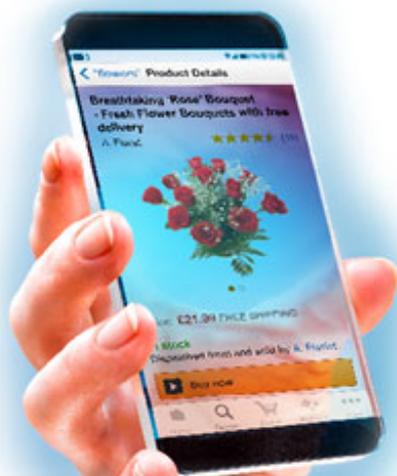


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# innovate and deliver the retail revolution

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helping  
Sample  
Company  
respond to  
the new  
forces  
shaping  
retail



Your business technologists. Powering progress



Atos

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# Building a captivating customer experience

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The digital retail revolution is a lot more than simply shopping online. The potent mix of internet, mobile, social media and in-store shopping is creating a whole new retail environment where consumers drive their individual shopping experiences.

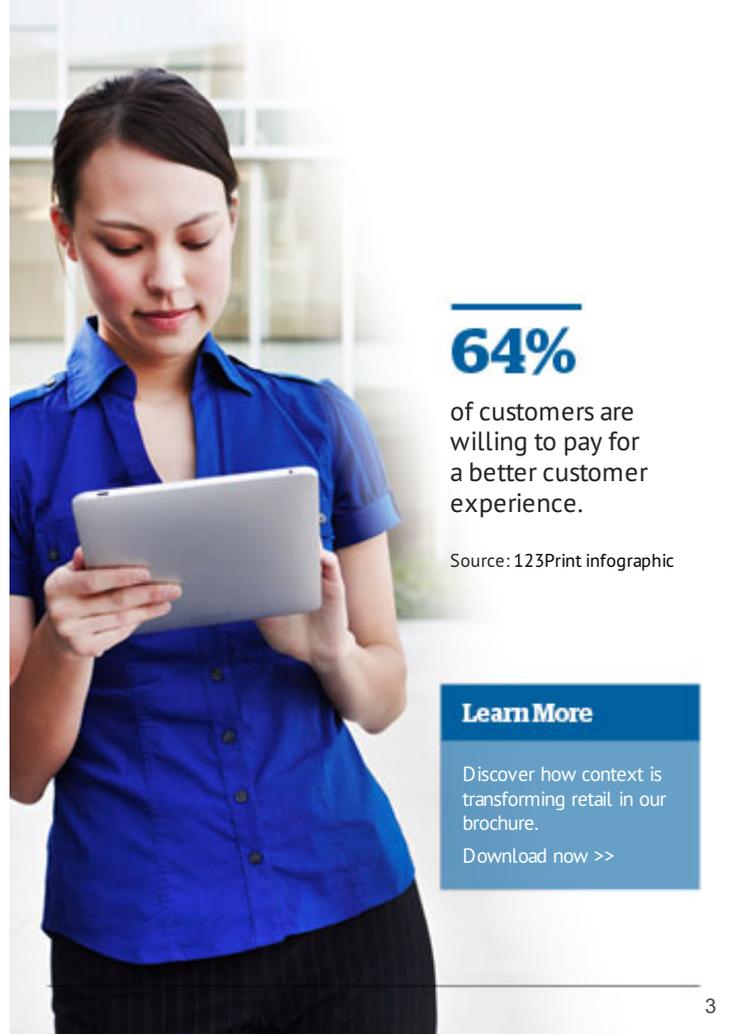
They decide how they want to shop, through which channel and when. And they expect a consistent multi-channel experience across any touch point, anytime, anywhere.

So what does it mean for Sample Company?

1. Shopping has to become more personal and engaging. Retailers must use all the information and knowledge they have of customers to delight them at every stage of their shopping journey and provide a seamless experience across channels.
2. Supply chains have to become more flexible and capable of reacting to increasingly unpredictable demand. They must take a holistic view of inventory and fulfillment across all channels.
3. IT infrastructure has to become more flexible, adaptable, and cost efficient so it can change quickly to meet new customer demands and business opportunities while driving down costs and increasing margins. Plus IT has to find ways to reduce implementation and support costs.

In this e-book let's explore how Atos can help Sample Company achieve these three key objectives.

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**64%**

of customers are willing to pay for a better customer experience.

Source: 123Print infographic

## Learn More

Discover how context is transforming retail in our brochure.

[Download now >>](#)

# Shopping gets personal

Consumers can no longer be considered simply as shoppers. They are all individuals with their own special requirements and they expect to be treated as such. The prize for providing a personalized experience is greater loyalty and brand advocacy, leading eventually to increased sales.

At Atos, a global SAP® service partner, we can help Sample Company gain the insights into customer behavior and preferences that allow you to engage personally and seamlessly with customers across all your channels.

We can help you:

-  Analyze customer demographics, preferences, and historical purchases in real-time
-  Develop and execute real-time, personalized promotions across multiple channels
-  Use personal preferences and previous behavior to identify cross sell and upsell opportunities
-  Inspire customers, which increases basket size and customer wallet share
-  Deliver highly relevant and personal promotions via web or mobile channels
-  Identify geographic trends and local demand to improve assortments and stocking
-  Increase marketing agility and run more highly targeted campaigns
-  Use mobile loyalty, shopping, and payment apps to drive higher sales and revenues
-  Improve decision making with real-time reporting and analytics
-  Use mobile solutions to help employees deliver a better customer experience



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**“By choosing Atos as our partner, Kingfisher has several objectives. We want to strengthen the quality, reactivity and proactivity of our front office that is in direct contact with our customers and contributing to our revenue. We also want to anticipate and be sure that our services will have the performance and flexibility required to support our development strategy.”**

Jean-Marc Renié, Procurement Manager, Kingfisher IT Services

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**\$25 billion**

The value retail mobile commerce is expected to reach in 2017.

Source: Forrester Research Mobile Commerce Forecast, 2012 to 2017

**Learn More**

Get more information about our:  
Retail Solutions >>



# Supply chains are customer driven

Demanding customers, increased customization/personalization, and omnichannel retailing are having major implications on the supply chain.

Our integrated solution, in partnership with SAP, improves every phase of your supply chain, satisfying your customers and helping you optimize your market position.



Use predictive analytics to plan assortments and ranges more efficiently



Identify purchasing patterns, trends, and relationships between product sales



Accurately understand, predict, and manage the delicate balance between inventory and customer service



Increase productivity by automating replenishment processes and introducing management by exception



Integrate, automate, and optimize logistics operations across warehouse, transport, and fulfillment to reduce order and delivery costs and shrink inventory storage times



Maximize sales by matching inventory levels to customer demand



Streamline procurement processes to reduce purchasing logistics, and inventory costs

## 10-15%

The amount retailers can reduce the likelihood of markdowns by moving inventory across channels and fulfilling online orders using excess store inventory slated to be marked down.

Source: The future of retail supply chains, McKinsey and Co



### Learn More

Get more information about our:  
Retail Solutions >>

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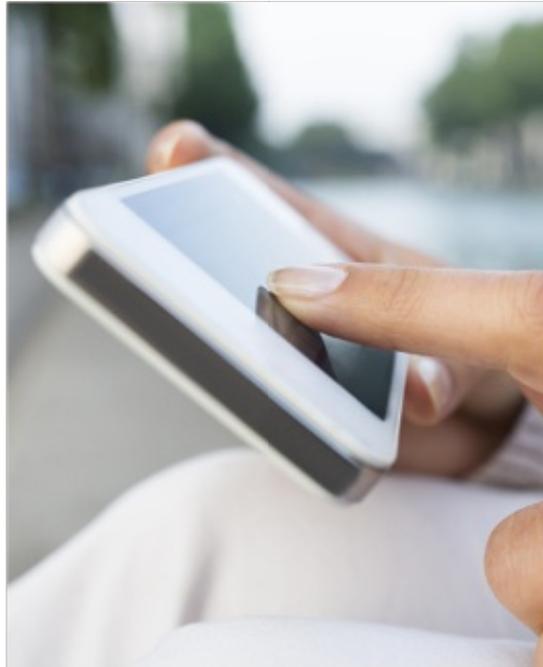
# IT efficiency is the new imperative

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New technologies are driving unprecedented change in retail. To respond, you need efficient, agile, and integrated IT systems that deliver responsive flexible services to users and customers.

Our services and solutions available both on-premise and in the cloud via Canopy, our one-stop-shop solution for cloud computing, will help Sample Company develop such an IT infrastructure while reducing your total cost of ownership.

- ▶ Optimize your infrastructure with consolidation, virtualization, and outsourcing
- ▶ Rapidly deliver new requirements using cloud solutions
- ▶ Integrate cloud and on-premise solutions for greater agility
- ▶ Reduce maintenance and free up resources for innovation with our application hosting, service desk, network, and desktop support and management services
- ▶ Accelerate go to market and reduce total cost of ownership with micro-vertical specific, templated SAP offerings for retail



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## 10-20%

lower distribution center costs and 5-10% lower handling/labor costs from lean distribution center and store processes, store-friendly execution, and moving work upstream.

Source: The future of retail supply chains, McKinsey and Co

### Learn More

Get more information about our:

[Atos Cloud Solutions >>](#)

[Application Management >>](#)

[Outsourcing >>](#)

[Consulting and Technology Services >>](#)

[Consolidation and harmonization >>](#)

[SAP for Retail solutions from Atos >>](#)

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# Atos and SAP



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Atos has over 35 years of experience delivering innovative solutions for some of Europe's leading retailers, including Kingfisher, Karstadt, and Sephora.

We are committed to delivering SAP solutions that drive positive change and enable long-term growth for retailers. When you partner with us you are partnering with one of the strongest SAP companies in the world.

We have been working with SAP for over 30 years, have more than 10,000 skilled SAP consultants, and support over 1.3 million SAP end users.

The SAP solutions we deliver drive continuous process improvement and outstanding efficiency and cost effectiveness, which leads to increased revenue and profits for our customers.

We help retailers improve the return on investment on their marketing funds and deliver a unified customer experience across channels, as well as empowering front-line store associates to serve customers better and helping senior management take real-time decisions on the move.

We have deep expertise in all aspects of retail, from the supply chain to the store and digital services to mobile commerce, as well as strong experience in the integration of cloud solutions with existing IT environments.

Plus, to help you take advantage of new innovations fast, we have developed a whole range of methodologies, rapid deployment options, testing automation options, and project quality control techniques. As a result, we can help Sample Company take advantage of the retail revolution and forge ahead of its competitors.

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# Next Steps

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Now that you have an overview of how we can help Sample Company, why not spend some time talking to us about your particular situation?

It's always the best place to start, so that we can get an understanding of your unique needs and explore how technology innovation can help you achieve your goals.

Simply use one of the methods below to get in touch and we'll arrange an introductory meeting.

Frenk Verburgt  
Atos Netherlands  
Telephone: +31622920339  
E-mail: [frenk.verburgt@atos.net](mailto:frenk.verburgt@atos.net)

## Keep in touch with us:

Watch our YouTube channel >>

Join our LinkedIn group >>

Visit our web site >>

Follow us on Twitter >>

Connect with us on Facebook >>



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# About Atos

Atos SE (Societas Europaea) is a leader in digital services with 2013 pro forma annual revenue of €10 billion and 86,000 employees in 66 countries. Serving a global client base, the Group provides Consulting & Systems Integration services, Managed Services & BPO, Cloud operations, Big Data & Security solutions, as well as transactional services through Worldline, the European leader in the payments and transactional services industry. With its deep technology expertise and industry knowledge, the Group works with clients across different business sectors: Defense, Health, Manufacturing, Media & Utilities, Public Sector, Retail, Telecommunications and Transportation.

Atos is focused on business technology that powers progress and helps organizations to create their firm of the future. The Group is the Worldwide Information Technology Partner for the Olympic & Paralympic Games and is listed on the Euronext Paris market. Atos operates under the brands Atos, Atos Consulting, Atos Worldgrid, Bull, Canopy, and Worldline.

For more information, contact: <mailto:dialogue@atos.net>

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# About SAP

As market leader in enterprise application software, SAP helps companies of all sizes and industries run better. From back office to boardroom, warehouse to storefront, desktop to mobile device – SAP empowers people and organizations to work together more efficiently and use business insight more effectively to stay ahead of the competition. SAP applications and services enable more than 253,500 customers to operate profitably, adapt continuously, and grow sustainably.

For more information, visit [www.sap.com](http://www.sap.com).

For more information, contact

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