



Transformative solutions for grocers

Anticipate change, deliver convenience
and value, and inspire loyalty



Grocers are facing rapid change



Powerful disruptors are setting new standards for product assortment, convenience, value, and personalized experience.



Changing customer preferences for fresh foods, locally sourced options, and product traceability are challenging traditional supply chains.



New entrants and business models, such as online grocery ordering and subscription programs, require grocers to respond with new services and channels.

Forward-leaning grocers are looking to digitization for new capabilities and new competitive advantage. But you need to do more than just deploy new technology. To compete and win, you need to transform your strategy, your operations, your workforce, your business models, and your entire go-to-market mindset.



A new value proposition for grocers

For grocers, competitive advantage will look different tomorrow than it did yesterday.

Grocers must achieve lasting human connections with consumers. They must leverage technology to offer products and services that meet today's customers' needs for convenience and value, to become an integral part of shoppers' lives.

Without question, digitization is a critical first step. But new technology is only part of the answer. Going forward, industry leaders will need to embrace transformative technology that places digitization at the core of all their operations.

With Capgemini's help, grocery leaders are achieving a more personal—and personalized—view of their relationship with shoppers. In the process, we are working together to:

Lay foundations for growth.

Anytime, anywhere product and service information meets changing customer expectations. Expanding convenience services like fast grocery pickup options and home delivery make shopping experiences more convenient and enjoyable. Reducing food waste and increasing energy efficiency of stores helps reduce operational costs that can be reinvested into improving the shopper experience.

Take the pulse of what's next.

Fun and engaging in-store third-place experiences like mini restaurants, movie nights and live entertainment make shopping feel more like an event than a chore. Offering greater transparency about product ingredients and sources inspires trust and loyalty.

Create competitive advantage.

Offering services from specialized store associates like butchers, bakers, fishmongers, dieticians, and pharmacists provide additional convenience and value for shoppers.

Creating value for sector leaders

Cappgemini provides a range of services to help grocers plan for tomorrow based on the realities of today.



Cappgemini market recognition



Readers' Choice Award
 - Consumer Goods Technology: Best in Class for Consulting and Outsourcing / IT Integration



Leader - Gartner's Magic Quadrant for CRM and Customer Experience Implementation Services, Worldwide



Major Player - IDC MarketScape on Cloud Professional Services Vendor Assessment, Worldwide



Leader - Nelson Hall in both Big Data and Analytics Services, and IoT Services



Transformative results for grocers

Digital transformation is not merely a concept. Leading grocers are already taking bold steps to succeed in the new competitive landscape.

Platform overhaul for a supercenter pioneer

This \$20 billion U.S. retail giant stocks 120,000 grocery and general-merchandise items. Its 70,000 team members serve customers through 225 superstores, 175 gas stations, and six distribution centers.

Client challenges

Recent rapid growth and projected new expansion meant that aging financial systems could no longer meet business requirements. The company needed new core solutions with enhanced capabilities, performance, and scalability.

The Capgemini solution

Capgemini implemented SAP S/4HANA and SAP Ariba® solutions to transform the grocer's finance and procurement processes. We also developed a strategic technology road map to guide the company through future business and technology growth.



Business modernization for an online grocer

This online grocer delivers groceries and meal kits to residences and offices. Its new mobile-first food business connects consumers to the freshest, tastiest finds in food, drinks, and lifestyle essentials, all delivered within an hour.

Client challenges

The existing ecommerce platform evolved over the course of two decades, resulting in an obsolete and overly complex computing infrastructure that made it difficult to keep pace with technology developments, business needs, and evolving customer requirements. Interdependencies among several applications amplified the issues.

The Capgemini solution

The grocer turned to Capgemini to modernize and standardize its technology infrastructure. Core ecommerce functions were reimagined into a more modular and service-oriented approach. This streamlined, standardized infrastructure has enabled this grocer to better serve its customers, confident that its technology infrastructure will continue to meet the needs of the business into the future.



Customer engagement for a regional powerhouse

This employee-owned grocer has more than 7,000 employee-owners and operates 121 stores located in the Southern US.

Client challenges

Faced with changing shopper preferences for convenience and personalized services, this grocer recognized the need to upgrade its ecommerce and CRM systems to meet customer demand for online ordering and personalized loyalty-based services. The current technology infrastructure was also unable to meet basic operational requirements like detailed views into inventory levels and custom stock delivery requirements.

The Caggemini solution

Caggemini implemented a perpetual inventory system to enable near real-time reporting of stock levels. It also implemented ecommerce functionality which, together with a new Customer Loyalty program, helps this grocer meet today's customers' needs for convenience and value, becoming a more integral part of shoppers' lives.



About Capgemini

A global leader in consulting, technology services and digital transformation, Capgemini is at the forefront of innovation to address the entire breadth of clients' opportunities in the evolving world of cloud, digital and platforms. Building on its strong 50-year heritage and deep industry-specific expertise, Capgemini enables organizations to realize their business ambitions through an array of services from strategy to operations. Capgemini is driven by the conviction that the business value of technology comes from and through people. It is a multicultural company of 200,000 team members in over 40 countries. The Group reported 2017 global revenues of EUR 12.8 billion (about \$14.4 billion USD at 2017 average rate).

Learn more about us at

www.capgemini.com

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People matter, results count.

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