



Developing a digital transformation roadmap for retailers

An integrated shopping experience for the digital age and beyond, connecting the customer, employee, product and physical store to unlock the true value of the retail store

Technology is transforming the retail sector and with it the expectations of consumers. While retailers have developed point solutions for some of today's specific business challenges, the next step is to fully integrate all of these solutions across a retail environment that delivers and continues to enhance an exceptional and seamless customer shopping experience.

The Capgemini Smart Digital Store platform connects the customer, employee, product and physical store, allowing data to be extracted and analyzed across all available information sources to generate operational efficiencies and valuable insights. What does this add to the retail experience? Empowerment and customer satisfaction. Customers receive personalized, contextually relevant offers and can shop the way they want – whether that's in-store, online or via mobile. Employees are more knowledgeable about products, adapting their recommendations and services offered to the needs of each customer. Supply chains are more responsive, adapting to marketplace trends, and stores themselves are more efficient in their operations.

From the store floor to the C-Suite, find out more about how The Smart Digital Store creates value for businesses.

People matter, results count.

For more details about getting started with The Smart Digital Store, please contact:

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Wall-to-wall interactivity

A broad cross-section of retailers are harnessing the 'Virtual Wall' to boost sales, extend the product range available to customers beyond inventory in-store, and reduce the need to hold and stock full product inventory in retail store locations. Comprised of a series of large format interactive high-definition video display columns, the Virtual Wall connects to the store's inventory management system, delivering product details directly to the user on-demand. When launching its first city-center store, French consumer electronics retailer Boulanger needed a way to offer customers and employees access to a large product portfolio despite limited space on the shop floor. The solution included five Virtual Walls, 24 kiosks and integrated tablets for 40 salespeople (all powered by Intel® technology).

All three components (virtual wall, tablet, kiosks) are integrated using software developed specifically by Capgemini, enabling seamless sharing of data across Boulanger's digital offerings. By linking the solution with its back-end systems and online presence, Boulanger has built a foundation for a growing number of use cases in-store, and the use of business-wide big data analytics to enhance operations, better understand customer behavior trends, and create an omni-channel customer experience.

Signage for the digital age

With 10,000 employees and stores in the Netherlands, Belgium, Luxembourg, France and Germany, an international retail company was looking to best leverage the digital signage it had introduced across its stores. Capgemini integrated the Intel® Audience Impression Metrics Suite (Intel® AIM Suite) into the retailer's existing signs to analyze digital signage viewers by such variables as gender and age while also measuring how long a customer views a piece of content. This interactive software with targeted analytics has helped the company craft tailored messaging and measure product demand levels, providing new insights to gain competitive advantage.

Keeping the customer "app-y"

A leading European specialty retailer worked with Capgemini to develop a mobile application to better engage its customers. The app showcases an extended assortment of products and targets on-the-go customers with on demand offers and discounts at its stores. The app, downloadable from the Windows store, is complemented by connected kiosks available in selected stores across France – allowing customers to access product information and buy products that may be unavailable or out of stock in-store. The app offers over 10 million product references at the customer's finger tips. In its first three weeks in the Windows store, the app was downloaded more than 10,000 times.

Never miss a beat

Capgemini's Extreme Applications for Retail, built on SAP HANA and integrated with The Smart Digital Store, enable intelligent enterprises with real-time, actionable insights. Integrated high resolution data models, analytics,

and predictive algorithms mean key business questions are answered with increased agility. Capgemini worked with a multi-country European Fashion Retailer to integrate store point of sale data with mobile devices so that business stakeholders can stay up-to-date, wherever they are. Social forecasting and location-based data are leveraged to provide valuable additional context. A retailer can use these insights in their customer engagement strategy to develop a loyal customer base and generate repeat store visits.

Living in the lap of luxury

A UK-based global retailer needed to re-build its online and digital core business to realize its ambition of becoming the world's top digitally enabled luxury goods brand. A digital transformation project, led by Capgemini, was implemented to combat brand dilution and has added real brand value with retail sales surpassing their traditionally higher wholesale revenues. Further, retail sales have continued to grow at a double-digit rate since 2010, while wholesale revenues have remained steady. The project benefits both consumer and retailer: customers enjoy personalized recommendations and the store employee can customize the store's offers, creating a richer customer experience that enhances the appeal of the physical store itself, while driving business benefits for the retailer.

The time is now

Retailers that have started their journey towards creating an interactive, immersive Smart Digital Store have seen the benefits that a data-driven, digitalized shopping experience offers. By developing a fully integrated, holistic digital business strategy that transforms the retail store environment, retailers can create a new approach to retail that's fit for the future. So, what are you waiting for?

About Capgemini

With more than 180,000 people in over 40 countries, Capgemini is a global leader in consulting, technology and outsourcing services. The Group reported 2015 global revenues of EUR 11.9 billion.

Together with its clients, Capgemini creates and delivers business, technology and digital solutions that fit their needs, enabling them to achieve innovation and competitiveness. A deeply multicultural organization, Capgemini has developed its own way of working, the Collaborative Business Experience™, and draws on Rightshore®, its worldwide delivery model.

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www.capgemini.com

For more information on The Smart Digital Store, please visit:

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