



BROCHURE

Intelligent Digital Blueprint for Retail

The Future of Retail Is All About Understanding the Real Needs of Consumers and Being Able to Learn from and Respond to Every Interaction In Context Using a Combination of Intelligent Digital Technologies—Data, Analytics, Digital, Mobile, Automation and Artificial Intelligence.

THE NEXT GENERATION TRANSFORMATION STRATEGY IS 'INTELLIGENT DIGITAL'

New business models and technological advances continue to disrupt all sectors of the retail market and innovating to stay ahead of the competition is becoming even more critical to the transformation agenda of retail executives.

Consumers are connected 24/7, and information is easily accessible from any location across multiple devices and openly shared in digital communities. There's growing awareness around the value of personal data for retailers, brands and marketers, making transparency and trust even more important. From Baby Boomers to Generation Z, consumers are tech savvy and actively engaging with these new and emerging technologies. Altogether, this is driving up consumer expectations on an ever-increasing scale.

Transitioning to the next generation of commerce can be costly and time-consuming. To outpace competitors, forward-thinking retailers need to understand the state of their current enterprise technology stack and prioritize where to invest scarce resources.

ANALYST VIEWS AND PREDICTIONS¹

**Digital touchpoints
influenced 50.3% of total
retail sales in 2017**

**Intelligent agents will
directly influence 10% of
purchase decisions**

**30% of companies will see
further declines in customer
experience quality and lose a
% point of growth**

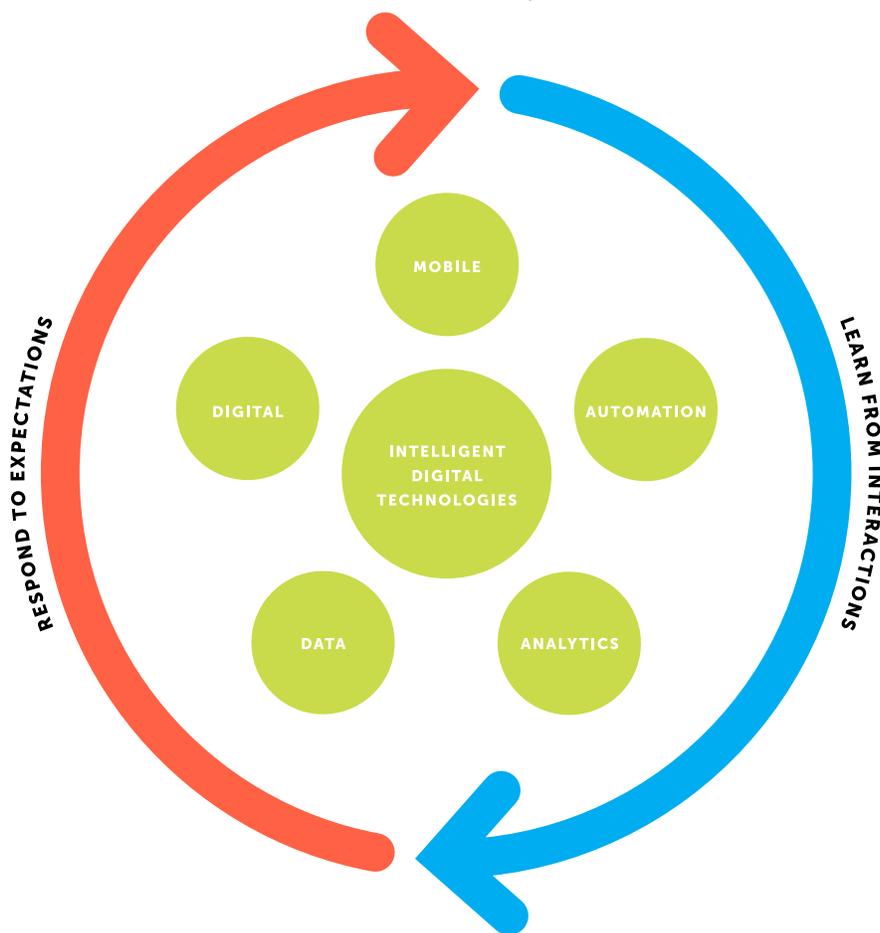
¹ <https://www.forrester.com/report/Predictions+2018+Customer+Obsessed+DataDriven+Retailers+Thrive/-/E-RES140035>



EPAM'S INTELLIGENT DIGITAL BLUEPRINT FOR RETAIL BRINGS TOGETHER THE SUITE OF FRONT AND BACK OFFICE CAPABILITIES, WHICH ARE ENABLED BY INTELLIGENT DIGITAL TECHNOLOGIES

The Intelligent Digital Blueprint provides an end-to-end framework for retail capabilities across all sales channels, digital as well as physical, to create a seamless experience for customers while also optimizing business operations. This Blueprint helps retailers systematically review current investment portfolios, address market challenges and understand where to prioritize future technology investments to increase ROI.

Retail Consumer Experience



WHETHER ONLINE OR BRICK-AND-MORTAR, GROW IT WITH INTELLIGENT DIGITAL TECHNOLOGIES

Retailers must provide frictionless commerce where consumers' transactions seamlessly cross physical and digital sales channels. Investing in the right combination of Intelligent Digital technologies will help retailers create unique offerings and experiences, as well as respond to ongoing market disruptions and the challenges of ever-increasing consumer expectations by:

- Building strategies that will deepen consumer engagement through analytics and insights
- Demonstrating customer intimacy through in context personalization and with location-based interactions
- Optimizing back office operations to deliver operational excellence in all consumer interactions
- Automating administrative or repetitive operations to re-deploy employee attention to more value-added activities
- Re-imagining the in-store experience using immersive AR and VR technologies to re-invent the role of brick and mortar

Client Stories

HARNESSING THE RIGHT MIX OF TECHNOLOGIES TO BUILD MARKET DIFFERENTIATING EXPERIENCES

- **HOLISTIC DIGITIZATION PROGRAM**—a full eCommerce site re-design and personalization strategy using predictive modelling to accelerate CX journeys based on location, online activity, offline activity and third-party data sources
 - Results—site conversion rate increase of more than 20% in less than six months
- **AUTOMATED IMAGE RECOGNITION OF IN-STORE SHELF** – a mobile solution to speed up and automate planogram compliance and provide product visibility across the stores estate
 - Results—more than 6,000 images successfully recognized, ensuring planogram compliance using a set of defined criteria (placement of products, share of shelf, share of SKU, share of display, share of features, out of stocks)
- **SETTING THE DIGITAL STRATEGY DIRECTION FOR AR/VR**—advisory business consulting on defining the opportunities for emerging technologies of augmented reality and virtual reality to support business vision and market strategy for this vertically integrated global sportswear brand
- **IMMERSIVE DIGITAL IN-STORE CUSTOMER EXPERIENCE (CX)**—a next-gen virtual shopping wall, delivering the right message at the right time, enabled a global sportswear brand to engage in-store customers without physical space and stock limitations, ultimately driving an increase of immediate sales

LEARN MORE ABOUT HOW EPAM CAN HELP IMPLEMENT HIGHLY EFFECTIVE, END-TO-END SOLUTIONS ENABLING YOUR BUSINESS TO DELIVER INNOVATIVE SHOPPING EXPERIENCES.

Contact us at enquiries@epam.com

