

# Data Driven Decisions for Retail

## Business intelligence that empowers today's retail imperatives.

Mobility, social media, innovations like location-based tracking and the emergence of the Internet of Things have provided unprecedented opportunities to engage with customers in new and compelling ways. In no industry is this more relevant than Retail, Consumer Packaged Goods and Distribution. Sogeti's Microsoft, Digital Transformation and Retail solutions empower retailers to thrive by providing platforms for customer engagement, business insight, and omni-channel engagement - platforms required to provide the immediate, relevant and contextual experiences required by today's increasingly demanding consumer.

Analytics modules embedded in separate commerce, CRM and order management systems provide contextual views of customers, fragmented further by Marketing functions organized by channel and by geography. By leveraging Microsoft Power BI and Sogeti's digital retail solutions, organizations can identify customer behavioral patterns across all channels of engagement and provide predictive guidance for "the next touch", providing the personalization and relevance needed to capture buyers' attention in today's increasingly crowded – and noisy – digital marketplace. Let Unleash Enterprise Innovation<sup>3</sup> transform the way you access and analyze your customer data and power personalized experiences for your



*HP, Microsoft®, and Sogeti working together make it very easy with just one point of contact for all hardware and software questions, combined with full lifecycle services from planning and implementation to high level data science services and ongoing management services if needed.*

## Unleash Enterprise Innovation<sup>3</sup>: The Alliance Approach to Retail BI & Analytics

Sogeti's implementation, Microsoft's best-in-class BI tools and the HP ConvergedSystem 300 for Microsoft Analytics Platform are what makes Data Driven Decision for Retail a reality. Microsoft's Analytics Platform System (APS) along with Power BI for Office 365 allows you to easily deploy a cloud-based BI environment where people can share insights, collaborate and access reports, from anywhere—phones, tablets or PCs and all through the familiar user interface of Excel. APS offers scalability for data growth and the ability to include unstructured data into the mix such as blogs, social media and other useful public online data sources. APS has been optimized to run on the HP ConvergedSystem 300 for Microsoft Analytics Platform, ensuring cost-effective reliability.



Sogeti incorporates best practices and methodologies to manage the entire process from beginning to end including expert consulting, analysis, Proof of Concept services, deployment planning, full implementation and testing.

**Solution Acceleration:** Unlocking new insights with improved data discovery for Retail, Consumer Packaged Goods, Distribution and Transportation Companies

### The Challenge

Today's physical and digital marketplaces are more crowded and noisy than ever, and consumers are increasingly demanding and shoppers increasingly saavy. They expect relevant, personalized, contextual engagement. Data is fragmented, and relevant data sources today come from outside the enterprise in addition to from within. The need to consume, aggregate and analyze massive amounts of both structured and unstructured data from a plethora of sources is real and required to capture the attention of today's buyers.

### The Solution

Sogeti delivery of the solution via the Microsoft Analytics Platform System (APS) and the HP ConvergedSystem 300 for Microsoft Analytics Platform enables mobile employees to work with data on their tablets and other mobile devices using O365 and Power BI.

### Benefits

- Improved real-time insight into structured and unstructured data from diverse sources, including business systems, POS systems, web logs, social media, in-store systems and devices
- Empowered store employees and sales leaders to perform analytics to improve in-store services and customer shopping experiences
- Reduced reporting load time from days to minutes, and query time from hours to seconds
- Cuts storage costs by compressing data more than 95 percent
- Provides improved service-levels to



### A Powerful Solution with a Familiar User Interface

The Unleash Enterprise Innovation<sup>3</sup> solution helps to optimize your organization's investment in Microsoft technologies. Your staff is already accustomed to working with the Microsoft Office Suite including Excel. Office 365 with Power BI allows you the opportunity to quickly apply the use of that familiar Excel interface to discover, visualize and analyze data and unlock insights like never before without the time consuming learning curve that potentially comes with training your staff to use complicated new tools and interfaces. Additional benefits provided through this interface include:

- The easy ability to access reports on Mobile devices through the Power BI mobile app
- Surfacing data in real-time on Windows 8 devices through live tiles so important information is always immediately visible ensuring you don't miss critical notifications or new trends and allowing you to easily drill further into data as needed
- Creating and sharing workbooks and queries using Power Query in Excel
- Search both public and corporate data as well as merge data from multiple sources
- A Q&A feature allowing users to type questions they have of the data in natural language.

For more information please visit [www.us.sogeti.com/](http://www.us.sogeti.com/)

