

Retailers Optimize the Enterprise in the Cloud with Deloitte and Snowflake



Retailers are facing a fast-changing marketplace as consumer trends upend traditional approaches to sales, promotion, supply chain operations, and more. Whereas once the customer experience with a retailer was a straightforward visit to a brick and mortar store, today, the shopping experience follows the consumer across physical and digital channels. With the digitization of the shopping experience, there has been an explosion in data that can reveal consumer behaviors and trends, multiple layers of supply chain tiers and emerging constraints, and the impact personalized marketing and promotion can have on sales and customer satisfaction. With this data, executives are searching for smarter ways to entice consumers and optimize how components of the business work together to achieve strategic goals.

Across marketing, finance, supply chain, and other functions, business leaders are challenged to identify the most robust and efficient way to manage, access, and work with customer and enterprise data. Extracting insights from ever-growing volumes of information requires transformation to a modern data platform that can enable a demand-driven, data-fueled future. Deloitte with Snowflake can help retail and consumer companies pursue data modernization and cloud capabilities that unleash consumer insights, drive innovation, and permit collaboration across suppliers and adjacent industries

Opportunities to Optimize in the Cloud

Transforming the enterprise to use a modern cloud platform, such as [Snowflake's Retail Data Cloud](#), gives retailers the computational power and scale on-demand that can reveal customer insights, improve decision making and help optimize business functions. In addition, migrating to the cloud and accessing the ecosystem of solutions available sets up the enterprise for a new level of collaboration. Retailers may have hundreds, even thousands of vendors across material suppliers, logistics, manufacturing for private label, and more. A Retail Data Cloud allows retailers and vendors to collaborate in an ecosystem where data around supply chain, pricing, and promotion is easily and securely accessed and shared.

The opportunity today is to bridge the gap between complex datasets and the business stakeholders who must make a decision and contend with the outcomes. With a Retail Data Cloud that lets retailers and manufacturers access, govern, and share data, the business is empowered to drive value across personalized consumer experiences, optimized supply chains, and improved merchandising decisions.



Increase personalization

Retail Data Cloud helps break down data silos, enrich customer profiles, and enhance customer data governance. With an optimized marketing technology stack, customer needs become clearer and the business is positioned to personalize engagements, increase relevance, and create seamless personalized customer experiences and marketing campaigns across multiple channels.



Optimize supply chain operations

A modern data platform enables deep insight into logistics, giving retailers comprehensive visibility across the supply chain. With a fast and scalable method to track and explore supply chain data, the enterprise is positioned to improve demand forecasts and optimize inventory and fulfillment. Retail Data Cloud grants timely access to SKU-level insights across stores, warehouses, and partners, and it permits secure, governed data sharing with stakeholders and vendors.



Optimize pricing and promotion strategies

With greater insight into customers and the supply chain, retailers can leverage a cloud platform to help create personalized promotions, which are powerful sales drivers. The enterprise can also gain deeper, predictive insight into supplier relationships, pricing, and promotions. And by managing price, personalized engagements, and a more resilient supply chain, the business can look to revenue growth management analytics to capitalize on new cloud capabilities and drive portfolio expansion.

In addition to these advantages, moving to a modern cloud platform sets the foundation for a future with artificial intelligence (AI), permitting automation, revealing insights, accelerating product development, and offering engaging, human-like digital interactions. The advent of Generative AI opens the door to even more transformational capabilities. The capacity to generate text, images, code, translations, prototypes, and more allows AI applications that constitute powerful productivity enhancers in the retail industry.

Fueled by enterprise data and assets in the cloud, retail companies can take the next step with Generative AI and identify value-driving use cases, such as virtual product iteration to drive speed to market, conversational virtual assistants for customer support, and hyper-personalized engagements and promotions. With so much potential value, businesses are racing to identify the technologies, data, and governance that can enable these opportunities. With Snowflake's Retail Data Cloud and ecosystem of assets, organizations can find an expedient, flexible platform to develop and deploy AI for business value.

This bold future requires a modern data ecosystem, and just as importantly, the strategy, process changes, and cloud modernization initiatives that help retail organizations operate as truly data-driven enterprises.

Accessing a modern data ecosystem with Deloitte and Snowflake

Transforming the organization to use a modern data ecosystem is more than just a technology endeavor. It takes enterprise-wide transformation, with essential adjustments to processes, workflows, change management, security, and compliance. To rapidly access the value and capabilities in modern data platforms, like Snowflake, you need to collaborate with an organization with both the technical capacity to implement a data modernization effort as well as the industry and domain experience to do so in a way that limits disruption and orients the business for new ways of working and decision making.

Deloitte offers the rich experience, trained talent, and subject matter experience that can help retail companies confidently move to the cloud. We help reduce risk by taking an automation-led approach with our accelerators and Migration Factory offering, and we help you use Snowflake to fuel your AI programs.

Beyond our technical excellence, Deloitte also holds a deep understanding of end-to-end complexities in the cloud environment, the retail industry, and the business realm more broadly. Our clients count on our deep knowledge and advisory services across compliance, cybersecurity, and risk management. It is why we have one of the largest Snowflake practices among professional services firms and why Snowflake named Deloitte the 2023 Global Partner of the Year.

With Deloitte's capabilities across retail operations, supply chain, procurement, organizational design, risk, workforces, regulations, and data security, we can help you modernize data and applications in a way that is fast, efficient, and secure.

Ready to get started?

Please get in touch! Deloitte is eager to learn about your priorities and help you chart your path to a modern data environment with Snowflake.

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