



Digital Ready Retailing with
Brick & Click

Digitization of Customer's Decision Journey



WHY SHOULD RETAILERS GO DIGITAL?



Commerce and E-commerce are merging



Retailers need to be present where customers are present, which is Everywhere



Customer Relationship is key



Convenience of shopping



Time to Market



Delightful customer experiences are driven by technology: MPOS, IoT, Analytics

What does going Digital mean?

Digital business is the creation of new business designs by blurring the digital and physical worlds - **Gartner***

Digital spans processes, channels, customers & core business



- Physical store is at the center of your strategy & instore experiences are the key
- Digital means you need to present across channels, ensure faster time to market, enhance customer intimacy & instore experience

How to go Digital?



Choices for going Digital for Retailers



Traditional Retailers



Digital led Store centric strategy



Online retailers



Online channels can help drive customers to store



Engage customers in-store



Seamless transition from one channel to another



Customer data helps with personalized engagement



Brick & Click - Digital Retail Platform: Get best of Online & Store



Superior Customer

Seamless | Personal | Connected



Smart Multi-Channel Operations

Cross Channel Visibility | Flexible
Fulfilment | Efficient Delivery



Next Gen Technology

Future Ready | Best in Class |
Ready to Use



Win in the New Economy

B&C Solution Overview

Brick & Click

Retail digital solution - Best of online & in-store retail

Content Management



Central Dashboard with user based layout

3A Engagement



Unified commerce enabled Anywhere, Anytime, Any Device

B2B & B2C capability



Centralized PIM, catalog, promotion across all points interaction

Customer 360



Best in class single view of Customers, Inventory & Orders

Multi Channel Capability



Ordering, Modern Payments, Flexible Fulfillment & Efficient Delivery

Customer Experience



Seamless Customer Experience both online and instore. Multi Format Retail Environment

Key Benefits



Intelligent cart enabling best unified commerce



Transformed instore experience recommendation quick checkout and assisted sales



Cross Channel Visibility | Flexible Fulfillment | Efficient Delivery



Future Ready | Best in Class | Ready to Use

Brick & Click Architecture







Thank You
