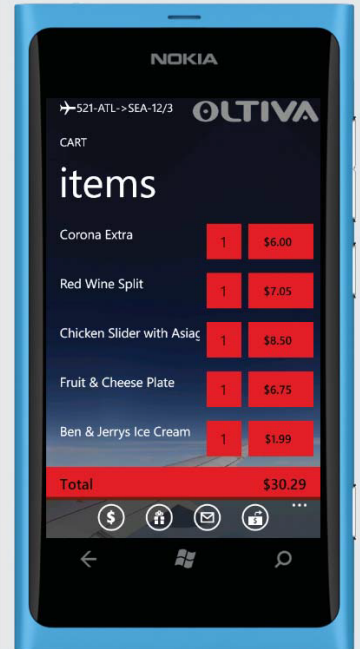
Avanade’s in-depth knowledge of retail processes and best-practices coupled with our advanced Microsoft-based retail management technology has helped retailers across the globe address industry challenges and capitalize on new market opportunities. The diversity of our experience and our solutions can help you improve multiple areas of your business from embracing mobile commerce to improving in-store operations to optimizing your supply chain.

Using mobile to deliver a superior customer experience

Avanade has helped many retailers to use new mobile capabilities to redesign how they work to deliver a superior customer experience. We are helping:

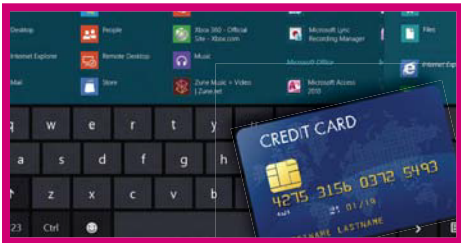
- An automotive retailer to use mobile assisted selling and product configuration capabilities to help customers find the right car
- An airline to use a new mobile point of sale to make in-air food and beverage sales more efficient
- A grocery chain to use a mobile fulfillment solution to speed the fulfillment and delivery of on-line orders

You can rely on Avanade’s distinct and proven expertise in mobile experience design and mobile solution development and integration can help you apply mobile to enhance multiple areas of your retail operations.



Connect

We can help you implement innovative cross-channel retail management capabilities that connect store, headquarters and supply chain all the way from planning and initial ordering to selling and replenishment.



Leading European Retailer

One of Europe’s largest retailers with over 9,000 stores wanted to connect its on-line and store channels to enable cross-channel ordering. Avanade deployed a retail management system that integrates on-line ordering with existing enterprise and store retail systems to enable cross-channel order scenarios including: buy on-line and pick-up in store, store-to-store transfers, drive-through pick-ups and check-and-reserve orders.

Bringing its store operations into the multi-channel world helped this retailer stay ahead of competitors.

Transform

We apply industry-leading practices that enable you to transform your retail management processes and systems, allowing your people to focus on what they do best and the organization to reach its full potential.



Global Software Company

A major worldwide provider of software and game systems wanted to transform its retail store experience with high-touch personalized service across its chain of retail stores. Avanade deployed a retail management system for its stores that helped store associates connect with customers anywhere on the sales floor through mobile point-of-sale capabilities that include payment, e-mail receipts, customer order status and scheduling of appointments with in-store engineers.

Unprecedented in-store customer service levels have proved to be a competitive advantage in a retail segment dominated by commodity products.

Optimize

We provide assets, tools and methods that help you continually optimize business processes, technology and usability in order to grow revenues, reduce costs, increase margins and maximize efficiency.



Major Optical Chain

An optical chain with 700 retail locations in 43 US states wished to optimize its financial operations by harmonizing financial processes and data for newly acquired stores. Avanade deployed a new retail ERP system to support the acquisitions and integrated financial data and process with the company’s corporate ERP system. This enabled this retail chain to keep acquisitions separate in day-to-day operations, while allowing financial data to be shared across legal entities for a complete business view.

After the new system was implemented, financial managers were able to reduce the time it took to report month-end financial results from four weeks to three days.

Get started where it makes the most sense for your business

Based on the proven Microsoft Dynamics AX for Retail platform and extensive industry research, Avanade Connected Retail delivers an industry-leading solution that supports your entire organization in five key areas.

- Connected Store
- Merchandising Management
- Multi-Function Planning
- Customer-Centered Enterprise
- Financials and Business Intelligence

A fully integrated system that gives you a comprehensive view of your organization helps you set the best strategic direction for your business, identify areas where you may be able to reduce costs and make more informed business decisions.



Avanade Connected Retail Software

Connected Store

Deliver a complete and compelling customer experience across all shopping channels.

- Store
- eCommerce
- Mobile Commerce
- Call Center

Merchandising Management

Provide comprehensive management of sourcing, purchasing, requisition and replenishment processes.

- Supply Chain
- Inventory
- Distribution & Network
- Transportation
- DC/Warehouse

Multi-Function Planning

Facilitate proactive planning for key functional areas guided by industry-leading retail practices.

- Product Lifecycle Management (PLM) and Assortment Planning for brands
- Merchandising & Financial Planning
- Space & Assortment Planning
- Marketing, Advertising & Pricing

Customer-Centered Enterprise

Integrate stores and warehouse with back office processes to optimize operations.

- Financial Management
- HRM-Talent Management
- Corporate Procurement
- Enterprise Analytics

Financials and Business Intelligence

- Optimize the use of financial and business information to make better decisions
- Integrate information from across the enterprise to achieve a complete view of your operations
- Analyze detailed information about stores, merchandise, inventory, and pricing to make the best decisions to keep you competitive

Services

Flexible Deployment and Management Services

Avanade Connected Retail services delivers highly flexible solutions that can be tailored, deployed, and managed to meet the specific business requirements and environment of your business. Our services include:

- Avanade Connected Methods and RapidResults implementation methods that provide flexible deployment approaches, retail industry best practices and process models to reduce your deployment risk and time
- Two-tier implementation approach enabling seamless integration with your existing ERP & RMS solutions to deliver new capabilities
- Deployment on-premises or in-the-cloud including hardware, software, and operations services to support your IT environment and requirements
- Application Management delivering on-going extensions and upgrades to get the maximum value from your solution
- Global delivery network with the largest delivery staff for the Microsoft Dynamics AX Platform to deliver your project

Empowering innovative retailers

Innovative technology empowers innovative retailers to deliver an exceptional customer experience while executing profitably. But deploying and integrating the right technology and implementing effective business change can divert attention from core business goals. Avanade offers a unique solution to this problem: we can help deploy the right

Microsoft Dynamics AX retail solution based on a retail best practices and drive the business change necessary to realize results. Connect your retail channels and operations end-to-end to deliver a differentiating customer experience. Transform your operations to enable new business models and locations. Optimize your systems and processes to build greater efficiency.

Avanade Connected Retail based on:



Why Avanade?



AVANADE &
ACCENTURE
are the
LARGEST
DYNAMICS
PARTNERS
in the
WORLD



GLOBAL
PRESENCE
>60 LOCATIONS
>20 COUNTRIES



CURRENTLY
OVER 700
AX CONSULTANTS
GLOBALLY



DELIVERED
OVER 150
DYNAMICS AX
IMPLEMENTATIONS



#1
WORLDWIDE
IN DYNAMICS
CERTIFICATIONS

Connect With Us Today



About Avanade

Avanade is the leading provider of innovative digital and cloud-enabling services, business solutions and design-led experiences, delivered through the power of people and the Microsoft ecosystem. Majority owned by Accenture, Avanade was founded in 2000 by Accenture LLP and Microsoft Corporation and has 29,000 professionals in 23 countries. Visit us at www.avanade.com

North America

Seattle
Phone +1 206 239 5600
America@avanade.com

South America

Sao Paulo
AvanadeBrasil@avanade.com

Africa

Pretoria
Phone +27 12 622 4400
SouthAfrica@avanade.com

Asia-Pacific

Australia
Phone +61 2 9005 5900
AsiaPac@avanade.com

Europe

London
Phone +44 (0) 20 7025 1000
Europe@avanade.com