

# Optimize Your Retail Supply Chain

A modern IT and data infrastructure can help you overcome common retail challenges to enable a resilient, intelligent supply chain.



Progressive retailers realize that predictive, intelligent, and agile supply chains enable confident, quick, and accurate informed decisions to anticipate and respond to risks.

**But many retailers struggle with:**

1

## Lack of effective infrastructure to ensure better inventory management and cost savings.



- Inability to meet customer demand due to disconnected processes
- Changes to the supply chain take a lot of time and effort, as processes are tightly coupled

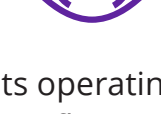
Retailers who modernize with DXC typically lower their IT costs by **up to 30% within the first 12 months** of modernization.

If a product isn't available the moment a customer needs it, **only 15% will delay their purchase**—most often they will simply move on to another retailer to find it.



2

## Lack of visibility into key data and almost no feedback loop, leading to a lack of agility and responsiveness.



- Departments operating in silos and restricted data flow among them prevents rapid response to customer demands
- Lacking a 360° approach to supply chain from raw materials to production processes to last-mile delivery to the end-customer



Companies who embrace a data-driven culture experience **4x improvement in revenue performance** and better customer satisfaction."

- Harvard Business Review Analytic Services



3

## Lack of ability to identify patterns that negatively impact the supply chain experience.



- Inability to improve supply chain processes, increase efficiencies, and address supply-chain risk
- Lack of predictive intelligence and agility to make informed decisions confidently, quickly, and accurately

**92% of shoppers** state they use a digital device prior to or during their shopping trip for product related research.

**78%** said personally relevant content from brands increases their purchase intent.

With the right insights and data, retailers can **increase conversion rates by 15% and improve satisfaction by 10%**.

Moving workloads to the cloud provides added visibility and governance gains, allowing organizations to maintain the security and stability of their existing environments while leveraging automation to eliminate errors.



DXC with Microsoft Dynamics 365 and Microsoft Azure Bot Service enabled a large global retailer to deliver immediate responses to 100% of customer contacts and reduce the ticket escalation rate from 63% to 15%, **saving the customer service team 17 hours per week**.

## A modern cloud infrastructure can help retailers:



Harness real-time analytics to optimize labor and logistics and effectively forecast demand.



Get a unified view of the business to optimize existing processes and turn operational data into actionable insights through data, analytics, and AI.



Analyze supply chain data to put the right products in the hands of customers when they need it while reducing unnecessary inventory.



Optimize the efficiency of their supply chain and reduce loss using a modernized data environment to enable a complete picture of the entire supply chain where assets can be tracked.



**>94%**

**of Fortune 500 Retailers use Microsoft Azure**



With DXC's end-to-end RPA (Robotic Process Automation) solution, a leading contract catering company **increased its managed operations volume from 885 to >3,300** in four months while **eliminating 100% of manual price entry errors**.



**Learn more about streamlining your supply chain.**

Visit [dxc.com/Microsoft](http://dxc.com/Microsoft) or [dxc.com/retail](http://dxc.com/retail) to learn more.