

Becoming a Phy-gital Retailer



Meet Lena. Her family is moving from an apartment to a home for the first time. As with many homeowners, they'll need new furniture and appliances. And like most modern customers, her purchase journey does not always begin in a store – it begins online. She browses products on one website, reads reviews on another, uses social media to get advice, compares prices, checks options for delivery versus pickup, hunts for coupons and promotions, and so on. Eventually, she may step into a retail store to look at things before making a decision, but for shoppers like Lena, "the store" is no longer a physical place. Instead, the store comes to her via the media she touches.

Lena's story serves to illustrate how the traditional divisions between retail channels have become so blurred that they are all but meaningless in the minds of consumers. As a result, retailers that cater to her must become "phy-gital" – integrating the best of the digital world into their physical stores, and giving customers a seamless experience across digital and physical channels. Those who want to lead the pack in this new landscape should focus their IT strategies on three main goals:

- presenting a unified and consistent view of their brand to customers across physical and digital channels
- consolidating data to create a centralized, 360-degree view of their customers
- developing a unified way to manage their back-end operations, with integrated real-time data on product information, inventory, and order tracking across all channels

At Mindtree, we have partnered with leading global retailers to reshape their IT strategies for exactly this type of transformation. As one of the fastest growing technology consulting firms worldwide, we help our retail partners take advantage of the latest in web, mobile, social and analytics to give them a fully integrated data store that serves as the core engine for growth, increased profits and cost savings.

Whether it's through our proprietary solutions like Omni Channel Retailing and Integrated Customer Insights, or by managing systems with efficient IT operations, the results we've achieved for our partners speak volumes:

- Enabled omni-channel integration across 2,500 stores and 5 e-commerce distribution centers, resulting in quadrupling of e-commerce revenue over 3 years
- Deployed a point-of-sale solution across 240 stores for 250,000 customers
- Implemented a marketing solution to reduce concept-to-shelf time by 30% and improve productivity by 25%
- Powered a decision support platform across 40+ countries, over 20 BI domains, for more than 1000 decision makers

Tying it all together – our "secret sauce" – is our famously collaborative culture. Our attention to creating a positive, collaborative environment with clients and partners is hard-wired deeply within all of us.

Combined with our digital expertise, this value system has earned us preferred-provider status with premier global retailers. For Mindtree, "Welcome to possible" is more than a slogan – it reflects our approach to every engagement.

Omni-Channel Retailing

Mindtree's Omni-Channel Retailing solution enables retailers to deliver a seamless shopping experience to customers across all channels by synchronizing technologies, services and processes in a centralized, interoperable way. The solution integrates web, mobile, in-store experiences, loyalty programs and even gamification, enabling retailers to leverage ongoing innovations in mobile payments, logistics, online inventory catalogs and more.

In addition to providing shoppers a more unified and fluid retail experience across digital and physical channels, this integrated technology platform also gives retailers a unified way to manage their underlying infrastructure as well as analytical insights that can drive better decisions:

- real-time data on all product information
- real-time inventory and order tracking across all channels
- analytics and insights about shopping and customer behavior

Best of all, this API-based solution can be deployed swiftly and effectively, letting customers experience an immediate, transparent changeover while we migrate the legacy estate over time.

Case study: A Fortune 50 Retailer

Our four-year engagement has resulted in:

- 150+ Mindtree minds working exclusively on their e-commerce initiatives
- An omni-channel API solution that allowed rapid rollout of omni-channel features
- An open source test automation framework that took test automation levels from 55% to more than 85% of all test cases, enabling bi-weekly code releases
- Major e-commerce features and improved site operations that enabled quadrupling of ecommerce revenues in 3 years

Using Data to Forge Customer Relationships

Two months after Lena moves into her new home, she and her husband want to host a barbecue. To her delight, she gets an email offer from one of the retailers she used when buying appliances – offering discounts on patio furniture, grilling supplies, even her husband’s favorite beer. In fact, ever since opting in to that retailer’s promotional program, the offers and notices seem to come at just the right time, as if they knew what she was thinking. She jokingly calls it “shopping magic.”

While retailers know that an omni-channel strategy can help them stay competitive with shoppers like Lena, simply being omni-channel is not enough. To truly win over these customers, retailers also have to align themselves with a shopper’s goal of making informed purchasing decisions at the best price, at the right time. And the key to that lies in data.

At Mindtree, we have built the technological frameworks and solutions that enable retailers to use data as a source of power and information, giving them a deeper understanding of their customers. This deep understanding allows them to build meaningful relationships, and provides insights that can drive profitable growth through personalized engagements.

Our Integrated Customer Insights solution is a proprietary tool that gives retailers actionable 360-degree information about their customers. It’s a scalable platform that combines data from multiple sources—such as social, demographic and transactional—to build behavioral profiles of customers. It then analyzes the data with custom-built algorithms based on specific business goals, allowing retailers to present personalized and memorable offers to customers at various touch points, with a unified view of their brand.

Mindtree’s Digital DNA

Recently named “the most promising company of the year” by CNBC-TV18, Mindtree may no longer be the best-kept secret in global technology consulting. What sets us apart is that unlike traditional business solutions companies, we never had to adapt to the digital world. As a 15-year-old company born in the information age, digital is in our DNA, and we have a long track record of success in creating innovative and robust e-commerce and m-commerce experiences:

- 800+ websites across 140 countries
- 35% lower costs in delivering websites
- 40% lower costs in delivering mobile websites

But that doesn’t mean we step into new engagements with predetermined solutions. Mindtree succeeds because we take a business-first approach. It all starts in our Digital Pumpkin, a collaborative digital innovation laboratory designed to facilitate the kind of brainstorming, introspection and discussion that unlocks ideas that can be turned into powerful new solutions. Starting with your desired business outcome, we’ll work backwards to your legacy IT systems, and build the digital infrastructure necessary to make what you already have serve where you need to be – and make the transition as seamless as possible.



Case Study: A global sports and lifestyle goods company

Our three-year engagement has resulted in:

- 200+ Mindtree minds working on business intelligence, digital technologies, ERP support and IT infrastructure management across their entire enterprise.
- A 24/7 decision support platform across 40+ countries, 20+ BI domains and 1000+ decision makers, giving them insights into global operations and sales, and enabling real-time and self-service decision making.
- A modern, highly intuitive marketing solution to tighten collaboration among 500 global product managers, reducing concept-to-shelf time by 30% and improving productivity by 25%.
- A next generation "Social Intranet" platform connecting 45,000+ employees globally to ensure real-time collaboration, higher engagement and increased productivity.
- Cost savings of 13% through applications for product lifecycle management, ERP, supply chain planning, supplier relationship management and warehouse management.

Our Full Service IT Capabilities

We also offer end-to-end services across a retailer's supply chain, including merchandising, in-store and omni-channel in business process management, analytics and information management, enterprise application integration, infrastructure management, application development and management, ERP, cloud solutions, and digital marketing platforms, including social media analytics.

Across all of these areas, we take an agile-based approach that emphasizes fast time to market, holistic workflow standardization, problem ownership, and ROI-based testing.

A Flexible, Collaborative Partner

Our teams are relentless in their execution to complete projects on time, on budget and on value. By optimizing the efficiency of all IT operations, we create breathing room to fund more technology initiatives. This way, you can begin to transition from spending too much of your budget and attention on running your business, and more on transforming your business.

In addition to our superior IT capabilities, what wins over our retail partners most is the collaborative culture of Mindtree. This is our true hallmark. When you partner with us, you will know that you're getting an extreme amount of attention from our top leadership to ensure success.

And if you're tired of vendors who step in, carve out their turf and walk away, you can rest assured that Mindtree works well in a multi-vendor environment. Put simply, your interests are our mission – how much credit any individual vendor deserves is not for us to dictate.

We're certain that our commitment and passion, our business insight, and our breakthrough technical innovations will speak for themselves. At Mindtree, it is about unleashing possibilities.

Write to us at retail@mindtree.com to start the discussion about your phy-gital journey.

About Mindtree

Mindtree [NSE: MINDTREE] delivers technology services and accelerates growth for Global 1000 companies by solving complex business challenges with breakthrough technical innovations. Mindtree specializes in e-commerce, mobility, cloud enablement, digital transformation, business intelligence, data analytics, testing, infrastructure, EAI and ERP solutions. We are among the fastest growing technology firms globally with more than 200 clients and offices in 14 countries.