



Are You Ready to Maximize Omnichannel Sales Growth & Success?

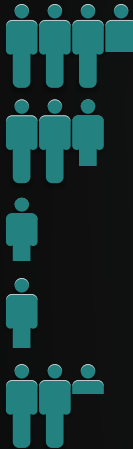
How do you deliver an ideal omnichannel shopping experience and drive increased sales and profits? It's all about maximizing on-shelf availability (OSA), and giving consumers the choices they want to do their shopping in-store, online, or a combination of both.



The Growing Omnichannel Challenge – and Opportunity!

With the rapid rise of e-commerce, increasingly via mobile devices, consumers now demand the convenience of shopping how, when and through which channel they prefer. Embracing the omnichannel challenge means maximizing your growth and profitability.

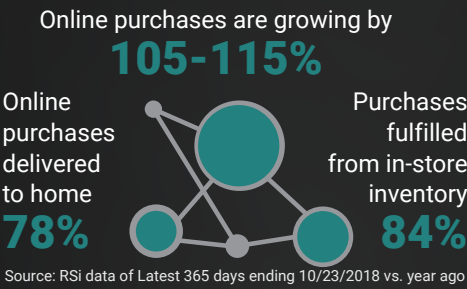
FAVORITE WAYS FOR CONSUMERS TO SHOP:



32.46% online & offline
29.73% only offline
7.12% only online
8.38% mostly online
22.32% mostly offline

Source: Research study from Periscope by McKinsey, March 2018

KEY TRENDS:



GROCERY ONLINE SHOPPING



SHOWTIME

Are you Ready for Today's Omnichannel "Showtime" Challenge?

Grocery retailers' daily "showtime" is when the store experiences its biggest rush of shoppers. With the explosive growth in online shopping, retailers now must grapple with a second "showtime" every day. How do you ensure in-store shoppers don't encounter out-of-stocks (OOS) on their preferred items during the traditional afternoon "showtime?"



The new omnichannel "showtime" typically occurs in the morning when store employees fulfill online orders generated by 'click & collect.'



POS data from 'click & collect' sales don't hit your inventory system until goods are paid for, causing a serious OOS problem for your afternoon "showtime." That's a recipe for creating unhappy shoppers.

"One of the fastest growing areas of omnichannel is 'click & collect,' whereby consumers order their goods online and then pick them up from the store. In some of our stores, 'click & collect' represents 20-30% of our sales."

National Grocery Chain VP



New Omnichannel "Showtime" Presents Serious Technical Challenges

Effectively managing the omnichannel "showtime" challenge, and making growing trends like 'click & collect' a winner for consumers as well as your bottom-line, requires an integrated data management system. But first, you'll need to deal with a few technical challenges such as the following (don't worry, we've got the solutions, too!):

- Seamlessly ingesting multiple data streams in real-time (POS, e-commerce, inventory, shipment, on-order)
- Little integration, causing data silos with outdated views
- A lack of business insights that can be activated in real-time
- Platform limitations for data ingestion, cloud services, attribution, scalability, AI, and overall performance

Follow These Technology and Data-related Recommendations to Optimize the New Omnichannel 'Showtime' Opportunity:

- ✓ Collect and analyze real-time data from multiple systems
- ✓ Publish exception-based instructions to existing systems and processes
- ✓ Start simple with four data streams: order queue, perpetual inventory, online fulfillment queue, in-store POS
- ✓ Continuously predict occurrence and cause of out-of-stocks
- ✓ Improve sales with real-time promotional forecasts



How to Get Started



Analyze your omnichannel opportunity – What's your real "size of the prize"?



Execute the new omnichannel system at a control group of 10 stores – monitor, measure and scale



Get ready for a go/no-go decision for full rollout across all stores



You Can Create an Award-winning, Long-running 'Show' by Proactively Embracing Today's Omnichannel Opportunity:



Grow more profits!



Increase sales with real-time promotional forecasts & proactively eliminating the causes of OOS



Delight shoppers – drive stronger consumer engagement



Attract a good audience that keeps returning



Gain greater competitiveness in tough market (beat Amazon Prime!)