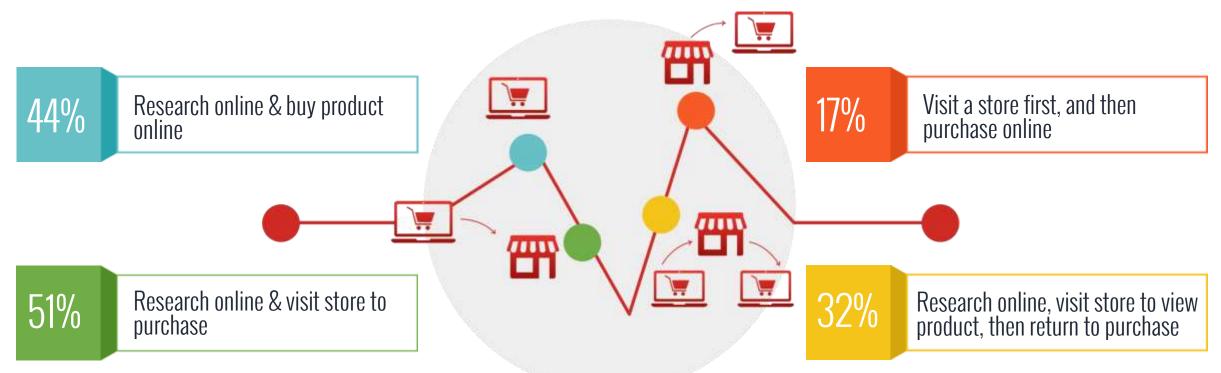
## Digital Ready Retailing with Brick & Click



## **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 kev









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

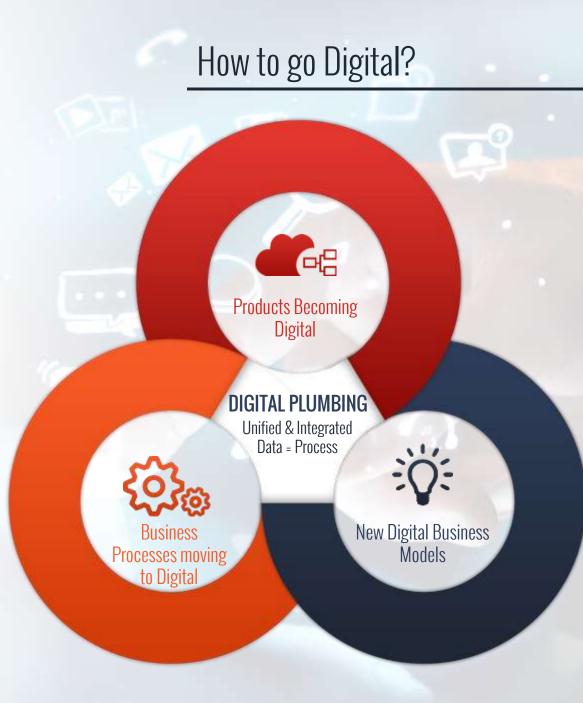
### What does going **Digital mean?**

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



## **Choices for going Digital for Retailers**

11111 **Traditional Retailers** 



Digital led Store centric strategy



**Online retailers** 



Online channels can help drive customers to store



Engage customers in-store

Ð





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 Live on

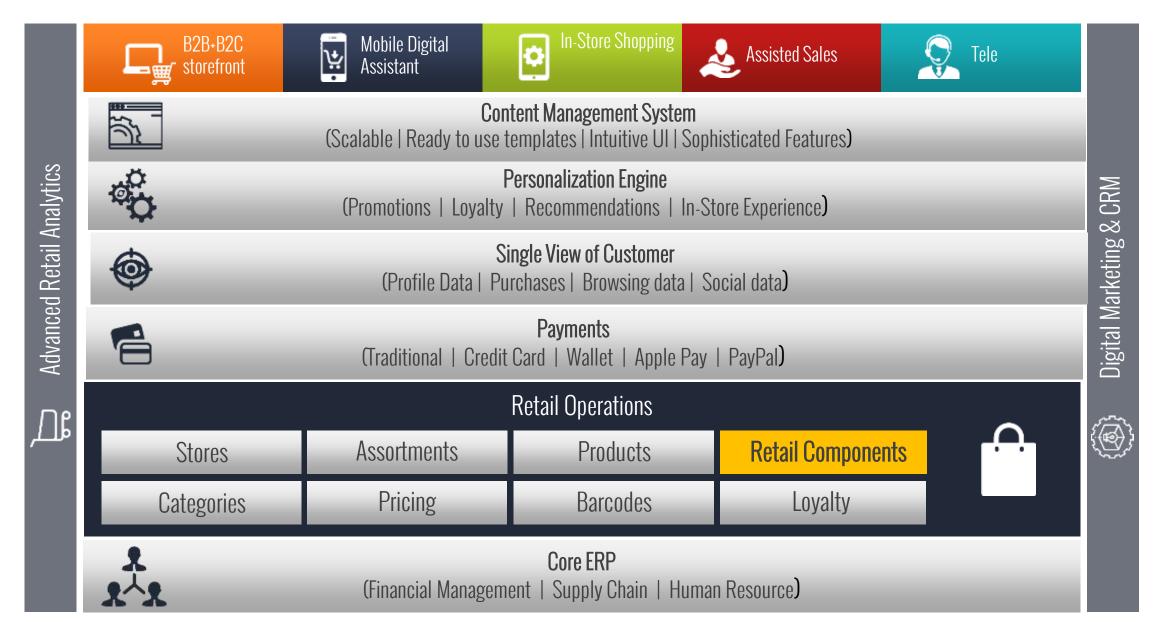
AppSource

## Win in the New Economy

#### **B&C Solution Overview**



#### **Brick & Click Architecture**





# Thank You