

Want to deliver a better customer experience in retail?

Start by understanding your customers better. Here's how.



Omnichannel analytics capabilities offer full-circle insights into customers

Nobody needs to tell retail leaders that they're swimming in data that has explosive potential to create business value. On everything from customer preferences and buying patterns to supply chain changes and more, retailers are looking for ways to translate all that data into competitive advantage, by responding to their customers' needs and preferences more quickly. Success depends on their ability to interpret and act on this data quickly and accurately - and faster is decidedly better.

Can retailers better predict when customers are going to be in the market to consider or purchase their products? Can they determine customers' individual preferences? Do they know where customers are more likely to purchase their products - for example, online or in stores? How quickly can your supply chain respond to get your products to the customers who want them now? These are only a few of the urgent questions retailers are trying to answer every day, using a massive volume of disparate data that is only growing larger every day.

That's where SAS® advanced analytics capabilities come in. From retail merchandising and supply chain to marketing and beyond, we have the deep analytics capabilities to deliver a full-circle view of consumers and their needs, desires, and preferences to leaders focused on each of these areas - in ways that are tailored to their own decision-making processes.

For example, for merchandising executives, we can help connect merchandising and marketing data and processes across the entire retail enterprise - ultimately improving end-to-end merchandising activities. For supply chain leaders in retail, we help use artificial intelligence (AI) and Internet of Things (IoT) capabilities to run efficient, agile omnichannel supply chain networks that are poised to respond quickly to customer needs. And for retail marketers, we help grow the marketing return on investment by unifying a fragmented, dispersed understanding of the customer, their journey, and their brand experience.

No other provider of advanced analytics capabilities is as uniquely qualified to serve the needs of the retail industry because SAS is the only organization that can unify the data, analytics, and customer experience through a single platform - across marketing, supply chain, merchandising, and more - to create insights and execution in real time, at the enterprise level. There's no shortage of point analytics solutions serving the retail industry. But SAS is the only provider of advanced analytics capabilities that brings it all together for retailers.

Analytics makes it possible for retailers

Omnichannel analytics - analytics capabilities that are deployed in an integrated manner across the entire retail organization - holds a lot of clear promise for retailers. But what about actual results? What's really possible? Retail organizations using SAS have already begun achieving significant results from their omnichannel analytics programs. Here's a glimpse of what's possible - real results achieved by real customers.

- Increased revenue and GM by 1-3 percent.
- Reduced markdown spend by 6 percent.
- Reduced obsolete inventory by 10-15 percent.
- Increased on-shelf availability by 20-30 percent.

And that's just the beginning. Omnichannel analytics can begin delivering results in virtually any part of the retail organization that has data. And when analytics results from across the organization are combined, the impact is multiplied.

Our omnichannel analytics capabilities for retail at a glance

Retailers rely on innovative solutions from SAS and Intel to help them know their customers better. This deep knowledge allows them to design personalized shopping experiences that forge tighter connections between retailers and shoppers. In-depth insights also enable more effective marketing, merchandising and operational planning, ultimately improving the bottom line. Now, more powerful Intel® Xeon® processors are making it possible to achieve these results in significantly less time.

Here are some of the omnichannel analytics capabilities we're helping retail clients use to create real value every day:

- Automating tasks.
- Controlling fraud and shrinkage.
- Preparing large amounts of data for analysis.
- Replacing search with conversational commerce.
- Pushing analytics to the edge.
- Anticipating customers' next moves.
- Targeting individual customers.
- Optimizing inventory and fulfillment for online or in-store shoppers.

Using all these capabilities and more, our retail customers have achieved results quickly - often increasing profitability in the first season of deployment.



The AI imperative

Analytics capabilities on their own can be a powerful force in retail. But when paired with artificial intelligence (AI) and machine learning capabilities, their impact can be amplified. To use an easy example, imagine the possibilities that come to life when analytics tools are paired with AI-enabled voice recognition capabilities that allow customers to “shop out loud,” or to explain what products or features they’re looking for. This isn’t about what happens three years from now. In retail, it’s happening now. While the possibilities are virtually endless, here are three areas where the AI-machine learning-analytics combination is already beginning to make a big impact in retail:

- **Connected customer initiatives:** Making it easier for customers to connect with the retailer through their own data, decision making, and desired outcomes.
- **Supply chain and demand planning:** Automating analytics insights to set off faster decision making across the supply chain in order to drive faster improvements and stronger outcomes for retailers and their customers.
- **Intelligent automation:** Deploying a range of predictive models to learn the retailer’s business inside and out, guiding decision makers to respond faster and more accurately to business demands and consumer preferences.

In retail, this is only the beginning when it comes to AI, machine learning, and analytics. But that’s not a reason to take a wait-and-see approach. Your peers are already achieving real value from these advances.

Insights where they matter most in retail

Where can analytics make the biggest difference in retail? Virtually everywhere there’s data. Retailers that can find a way to bring together all that data across the organization to develop true omnichannel insights gain an advantage that no point solution can match. That’s the SAS difference in retail. Here are some of the specific ways we help in critical aspects of any world-class retail organization:

Marketing

- Increase the effectiveness of marketing campaigns to yield increased sales and improved return on marketing investments.
- Predict performance of campaigns and balance marketing investments.
- Communicate effectively across all channels.

Merchandising

- Improve localized assortment planning with store and SKU granularity.
- Reduce out-of-stock events and the need for markdowns with better size profiles based on location SKU.
- Plan more accurately for future seasons with attribute analysis.



Supply Chain

- Deliver better customer service with lower levels of inventory and reduced supply chain costs.
- Ensure that the right product is available at the exact location and time needed.
- Understand demand across all channels, service levels, shipping and fulfillment costs.
- Optimize profit margins and increase revenue.

Sales

- Determine the best price based on multiple factors, across all channels.
- Optimize promotional prices and ad placement with demand modeling and forecasting.
- Mark items down at the right time to maximize margins and inventory sell-through.

Operations

- Enable business value creation and drive efficiency in all aspects of the business.
- Speed reporting cycles for more timely decision making and executive insights.
- Create a culture of analytics with self-service tools.
- Improve customer satisfaction and experience in-store.
- Detect suspicious cyber activity and fraud, and more accurately calculate risk.



Why SAS?

SAS analytics and retail solutions are consistently ranked as leaders in the market by Forrester and Gartner. We deliver analytics designed for today's retailers, including powerful solutions that enable them to:

- Discover shopper intent by mining new fast-moving, unstructured social, text and web data.
- Rationalize assortments to become more customer-centric and less product-centric.
- Predict customer demand by channel, and strategically plan key initiatives.
- Understand a customer's path to purchase and channel preferences.
- Real-time analytics that boosts customer satisfaction and increases profitability.
- Target true omnichannel demand and use intelligent automation to predict sales by location, optimize inventory and support e-commerce fulfillment initiatives.
- Increase margin potential by understanding true size demand by forecasting quantities down to the store/size level for soft lines and apparel retailers.
- Optimize purchase orders and pack configurations to meet supply chain constraints and distribution costs.
- Maximize margin by optimizing profitable price and promotion strategies over product life cycle.
- Respond to competitor pricing, shape demand and meet financial goals.

Ninety-four percent of Fortune 100 companies from all industries use comprehensive analytics and AI from SAS to ensure an optimal analytic approach to solving evolving business challenges.

Our strong partner ecosystem and deep domain expertise reduce risk and accelerate time to value. Continuous innovation and experience gained across decades of customer engagements make SAS the ideal retail analytics partner.

Built on an Intel® technology foundation

Sophisticated, high-volume analytics capabilities in retail require powerful servers, lightning-fast on-board memory, and high-speed solid-state drive storage, all connected through high-performing networks. Intel is supporting the growth in data-driven retail with the strongest solution components in all of these areas, from CPU and memory to storage and networking – all with the end-to-end security required to protect retail consumers' data. For all these reasons and more, SAS omnichannel analytics solutions are tightly integrated with Intel's powerful processing capabilities, opening the door to innovation in everything from voice-enabled commerce to IoT-enabled supply chain analytics.

To learn more, please visit: [sas.com/ -omnichannel](https://sas.com/-omnichannel)

