

# Industry Page | Retail

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## Experience Digital Transformation in Retail with Mastek

### Overview

The pace of change across the world in the retail industry is dramatic, with the majority of sales happening online. Retailers and businesses worldwide are driving agile adoption of the technologies, automating the business process to drive efficiencies to deliver the best possible service and experience to their customers. Further, recent research suggests that retailers with solid revenue growth obtain a higher percentage of sales from digital channels.

Both retailers and consumer firms recognise that their ecosystem's digitalisation is the key to success & survival. Customers and the supply chains that support the services also need to adapt to a greater need for personalisation than ever before. The answer to this is the adoption of cloud-enabled services and outcome-driven digital platforms. By driving agile adoption of digital technologies and automating the business process to drive efficiencies, companies can deliver the best possible services and enhanced customer experience.

### Key Business Challenges

Retailers today are facing several tough challenges in the market - empowered customers, innovative engagement models, highly competitive market, fragmentation in the industry, and evolving technology landscape, to name a few.

#### Market Challenges

- Meeting customer expectations by keeping up with the needs and demands of the customers.
- Enhancing customer experience by delivering personalized experiences to survive the cut-throat competition.
- Changing the traditional retail model and re-inventing & innovating to move forward.
- The basis of retail competition is shifting from price & product superiority to privileged insights and customer experience.
- Due to the presence of big e-commerce firms, the CPG companies are forced to redefine their channel strategies
- Creating a collaborative environment (value-chain) that is flexible and adaptable to changing customer needs.

#### Technology Challenges

- Legacy technology technical landscape inhibits the ability to implement new technologies.
- Using data for predictive intelligence and implementing agile, resilient & connected supply chains.
- Tight integration of stores with the online channels enabling online sales while offering experiential features and cutting-edge technology that sets the store apart.
- To utilize technology as a key route to success, retailers & consumer firms need to become agile, talent-first organizations.

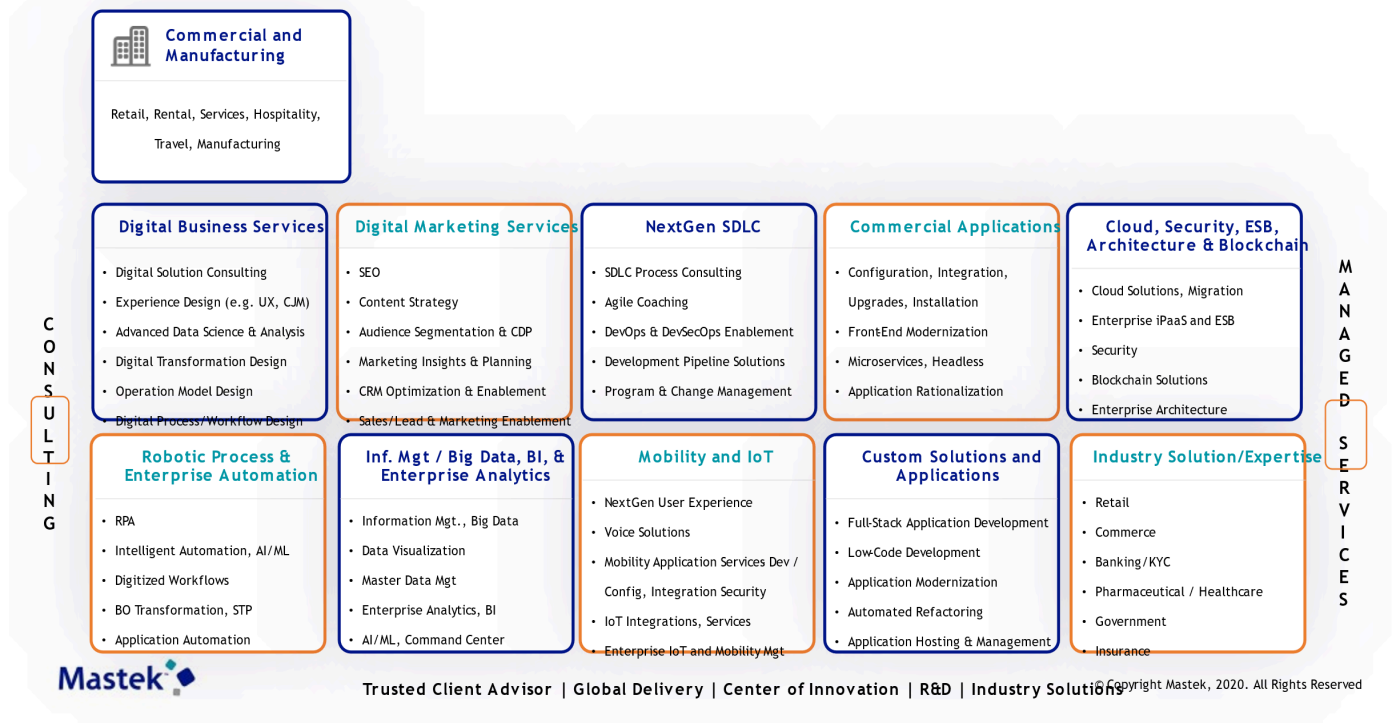
# Our Offerings

Mastek, with its rich experience and technological & retail expertise, can help your business gain agility and enhance your customer experience. Deploying our capabilities in industry consulting and architecting, analytics, system integration, product engineering, artificial intelligence, cyber security, and business support will secure your position in the competitive market.

At Mastek, we ensure seamless integration across your e-commerce stores, order management controls, customer relationship modules, and loss prevention systems, and we further assist you in creating a full-fledged road map to transform your business model. Your business can gear up for long-term success and profitability with our strategic, value-driven solutions and unmatched expertise.

With our rich industry experience and expertise, we offer a full suite of forward-looking retail modules. Our solutions include planning and optimization, merchandising, store management, and insights designed to navigate new complexities through the retail landscape's long-term shift. Our services portfolio includes the following:

## Mastek's Commerce Services Portfolio



# Industry Expertise

## Areas of Expertise

The Retail & CPG Services Sector (UK) and our areas of expertise include:

- **Accelerating your digital advantage:** Optimizing technology to explore new value for your customers and grow your business revenue.
- **Unlocking the power of your data:** Enabling your data to help you achieve your digital transformation and business outcomes.
- **Developing and modernizing your application:** Hand-holding you in your journey from a legacy estate to modernized applications by overcoming silos, reimagining processes, and defining a phased strategy.

## Market Differentiator

Our strategy for the retail sector in the competitive technology landscape that differentiates us from our competitors are:

- **Proven track record:** Our proven track record of timely and high-quality deliverables gives our customers' confidence in engaging with us on a long-term strategic basis.
- **Innovative provider:** We are a vibrant, growing, and innovative provider of enterprise-level digital transformation solutions, leveraging our partner ecosystem.
- **Lean & agile organization:** Every customer- Big or Small- is special to us.

## Retail Segments Served

Mastek has served a range of retail sectors, including Quick Serve/Restaurants, Grocery, Specialty Retailers, Consumer Products, Wholesale Distribution, and Big Box Retailers.

Mastek has provided the following solutions to many business challenges in the retail sector (UK):

- Developing and integrating loyalty scan & shop, providing apps to improve shopper experience and removing process friction for the customer for a leading Speciality Retailer.
  - Engineering Store Picking solution for a leading Grocery Retailer to better optimize supply chain and availability and enhance customer experience.
  - Integrating retail services to enhance customer reach for leading E-retail companies.
  - Engineering a wholesale B2B Platform for a leading Retail Grocery Company.
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