

# IBM Accelerated Enterprise Omni-channel Retail Solution

*An affordable Retail solution for exceptional customer experience*



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## Highlights

- Familiar look and feel that delivers a great user experience
  - Flexibility and scalability to accommodate change and growth
  - IBM Accelerators for smarter shopping experience
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Over the last decade and a half, the retail industry has undergone a radical transformation. New technologies have upset the status quo, eliminating old barriers to entering new markets, creating new sales channels, and changing customer's expectations of the retail experience. The new reality created by these changes have retailers scrambling for a new approach to their most powerful asset—their data.

The IBM Accelerated Enterprise Omni-channel Retail Solution, enabled by Microsoft Dynamics AX, offers the tools and processes to put your data to work effectively across your entire operation. Simple enough for a single business unit in a single country, yet powerful enough to support the unique business systems requirements for multiple countries, the solution positions you for success in the intensely competitive retail industry. Whether through lifecycle pricing tools, streamlined order management or increased visibility into inventory across all channels, the solution gives you the tools to respond to new opportunities and improve data quality for better customer service.

## Familiar look and feel helps you get things done

Users comfortable with Microsoft products will feel at home with the solution, because the user experience is familiar. With that familiar interface, users will have access to built-in, best practice processes such as automating merchandise and supply channels, better managing inventory, and streamlining order management.

Features like the enhanced role tailored user interface, enterprise search and self-service business intelligence keeps the learning curve manageable, eliminating costly ramp up time and driving meaningful results faster.





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## IBM accelerators for improved customer experience and coordinated action

By streamlining and consolidating processes, the solution simplifies efforts to extend into new territories, launch new products and services and develop meaningful connections with your customers. Pre-built industry and operational formats and embedded analytics and business intelligence eliminate guesswork, while the Smart Shopper application provides platform of choice and convenience for retail customers. This means you can capitalize quickly on new opportunities without sacrificing visibility or transactional integrity.

## Advanced analytics and compliance

The solution offers the features and capabilities to help analyze sales, margins and profits, and their drivers; collaborate with customers and suppliers; and develop market insights. Real-time information and collaboration functions mean you can manage centrally and share information across your enterprise, regardless of size.

## The IBM difference

IBM has deep retail industry expertise, business strategy and program governance experience and template management skills along with tools and methodologies for accelerated deployment of Microsoft solutions. You can benefit from our Microsoft technology expertise and our ability to offer consulting, management services and financing that help make the IBM Accelerated Enterprise Omni-channel Retail Solution a complete solution for your needs.

## For more information

To learn more about IBM Accelerated Enterprise Omni-channel Retail Solution, please contact your IBM representative or IBM Business Partner, or visit: [ibm.com/gbs/microsoft](http://ibm.com/gbs/microsoft)