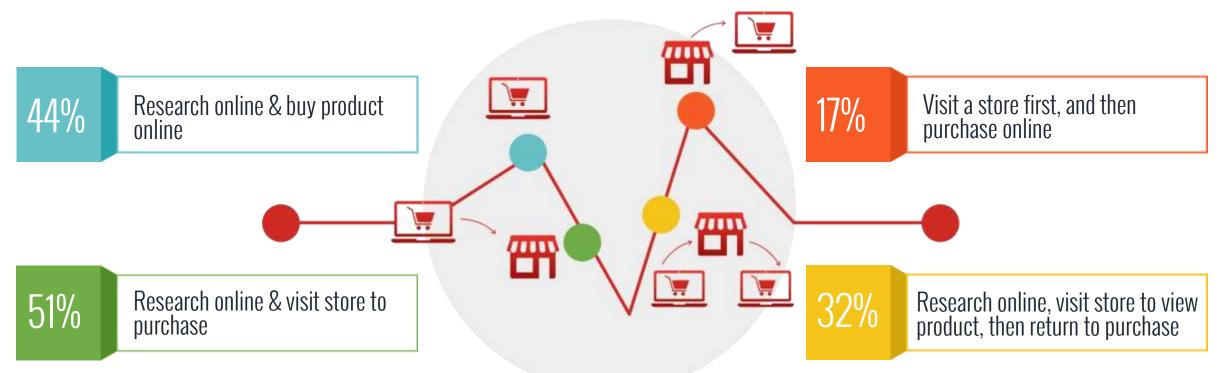
Digital Ready Retailing with Brick & Click



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

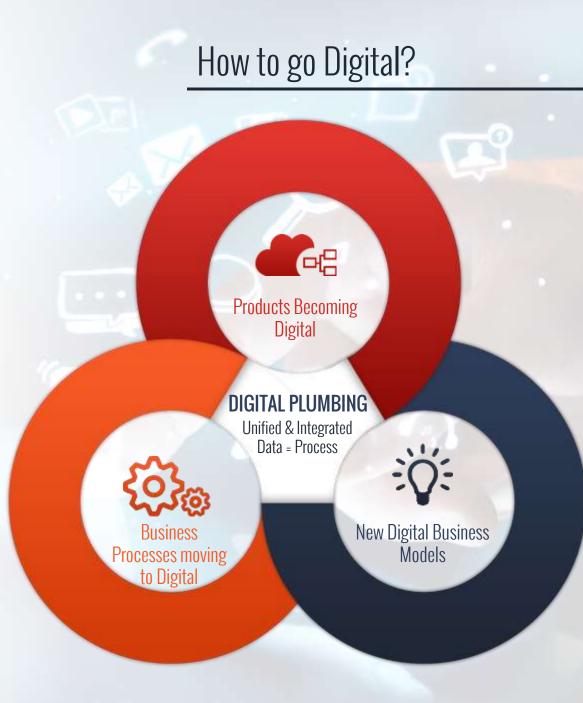
What does going **Digital mean?**

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

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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

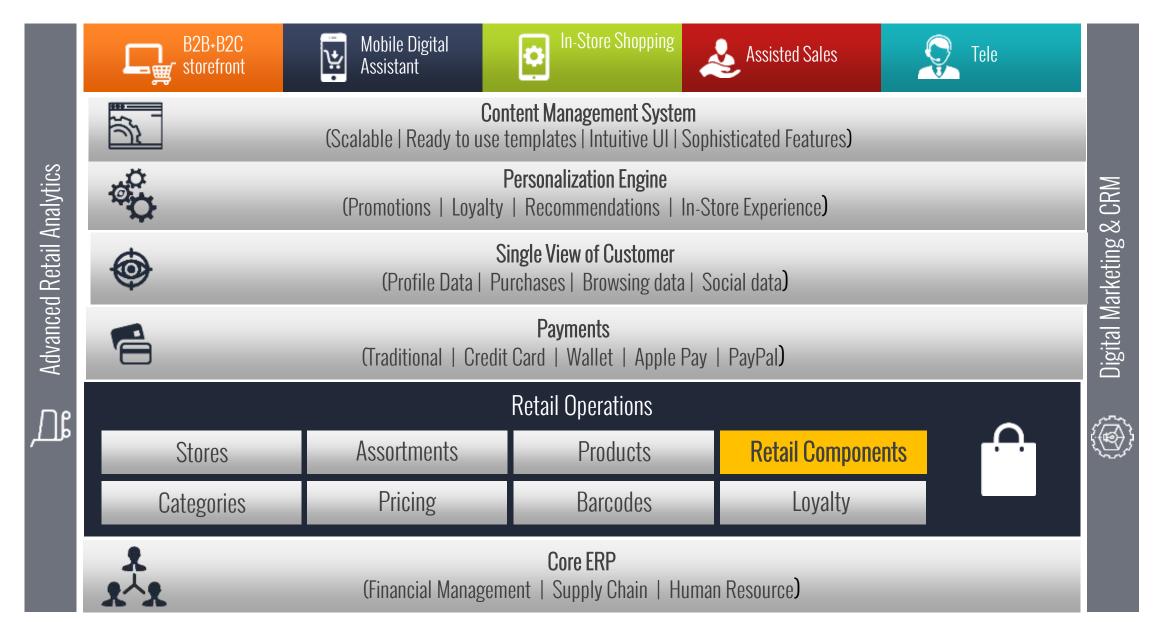
AppSource

Win in the New Economy

B&C Solution Overview



Brick & Click Architecture





Thank You