

Welcome to the Age of Digital Connected Retail

Digital and Industry Disruption
Require a New Look at Customers.
Workplace. Operations. IT.

Avanade's retail practice can turn
innovation into results.

Here's what
we mean
by Digital
Connected
Retail »

Here's how
we've helped
retailers use
digital »

Here's
more about
Avanade and
our retail
practice »

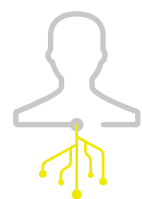


Here's what we mean by Digital Connected Retail »



Avanade Digital Connected Retail

Retailers are in a digital race that will only accelerate as shoppers continue to seek more value, greater convenience and enhanced experiences across all channels. While retailers have clearly started to adapt to the evolving needs of their customers, there is much more to be done. The challenge remains in investing in building the essential digital elements needed to seamlessly connect with customers anytime, anywhere while staying focused on driving profits. Avanade Digital Connected Retail helps retailers improve their ability to execute in the digital world by redefining their business capabilities and models in these business and IT areas:



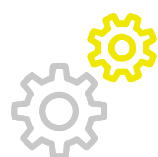
Your Customers

Retailers need to continue to achieve the connected, integrated and personalized shopping experience that consumers seek. Avanade helps you use digital technology to captivate customers, re-imagining how they shop by creating the seamless and personalized shopping experiences across channels and interactions.



Your Workplace

Shoppers want better support from store associates and retailers need their employees to deliver the performance that improves profitability. We help you build a digital workplace environment where employees are more informed, responsive, effective and efficient.



Your Operations

Success in the digital age is dependent on a retailer's ability to support a customer-centric shopping experience across the retailer's entire operation. We help you integrate and streamline core operations, including finance, supply chain and inventory management, to deliver the customer-centricity promise while enabling the efficiency needed for greater profitability.



Your Information Technology

With unprecedented levels of technology disruption and increasing expectations from digitally savvy users, traditional IT approaches may soon be obsolete. Our technology strategy, transformation, and cloud services can help you embrace the digital world with new IT approaches to maximize efficiency, increase agility, and create the freedom to innovate.

Our Retail Business Solutions

Omnichannel Experiences. Integrating online and offline channels, including point of sale, eCommerce, digital marketing, and emerging channels, such as IoT, to deliver seamless shopping and new business models.

Streamlined Operations. Modern retail management platform, including planning, finance and supply chain management, enabling customer-centric retailing while lowering the cost of operations.

Digitalized Store and Employee Experiences. Digital customer (digital displays, augmented reality) and employee capabilities (assisted selling, employee portals) to reinvent the store shopping experience.

Customer Service Excellence. Seamless and efficient post-sales service through a single view of the customer and differentiating service capabilities including advanced contact center, social CRM and click-to-chat.

Actionable Analytics. Operations and marketing analytics strategy, platform and experience to unify, enrich, unlock, and enable the use of data across the retail enterprise.

Here's how we've helped retailers use digital »



Our Experience

Just a few examples of how we are working with retailers to improve customer interactions and workplace experiences through digital and cloud:



Global hypermarket connects with a new market segment Retail management system for new store model

Helped a global hypermarket introduce a new retail store concept supported by an end-to-end retail management system with innovative capabilities such as automated store replenishment, enabling this Client to support its brand mission of being the true low cost grocery provider.



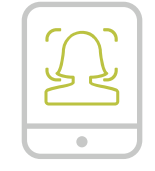
European retailer reduces product costs Digital platform for closely analyzing procurement costs

Implemented a new analytics platform in the cloud unifying product and pricing data from vendors and providing procurement specialists with improved visibility into margins across multiple product segments (such as household appliances), helping this Client to reduce product costs.



Asian retailer digitizes click and deliver Mobile solution enhances new business model

Developed for this grocery store chain, which serves over 11 million customers per week, a store fulfillment solution with optimized order picking routing, that improves the capacity, speed, and accuracy of the fulfillment and delivery of online grocery orders.



Global fashion retailer transforms customer experience New point of sale personalizes customer interactions

Deployed a new point of sale infrastructure (supported by managed services) providing a holistic customer view during any customer interaction from sales to garment fitting appointments to returns, helping the Client to deliver enhanced and differentiated customer service.

Coop Italia

Using digital to create the supermarket of the future

We worked with Coop Italia to create a new grocery store format using motion sensitive interactive digital displays to give shoppers the value-added information they need to make more informed purchase decisions.

[View the video overview »](#)



Here's more about Avanade and our retail practice »



Continuous Innovation

We help retailers embrace continuous innovation to improve their customer experience, workforce effectiveness, and market position. Our digital retail innovation program helps retailers keep current on the latest cross-industry trends and explore innovative solutions to tangible business problems.

[View our short Digital Innovation in Retail video »](#)

Retail Center of Excellence

Our Retail Center of Excellence brings together leading digital and retail experts, technology partners, transformative tools and best practices with the goal of helping our clients cost-effectively realize digital retail solutions using Microsoft technology.

Who is 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

2,700+
retail industry
professionals

250+
retail projects
worldwide

Microsoft Alliance
Partner of the Year
9 years in a row

50% of top retailers worldwide have worked with Avanade to implement Microsoft retail solutions

