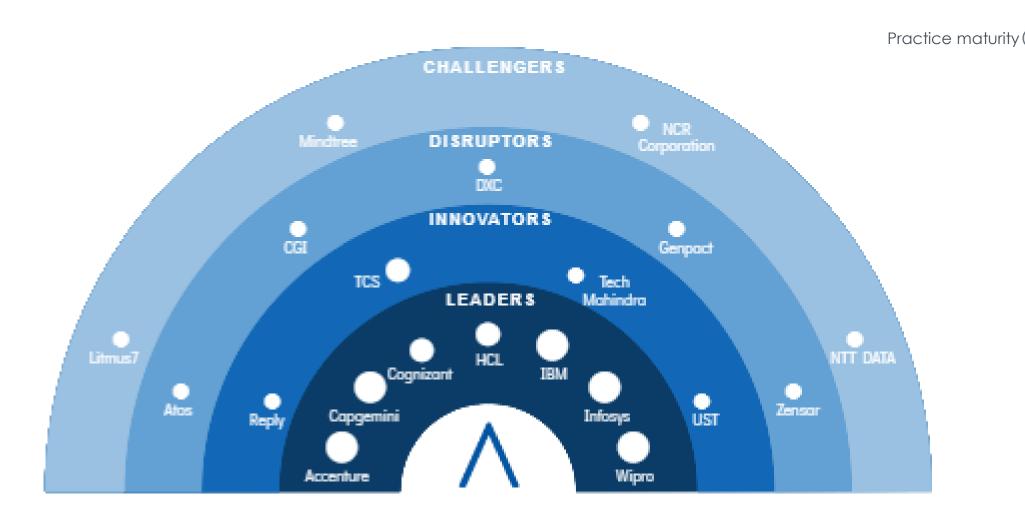
Retail Digital Services 2022–2023 RadarView









$\Lambda V \Lambda S \Lambda N T$ Service provider profiles

Accenture: RadarView profile





Practice maturity

Investments and innovation

Partner ecosystem

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Elevates customer experience and drives operational efficiencies with its intelligent platforms and scalable solutions.

Practice overview

- Practice size: NA
- Active clients: NA
- Delivery highlights: 120 delivery centers worldwide

14% Retail, CPG & travel revenue share, Aug. 2021

10% Practice growth, Aug. 2021

Industry-specific solutions/offerings

A scalable data and Al solution for marketing, merchandising, and ai.RFTAII

supply chain

Accenture Cloud Retail Execution

A cloud platform to optimize visits and improve sales and collaboration for marketing and sales operations

Accenture Retail Clientelina

A preconfigured platform with accelerators to personalize in-store CX and follow-up requests

Total Vision for Retail

A scalable solution to collect data. giving a single view of the customer

Sample clients

- Tim Hortons
- Intermarche
- H&M
- Council of Fashion Designers of America
- Central Group of Companies
- Shopper's Stop
- Body Shop
- Coop

Partnerships/alliances



Provided end-to-end services for its products and codeveloped cloud-



based solutions



Leveraged its open and flexible Adobe platforms for personalized e-commerce experiences



Developed and delivered industry solutions through their joint venture, Avanade



Improved customer interaction Ideoclick using cloud-based e-commerce optimization



Codeveloped cloud-based customer experience solutions



Provided AR wearable solutions such as smart glasses for order picking in retail stores



Codeveloped hybrid cloud automation platforms and DaaS solutions for retail clients



Provided cloud-based mobile commerce and a digital marketing platform

Value chain coverage

Customer engagement

Fulfillment

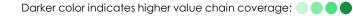
In-store commerce

Inventory management and warehouse operations

Marketina

Online commerce

Sourcing and procurement





Accenture: RadarView profile



Case studies

Client	Capability	Summary	Business impact
A China-based home furnishing chain	AnalyticsArtificial intelligence (AI)Cloud	 The client wanted to unify its siloed systems to provide a smooth experience to customers online and offline. Accenture implemented an omnichannel solution using Alibaba's cloud platform with open architecture and strong expansibility for easy sharing of data and services. It integrated order management and customer loyalty system in the platform to improve marketing campaigns. 	 Expanded from more than 200 stores to over 350 stores Experienced 13.3% YOY growth in merchandise volume
A British cosmetics, skin care, and perfume retailer	AutomationCloud	 The client wanted to modernize its legacy IT systems to be more resilient and share data across systems. Accenture implemented an order management portal and a cloud-based SAP S/4HANA enterprise resource planning system to help transform financial, supply chain, and e-commerce processes. It migrated its legacy data onto Microsoft Azure cloud, using myConcerto platform, to assess data conversion needs, develop testing, and measure cutover quality. 	 Enabled accurate stock forecasts and sourcing efficiencies Imparted seamless customer experience across stores and online Created a centralized, agile cloud platform to enable business flexibility
A Canada-based fast-food chain	AlAnalytics	 The client needed a new loyalty program and advanced digital capabilities to increase repeat customers. Accenture redesigned and relaunched the client's mobile app with loyalty at its core. It created a cross-channel loyalty program, called Tims Rewards, which allowed the mobile app to provide personalized offers, promotions, interactive campaigns, and contests. It increased customer engagement and reduced customer churn. 	 Accelerated guest registrations Experienced a 3x increase in sales impact of loyalty adoption using smart offer allocation
A Thailand-based retail holding company	AlAnalyticsCloud	 The client wanted to provide a seamless and personalized omnichannel experience to members on its platform. Accenture implemented a multilayered system with Adobe Experience Cloud, orchestrating data and content. It developed a data-driven loyalty program, expanding the client's partner ecosystem through advanced analytics and improving user experience and workforce transformation using adaptive intelligent solutions. 	 Enhanced customer experience Provided real-time data of customer across various digital touchpoints

Accenture: RadarView profile



Analyst insights

Practice maturity



- Accenture has strong capabilities in applied intelligence and digital experience across the retail value chain. Its retail, CPG, and travel practice contributes 14% to the company's total revenue of \$50B.
- It differentiates itself by adopting a design thinking-led, innovative approach for developing customer-centric platforms. It provides data-driven, retail-specific platforms to offer retailers with innovative and personalized services for customers, such as ai.retail for getting a 360-degree view of customers with actionable insights and Cloud Retail Execution to execute sales and marketing operations with superior efficiency and intelligence.
- It has a strong focus on enhancing customer experience. It has a dedicated business group for customer experience services, called Accenture Interactive, that specializes in providing marketing transformation services, commerce expansion services, unified brand experience services, and channel enablement services.

Investments and innovation



- Accenture has been aggressively investing in niche technology players. In fiscal 2021, it invested \$4.2B in 46 acquisitions across industries including retail.
 It has acquired multiple, retail-oriented organizations to grow its retail capabilities. In 2021, it acquired HRC Retail Advisory, a North America-based retail consulting firm and REPL, a UK-based technology consulting firm for supply chain and retail processes transformation.
- Accenture has been spending heavily on research and development to build cutting-edge technologies. The company has over 100 innovations hubs and invests in growth-stage companies that create innovative enterprise technologies. For instance, it has invested in Touchcast to provide metaverse as a service to its clients.

Partner ecosystem



- Accenture is involved in developing software applications with end-to-end capabilities to address industry-specific opportunities through its dedicated practices for Google Cloud, Azure, and AWS. Its joint venture with Microsoft, called Avanade, has over 2,400 retail industry professionals and over 100 retail projects to build joint go-to-market (GTM) solutions such as blockchain for supply chain on Azure.
- It integrates its proprietary solutions with industry-leading technology providers to enable digital transformation for clients. For instance, its Retail Execution and Trade Promotion Planning platforms are built in collaboration with Salesforce. Its myConcerto platform includes all the latest solutions from its intelligent platform partners such as SAP, Oracle, Salesforce, Workday, Microsoft, and Adobe.

