

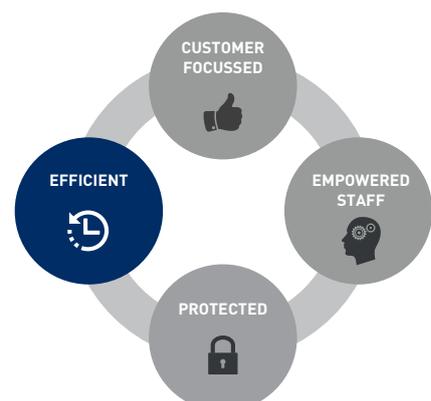
THE DIGITAL RETAILER EFFICIENT

Automate and optimise the supply chain and operations to improve efficiencies and cut costs

In the face of an increasingly complex supply chain, digital retailers are embracing the cloud, mobile, data and other disruptive technologies to achieve seamless retailing.

To do this they are turning to flexible and real-time technologies that gives them the foundation to be responsive to changing volumes and customer requirements.

THE FOUR ATTRIBUTES OF THE DIGITAL RETAILER





We understand the challenges and pressures today's retailers face. That is why we work with the world's leading vendors to provide you with technologies that revolutionise customer engagement and expand the ways you harness your data to improve all aspects of your business.



Maximise e-commerce

Using a scalable elastic cloud environment, such as Microsoft Azure, to host your e-commerce website(s), ensures that you have enough computing resource to exploit new opportunities, such as increased traffic during seasonal demands, and relieve constraints (like Black Friday) on your current IT infrastructure.



Increase inventory and order visibility

Track your inventory in real time as it moves through the supply chain by providing your fleet drivers with mobile devices equipped with mobile device management (MDM) technology. You can also apply this technology to customer orders so that they can track the order process themselves, reducing the number of customer queries.



Optimise store layouts

Using location-based services, such as WiFi and beacon technology, you can capture customer data and track their in-store behaviors - even when they don't make a purchase - to understand how to best position your products to encourage and increase the chances of a sale.



Reduce wasted stock

Create a more efficient and less wasteful supply chain by aligning it with your customer behaviors. Using our storage solutions, you can collect and manage large amounts of real-time data, such as recent sales volumes, to provide accurate replenishment quantities with suppliers and reduce wasted stock.



Quickly set up pop-up stores

If you want to set up a pop-up shop to test drive new locations, we can provide you with all the equipment you need in order to establish footfall and demand, as well as mobile POS devices to take orders and process card payments via a PCI-compliant, encrypted data connection.



Access to cognitive services

Leverage Microsoft technology for instant access to build apps with powerful algorithms using just a few lines of code. This enables your developers to easily add intelligent features - such as emotion and video detection; facial, speech and vision recognition; and speech and language understanding - into your applications.

WHY DAISY FOR YOUR STORE?

We are the UK's largest independent provider of business communications, IT and cloud services, providing technology for a host of Britain's top retail brands - including Greggs, Moss Bros, Specsavers and Cath Kidston.

Our 20-year heritage in the retail sector and experience of bringing all elements of technology together in a creative and tailored way means we continually help our customers serve their customers better, improve operations and explore new ways of doing business.

Next Steps

To find out more about how we can help you become a digital retailer, contact us on:

 0344 863 3000

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we are daisy.
www.daisygroup.com