



Digital maturity delivers
**greater
business value**

An American big-box store needed a transformation to deliver superior customer experiences and modernize its systems for the future

Industry:

Retail

Location:

North America

Technology and services:

- SAFe Agile methodology
- SAP S/4HANA
- Adobe Marketing Cloud and SAP Hybris



Business need:

- The company needed to mature its operations and increase its digital capabilities to deliver more engaging and seamless customer experiences and strengthen and personalize the relationships built over many decades, and it needed to do this while reducing costs by improving the efficiency of grocery operations and facilities and boosting the productivity of store, IT, and distribution-center team members.
- Its financial systems needed an upgrade due to speed-to-market struggles required to manage expanding business capacities.



Solution:



- Capgemini designed and executed a digital-transformation vision with a rationalized strategy to modernize the client's capabilities, improve operational performance, and enable the company to drive richer customer experiences.
- Leveraged the SAFe Agile methodology to establish a scaled agile framework for fast and predictable executions and insights-driven personalization
- Built an actionable roadmap with a business case for advanced digital marketing, omnichannel commerce, and enterprise customer personalization
- Implemented Adobe Marketing Cloud and SAP Hybris for a superior approach to commerce, and SAP S/4HANA for financial functions including general ledger, accounts payable, and accounts receivable

Results:

- Capgemini advanced the company's digital maturity for improved IT performance and enhanced its customer experience through higher engagement and personalization, driving greater business value.
- Established a new enterprise resource planning platform as part of a technology roadmap to better support financial and indirect procurement functions
- Streamlined business processes and technologies delivered to over 6,000 end users across 250 locations
- Created a personalized experience built around customer engagement and seamless shopping that also dynamically improved team-member efficiency and performance and reduced IT costs. For example, the transformation included delivery and curbside pick-up enablement as well as integration of third parties, such as Instacart and Shipt.



About Capgemini

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