



Avanade's Approach for Grocery Retailers

An integrated, innovative approach to the grocery shopping experience

How times have changed.

It seems like a distant past when the way to shop for groceries was to drive to the grocery store, push a shopping cart up and down the aisles until you found what you were looking for and then take your items to the checkout counter to have them rung up and bagged. Shoppers have so many more options now – not only about what they buy but how they buy it.

Likewise, store employees are expected to know how to handle and promote customer interaction at every touchpoint. What does it take to keep grocery shoppers happy and enable employees to be good at their jobs? We think our digital technology and expertise offers some answers.

Using advanced analytics capabilities and artificial intelligence can help grocery retailers become a more [Intelligent Enterprise](#), revolutionizing its sales and marketing strategies by better understanding customer's preferences. It also provides criteria for food retail chains to shape inventories, from defining the best (local) store assortment, eliminating food waste and keeping track of products all the way from the suppliers and farms to the stores. What's required is a combination of the right talent, tools and experience to create fit for purpose business technology solutions that empower employees and customers and activates innovation with a purpose.

Avanade's Digital for Grocery Approach provides the digital strategy, innovation, best practices and retail management capabilities to help you create the positive experiences your customers and employees will remember and appreciate. Teaming up with Microsoft's productivity platforms allows us to deliver the technology and innovation your customers and employees expect and need at the scale and speed that set you up for current and future growth.

What we can help you achieve:

- Integrated experience for customers across channels
- Empowered store employees
- Streamlined supply chain and operations
- Customer service excellence across all touch points
- Actionable analytics, including automation intelligence
- Agile and digitally-enabled IT, based on OTC (of-the cloud) already-available solutions

“The future of supermarkets looks likely to be an experiential retail space – an immersive hub where shopping is only one of the activities on offer.” Waitrose Food and Drink Report, 2017-2018

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Customer Examples



Produce at your fingertips

This grocer was using paper-based processes for ordering produce. We built a web application that is cross-browser, cross-platform for order management. Avanade architected, designed, developed and deployed the application, resulting in a single location to view current available stock, in store promotions and incoming deliveries.



Combine online and offline capabilities to succeed

The grocer's custom-made ERP solution was obsolete. They needed something that would allow them to grow and expand as well as add value to their customers' experiences. They wanted to extend coverage and grow their delivery, click and collect and e-commerce businesses. We provided a full range of online and offline services and products, including web to store and store to store deliveries, drive through collection services, and check and reserve ordering.



Redesign changes grocer's workplace environment and culture

Avanade created a roadmap, business case and detailed designs for this beverage and food retailer's digital workplace program. We worked with them on change enablement and an adoption approach to a people and culture-driven digital workplace.

Read how Avanade, Microsoft, Accenture and Intel worked with Coop Italia on the [Supermarket of the Future](#) or watch the [video](#)

Learn more at www.avanade.com/retail

In all these cases, and thanks to the power of technology, Avanade was able to help grocery retailers find ways to provide an improved experience for customers and employees, bringing them the best and freshest food, even faster.

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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