Avanade Digital Fashion

For the Retail Fashion Industry

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Overview

Avanade Digital Fashion offers a complete and integrated digital solution and service portfolio, enabling fashion and apparel retailers to quickly respond to a constantly evolving industry and changing consumer desires.

The fashion and apparel industry lives to shift the boundaries of style and consumer trends. And now that digital technology is pushing the limits of what can be done everywhere, it's time retailers apply that same creativity to their business strategies. To compete and grow in today's fashion world, retailers need to reinvent operational processes, personalize customer propositions and experiences and empower their workforce.

Understanding Fashion and Apparel in the Digital Age

Consumers today have more tools than ever to help them find the latest look, best service, fastest delivery and hottest deals. They are the ones driving the transformation of fashion and apparel. But many retailers are struggling to keep pace, often because of shortcomings within their own business structure, relying on patchwork solutions that are inflexible, unreliable and quickly becoming out of date. Fashion and apparel is at a critical juncture—it must either find innovative ways to keep up with the changing trends or get pushed out of the market. To stay a cut above the rest, fashion businesses need to be:

Fast

Brands today increasingly face new and unexpected competition. Fast fashion is outpacing the industry because of its ability to adapt at any touch point—from concept and design to delivery—to meet customer demands for trends, price and quality. By modernizing Enterprise Resource Planning (ERP) and aligning it to a cloud and mobile-first strategy based on the strength and potential of analytics, fashion retailers can better address the specific subtleties of the industry to create a flexible and scalable operations system that provides an accurate and comprehensive order management process.

Personalized

Fashion and apparel today is more than just the creation and delivery of products aligned with industry trends. It needs to provide personalized products and interactions that meet the specifications of each local market. This requires anticipating customer expectations and equipping stores and employees with relevant, real-time information. Data analytics, including internal sources (transactions, CRM, website navigation, in-store tracking, etc.) and external factors (weather, social and media) can help you analyze the information so you can predict and respond to demand, assortments, inventory turns, pricing and other factors.
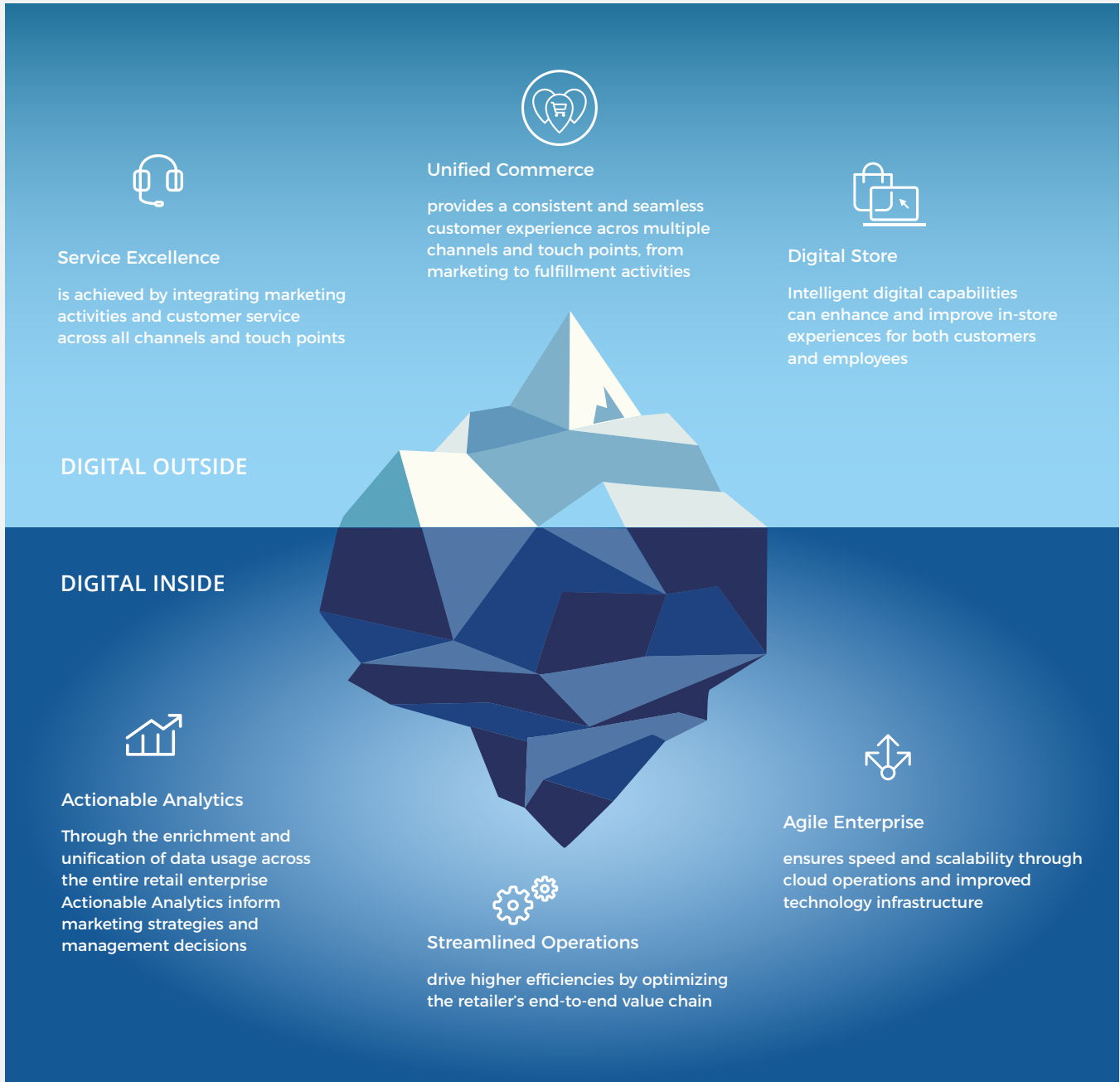
Everywhere

Even though most fashion and apparel retailers have a presence in many countries—whether it's online, wholesale, in stores or along the supply chain—no one brand has more than 3% of the global market share.[1] To stay competitive in this fragmented industry and ensure satisfaction among today's "anytime, anywhere, anyhow" customers, the right product must get to the right place at the right time. Our digital, mobile, omnichannel and analytics technology solutions provide speed and efficiency while also addressing the nuances of individual markets.

[1]Overview in Apparel and Footwear, Euromonitor International, May, 2014

Finding the Perfect Fit

We can help you connect, transform and optimize your business management systems and processes throughout the retail lifecycle while also scaling to your business needs. By using the six key pillars of our Digital Fashion solution we can support your business operations and improve customer experiences to provide frictionless commerce:

Unified Commerce

provides a consistent and seamless customer experience acros multiple channels and touch points, from marketing to fulfillment activities

Service Excellence

is achieved by integrating marketing activities and customer service across all channels and touch points

Digital Store

Intelligent digital capabilities can enhance and improve in-store experiences for both customers and employees

DIGITAL OUTSIDE

DIGITAL INSIDE

Actionable Analytics

Through the enrichment and unification of data usage across the entire retail enterprise Actionable Analytics inform marketing strategies and management decisions

Agile Enterprise

ensures speed and scalability through cloud operations and improved technology infrastructure

Streamlined Operations

drive higher efficiencies by optimizing the retailer's end-to-end value chain

The foundation for the six pillars is our commitment to innovation and tailoring our solutions to fit your vision, helping you adapt to rapidly changing customer buying behaviors and channel upheaval. We deliver higher quality fashion and apparel solutions at lower costs and risk.

By fusing Microsoft cloud technology, K3 Fashion & Apparel repeatable industry software solutions and Avanade's RapidResults methodology for accelerating business processes into the design and delivery of Microsoft Dynamics 365, we help you find the perfect fit for your enterprise needs.

Microsoft Dynamics 365 is the next generation of intelligent business applications in the cloud. It unifies Multichannel operations, CRM, Analytics and ERP capabilities by delivering new purpose-built applications that work seamlessly together. They help manage specific business functions across Sales, Customer Service, Operations, Financials, Field Service, Project Service Automation, Marketing and Customer Insights.

Along with its industry knowledge, Avanade is one of the only systems integration partners that can offer the experience, expertise and services in the complete end-to-end Microsoft stack and ecosystem for a successful transition to the new digital era.

Becoming an Industry Leader

Fashion leaders drive growth by being:

- Forward-thinking to bring on-trend products and services to customers at the right time in the right place

- First to deliver products when needed

- Omnichannel to enable customers to buy on their own terms

- Service-centric in differentiating the brand through customer service and personalized experiences

- Efficient in creating lean, cost-effective end-to-end operations.

More than a product, it's a complete solution. Avanade partners with our clients anywhere and across processes to transform your business where, when and how it is needed. Learn more at www.avanade.com/retail.

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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 30,000 professionals in 24 countries. Visit us at www.avanade.com.

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