

Retail

The customer-driven cloud economy

Complex, mobile, data-driven, personalized, and fast? Sounds like a job for cloud. Delighting consumers with new products and experiences (and strengthening their loyalties) using cloud is redefining what it means to be a retailer. Sectors are blurring, barriers to entry can be frictionless, on-demand and mobile fulfillment are no longer nice-to-haves. The technology is ready and waiting. So what's the hold up? Getting to grips with broader (and often harder to solve) sector, operational, finance, human capital, and transformation dynamics that go beyond knowing what the technology can do—and helping ensure that it's planned, built, and easily managed into the future.



Our perspective

Personal. Fun. Now

Retail has always been fast paced. Today it's moving faster than ever. Your empowered, demanding, connected customers are the beating heart of everything you do. The omni-channel experience needs to be evermore personalized, relevant, enjoyable. It should reflect your own brand—and connect with the customer's personal brand. By enabling better-integrated and compelling customer experiences, cloud can nimbly facilitate new and enhanced channels and help enhance customer loyalty. Cloud is fast becoming an effective way to power the speed to market, stability, and agility needed to turn desire into fulfillment in real time.

Disruption starts with you

Oceans of data, powerful analytics, machine intelligence, and automation create opportunities to get critical insights faster. They can help you stay ahead of the competition—not just internally and with your customers, but also across your entire ecosystem of suppliers, partners, and other stakeholders (including competitors). There's value to seize and opportunities to monetize when you relentlessly transform the ways you think and do business.

Look again behind the counter

It's important to innovate in ways that drive new revenues and improve customer experience. But competitive leaps also come when you resolve complexity, streamline governance, improve efficiencies, manage scalability for capacity and volume, and ensure security, compliance, and control. Cloud can deliver all of this—but it also means abandoning some long-held systems architecture design principles. To plan, execute, and manage that change, it's important to work with a partner who can think beyond the technology and look deep into every aspect of your business to help ensure your road map gets you where you need to go.



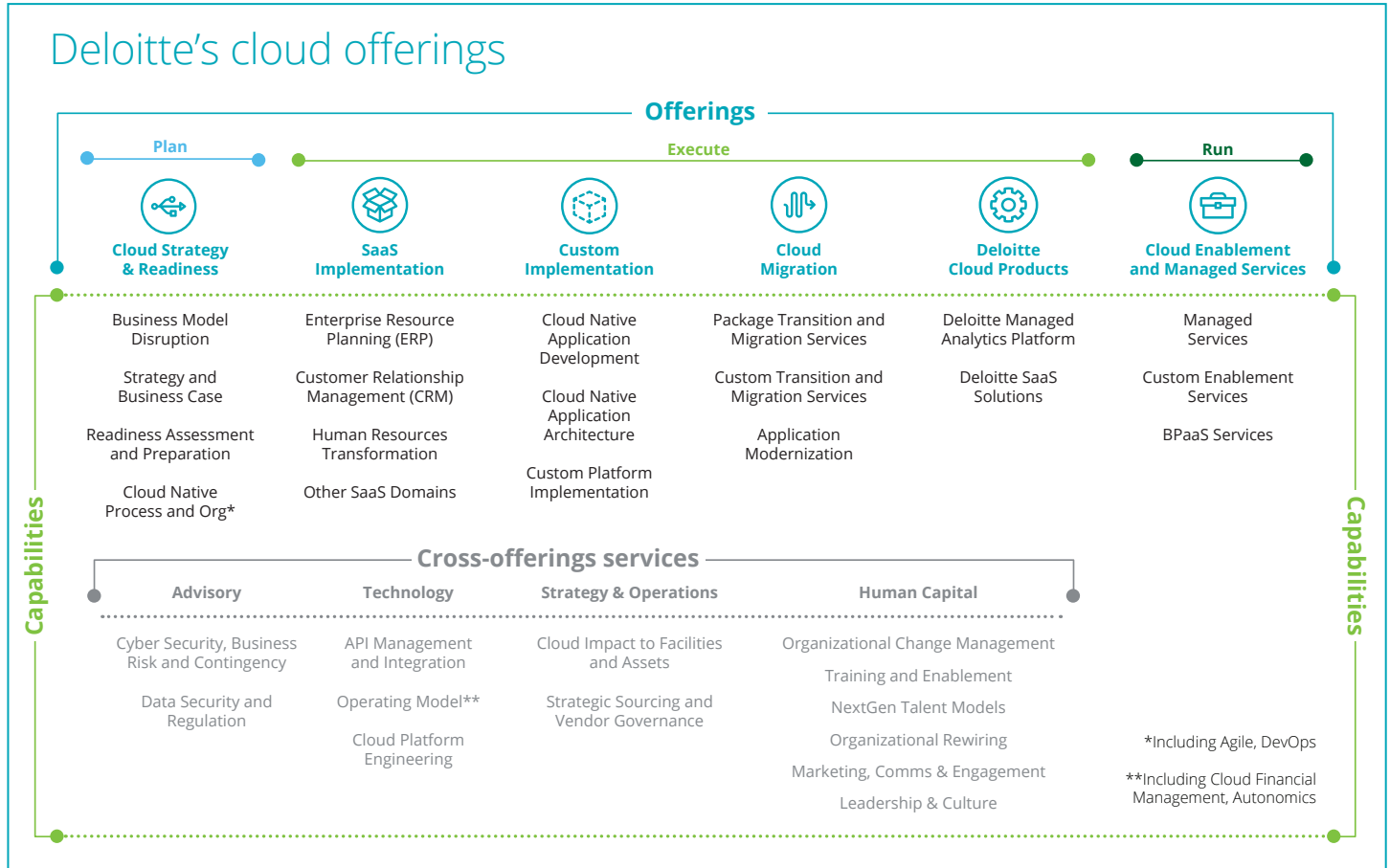
Unveiling what's next

As retailers realize the benefits of their initial cloud explorations, cloud will likely become mainstream. Machine intelligence may begin automating not only routine transactions but also an increasing number of customer engagement moments of truth. It will likely happen faster than many of us expect. The technology's ready and waiting. The challenge is mapping out a successful journey to get from where you are to where you want to be, and accommodating realities and transformational imperatives that go beyond the technology itself.

Every enterprise should map out how to blend business strategy with technology opportunity: innovate, or face inevitable disruption. What's the reward on the horizon for those who succeed? Moving to the cloud securely and compliantly can increase your speed to market, and your control of scalability and costs. And, the more you can reduce time spent on configuring and increase time spent on innovative new releases and enhanced customer experience.

Advance your business, exponentially

Disrupt. Transform. Repeat. That's the new normal. Done right, cloud not only drives that reality—it can turn it into your advantage. Deloitte's end-to-end capabilities and deep understanding of you—your business, industry, and dynamics—help to amplify the transformative value of cloud, beyond cost-cutting. You can become agile and disrupting. You're not just using cloud. It's helping to advance your business in ways you never imagined.



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