

A modern office interior with large windows and three people sitting on lounge chairs. The scene is bright and airy, with a high ceiling and large columns. The people are engaged in a conversation, and the overall atmosphere is professional and collaborative.

Revolutionary Retail - Executive Summary

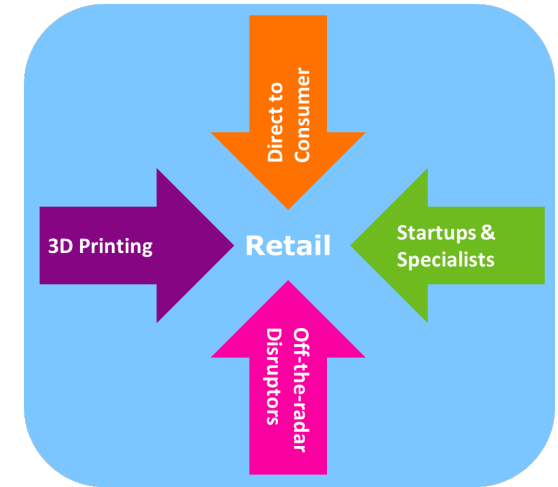
a customer first meets digital first approach

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Retail is in the throes of a digital transformation war

Conventional approaches are under assault on all sides:

- Manufacturers are increasing the use of direct-to-consumer channels
- Startups and Specialists offer disruption but not necessarily innovation
- Expanding retail boundaries encroach on related industries breeding disruption from previously unrecognized competitors
- 3D Printing threatens the very concept of the supply chain



Retailers are struggling to evolve and need to adopt a revolutionary approach

Retail is a relationship business, however business processes and IT systems have not kept pace as the buyer/seller relationship has evolved:

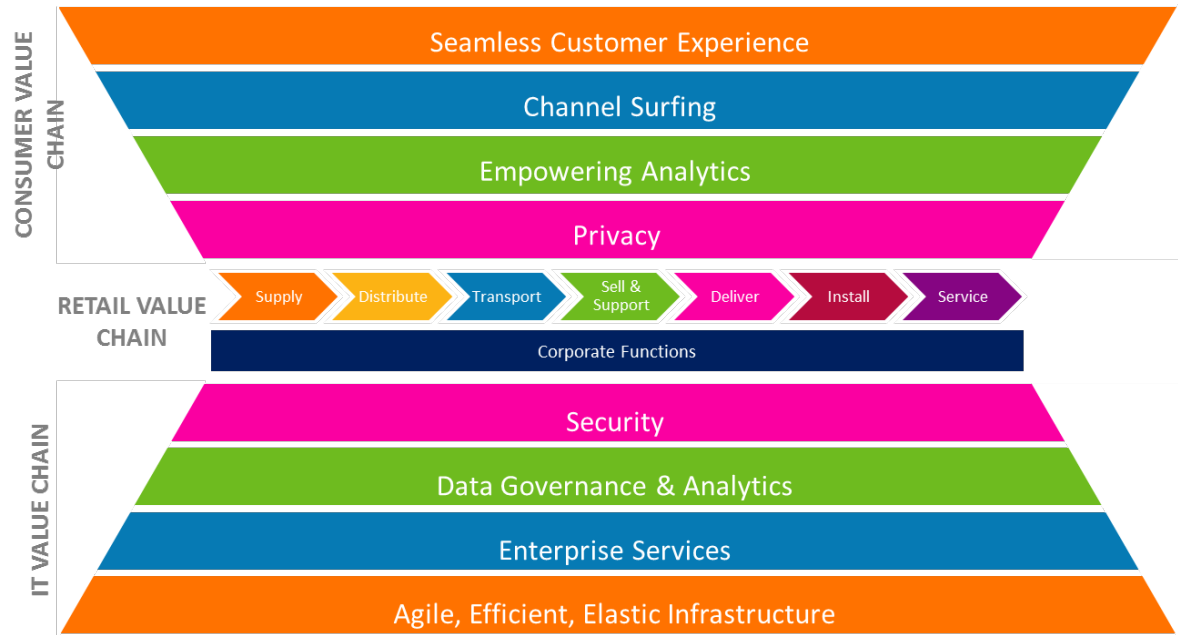
- Nearly three quarters of consumers surveyed commented valuing their time is the best way to deliver good service*
- Consumers leverage mobile technology to squeeze more into their day
- Consumers leverage information services to research products prior to purchase including how much to pay and where to buy
- When consumers encounter a customer experiences that exceeds their expectations, it becomes their expectation from that point forward

* "Communication Channel Preferences For Customer Service Are Rapidly Changing. Do You Know What Your Customers Need?", Forrester Research, Inc. March 2013



Revolutionary Retail is a framework for synchronizing a customer first and digital first approach

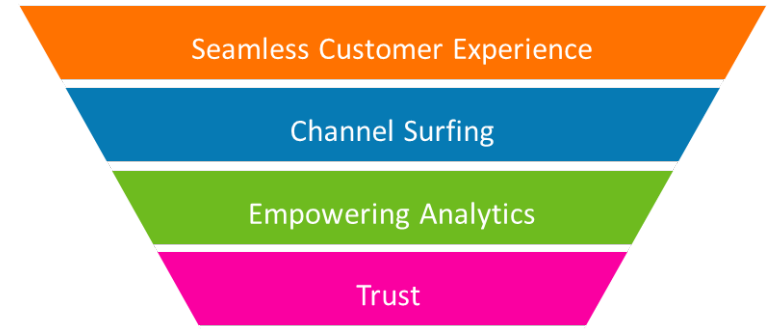
- Consumers need a simple, seamless way to get what they need, when they need it
- Retailers need to restructure how they use data across the business to deliver on the consumer expectation
- IT needs to adopt a solution provider approach to broker data effectively across the enterprise



It starts with empowerment by helping customers make better decisions than possible on their own

The Consumer Value Chain empowers consumers with relevant information

- **Seamless Customer Experience** - lines of demarcation between a brand and its customer experience will dissolve
- **Channel Surfing** - channels will evolve to support multiple interaction modes enabling consumers to be as engaged or disengaged as desired
- **Empowering Analytics** - Analytics will guide a buyer to the best decision for them in an engaging, intuitive way, and speed matters
- **Privacy** - As businesses expand the use of digital and mobile solutions the risk profile expands in lockstep



Everything we do must be centered on generating a positive experience for the customer

- **Channel Surfing:** enabling Consumers to move seamlessly between channels during a single interaction on any device, at any time, anywhere
- **Customer Facing Analytics:** Consumers seek engaging, intuitive, fast solutions which bring greater value to their lives
- **Trusted:** trust between the buyer and seller is the new table stake requiring data to be kept private empowered by proactive support



Revolutionary Retail breathes data as its oxygen, requiring a constant supply across the business

The Retail Value Chain empowers data-driven collaboration



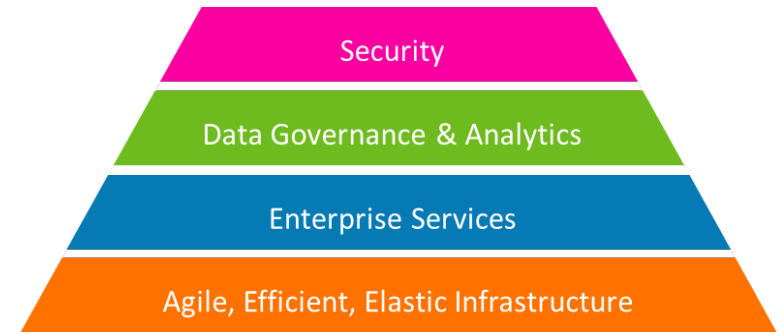
- **Supply, Distribute & Transport** - getting the right product to the right place at the right time while enabling changes at any step in the process
- **Sell & Support** - enabling customers to navigate at will across channels without barriers or gaps
- **Deliver, Install & Service** – dramatic change over the next five years influenced by mass produced customizable products, digital tools to access and apply knowledge, and the advent of 3D printing
- **Corporate Functions** - data analytic skill needs will grow rapidly, impacting every domain within an enterprise from legal and accounting to facilities management and fleet operations



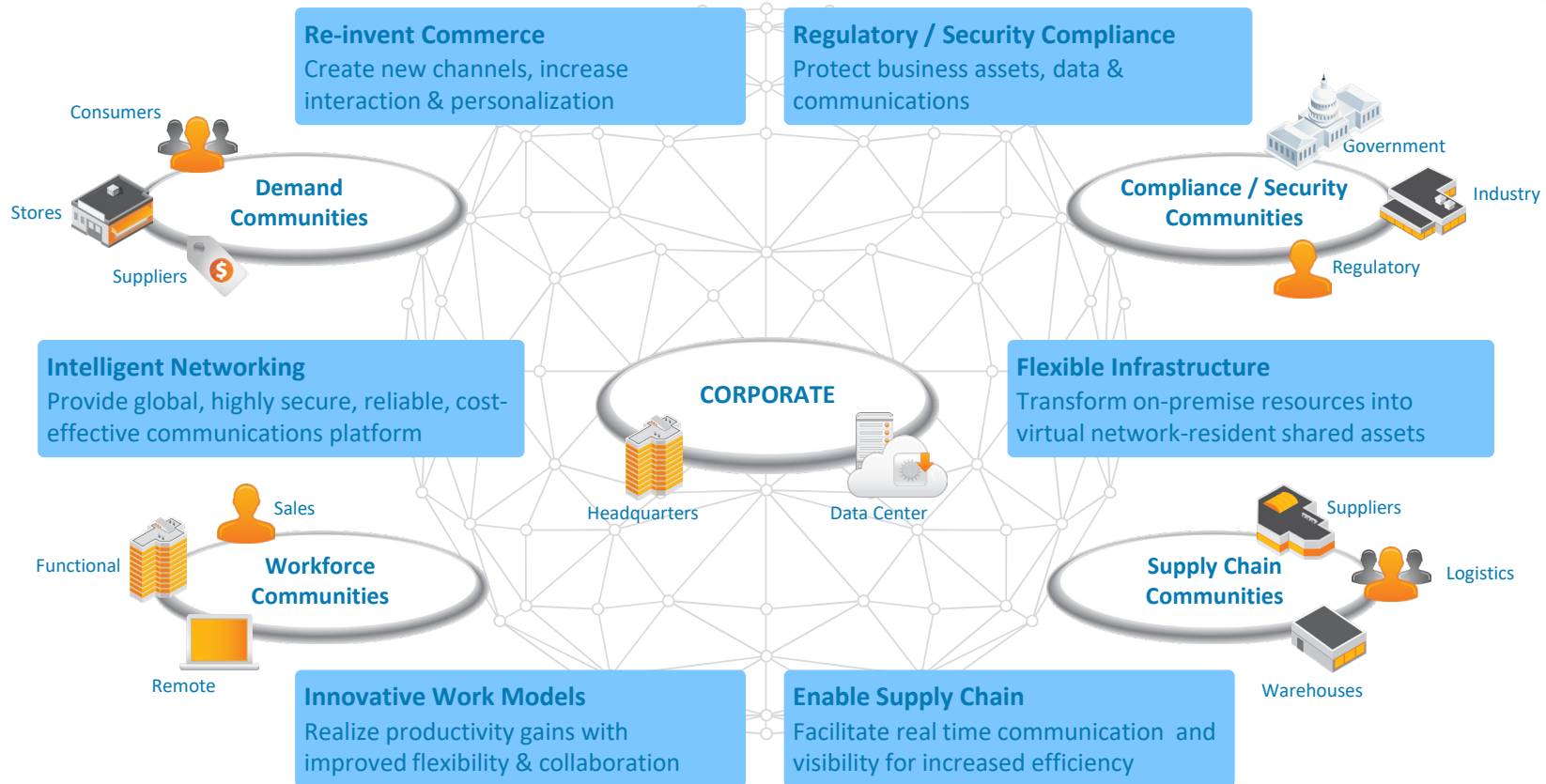
Delivering it requires IT to shift its focus to solution delivery organized around data

The IT Value Chain empowers data production and consumption

- **Security:** ensuring policies are enforced regardless of data location or use
- **Data Governance & Analytics:** As the currency of the enterprise, the quality of data and its availability are paramount to enabling analytics
- **Enterprise Services:** every process is a service accessible orchestrated into applications so they're available from any channel
- **Agile, Efficient, Elastic Infrastructure:** bringing server virtualization, software services, and software defined networking together to deliver resources where needed, when needed



Connecting data producers and consumers is the key to success in Revolutionary Retail



Rethink Possible

