POS ZOOM

INCREASE MARGIN AND REVENUE WITHOUT INVESTING IN MORE BRICKS

RETAIL EXECUTIVES, DO YOU FIND YOURSELF ASKING YOURSELF THESE QUESTIONS?

WHAT IF YOU COULD...

1 Have real time visibility into sales data to optimize store operations?

2 Personalize the entire customer experience, from promotions to customer service and everything in between?

3 Predict consumer behaviors & purchasing patterns and respond more accurately to customer demand?

4 Track items as they move through the store, for more timely fulfillment of products?

IT IS NO SECRET

It is no secret that as your retail business matures and your customers' behaviors change, data will grow to be more complex, as will the need for data-driven decisions using real-time sales analytics.

POS Zoom can take your sales analytics to the next level, helping you to answer the most pressing questions about store operations and customer behavior facing your business today. Most retailers have vast amounts of data siloed along the business value chain, leaving much of this valuable information disconnected and unexploited. By leveraging this data, retailers can find unique ways to optimize their operations, better serve customers and fuel new revenue growth. Sales analytics can create an entirely new competitive advantage in the retail space, boosting overall market performance and enhancing profitability without making you reach into your pockets for new significant capital expenditures or investments.

HOW IT WORKS

We work with our clients to create customizable data analytics dashboards covering all stages of the POS value chain. Store managers, pricing managers and other parties can oversee and analyze enterprise data as it changes in real-time. This allows for more efficient and informed decision making from investigating price-mismatches to proactively addressing inventory problems including OOS, overstock and waste, as well as analyzing customer behavior to determine promotions and prevent fraud.

POS Zoom is an enterprise data platform that easily aggregates, integrates and make senses of all of your data—connecting the dots from the warehouse to the shelf to the hands of your customers—equipping your managers with the critical tools they need to boost sales margins and edge out the competition.

The average retailer will experience a $1 billion loss in revenue leakage due to shrink and operational inefficiency.

USE CASES

FRESH FOOD WASTE

High margin fresh foods, like meats and seafood, have a shelf life of only 2-3 days and are often thrown out when they aren't sold. These foods often account for 2-3% of sales loss for grocery stores, costing food dealers major profits. The real-time capabilities of POS Zoom will help enable managers to identify the sales velocity of their products, particularly of these high margin foods, and generate dynamic sales promotions to reduce and replenish targeted stock to align with pre-promotion levels. POS Zoom also has the added benefit of leveraging customer behavior analytics, giving invaluable insight into the consumer decision-making process when viewing these promotions.

INVENTORY STOCK–OUTS

75% of stock-outs happen because of inefficiency in the store—either the product is in the store but not on the shelf or the product is nowhere to be found. Either way, POS Zoom can help provide real-time PI solutions. POS Zoom works to improve shelf replenishment efficiency by using data dynamically to identify whether more shelf space or more frequent replenishment is needed. If POS Zoom identifies it to be an inventory issue, it is able to use real-time sales analytics to identify inventory data errors, adjust and improve forecasts, identify order and delivery errors and so much more.

Optimize your store operations to recapture revenue and maximize store profitability. By utilizing data analytics solutions, retail companies are able to boost sales by tens of millions of dollars annually.

POTENTIAL FOR MAJOR IMPACT

$50M + YOY UPLIFT

A major retailer ($16B) can utilize predictive sales analytics through alerts and automation, monitoring the areas of returns, fraud, food waste and stock-outs, leading to significant impact on top line margins.

POS REAL–TIME ANALYTICS

- WASTE REDUCTION
- Connected Devices
- Mobile and eCommerce
- Store Operations
- Loyalty
- REDUCED STOCKOUTS BETWEEN DELIVERIES
- REAL–TIME CART EXPANSION (INCENTIVES & INCREASING STORE TRAFFIC)
- Monitor Store Traffic Patterns
- Streamlined Technologies
- Digital Security & PCI Compliance
- Cloud
- FRAUD

Sales analytics solutions are the key to optimizing performance and unlocking future customer value.

ABOUT ACCENTURE

Accenture is a leading global professional services company, providing a broad range of services and solutions in strategy, consulting, digital, technology and operations. Combining unmatched experience and specialized skills across more than 40 industries and all business functions – underpinned by the world's largest delivery network – Accenture works at the intersection of business and technology to help clients improve their performance and create sustainable value for their stakeholders. With more than 411,000 people serving clients in more than 120 countries, Accenture drives innovation to improve the way the world works and lives. Visit us at www.accenture.com.

FOR MORE INFORMATION, CONTACT:

FRANK SAVINO

Senior Principal, Retail
Accenture Splunk Ecosystem Strategic Partnership
Mobile: +1 973 301 6281
Email: frank.savino@accenture.com

MIKE HINELINE

Global Strategic Offerings Lead
Accenture Splunk Ecosystem Strategic Partnership
Mobile: +1 770 755 8424
Email: mike.hineline@accenture.com

accenture   splunk>