

# Retail has evolved. We'll help you do the same.

With low-code, adapt to changing consumer behavior faster than ever.

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## Thrive in the new retail reality

Create applications that enrich customer experiences, build loyalty and strengthen your competitive advantage

### **BLOCK 1**

#### *Optimize the customer-centric supply chain*

Now more than ever, consumers demand speed and convenience. They expect retailers to deliver the products and services they want, when and where they want them, and the line between out-of-stock and out-of-business is precariously thin.

### **BLOCK 2**

#### *Bridge the gap between physical and digital*

The customer lifecycle has changed, and the journey from awareness to purchase (and beyond) involves an endless combination of physical and digital touchpoints. For retailers, a consistent customer experience depends upon seamlessly integrating and leveraging these various channels.

### **BLOCK 3**

#### *Forge connections that keep customers coming back*

Personalization is the new norm, and product recommendations are driving an ever-increasing number of sales. Behind all of it is the ability to capture and leverage data to identify and deliver the products, services and messaging relevant to the individual customer.

### **BLOCK 4**

#### *Innovate with cutting-edge technologies*

Leading retailers are pivoting towards AI-powered chatbots to engage with customers in a more conversational setting. In doing so, they're not only streamlining customer service interactions but driving sales and lowering cart abandonment through personalized and predictive recommendations.

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## Be at the forefront of retail innovation

Low-code offers the speed and flexibility you need to always stay one step ahead

**Revolutionize the Retail Environment**

**Build the tech that meets consumers expectations**

To survive and thrive in a new retail landscape, retailers must be able to build applications and custom processes collaboratively and at speed.

With Mendix, rapidly deliver the technology needed to digitally transform the retail experience. Optimize your supply chain in order to deliver products and services faster and more accurately to consumers. Provide a seamless, omnichannel customer experience across all channels and touchpoints. Leverage cutting edge technologies like AI to streamline customer services interactions and create personalized experiences.

### **Create connected brand experiences**

#### **Reach your customers wherever they are**

No longer is a multi-channel strategy viable. Consumers interact with brands in a virtually endless combination of ways, both in the digital and online space. With Mendix, you can build the applications that bridge the divide and provide a seamless experience, from awareness to purchase and beyond, ensuring you're reaching your customers—wherever they are.

#### **Build loyalty with personalization**

#### **Deliver the products and services your customers want**

Modern consumers want personalized experiences. Retailers must be able to leverage customer data and innovate and iterate quickly in order to meet changing customer preferences. They can with Mendix.

# Be at the forefront of change

Digital technology is reshaping the construction industry. Stay ahead of the curve with low-code.

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An industry in transition brings new opportunities. Are you prepared to seize them?

Early adopters are building innovative applications to strengthen their competitive advantage and position themselves for the future.

## BLOCK 1

### *Convert data into dollars*

Widespread adoption of digital technologies on the jobsite has brought unprecedented volumes of data. But with much of it siloed, spread across internal systems and subcontractor databases, the ability to uncover insights and drive strategic, cost-effective decision-making suffers.

## BLOCK 2

### *Out with the old*

Manual and analog workflow processes are not just complex and inefficient—they often stifle the flow of data and communications critical to successful project completion, negatively impacting ROI, operating capital and profit margins.

## BLOCK 3

### *Attract and grow talent*

As the workforce ages, construction companies must bridge the skill gap to ensure sustainability. They must implement the digital solutions that upskill current staff while simultaneously attracting a new generation of talent.

## BLOCK 4

### *Meet evolving demand*

Clients are expecting more complex projects in less time without increases in cost. Those companies that can implement digital solutions that streamline processes and bolster collaboration are poised to take on these changing market demands.

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## Excel with Mendix

Ensure you're always one step ahead

### **Old Problems Require New Approaches**

**Improve project planning and meet demand with custom apps and solutions**

Construction projects are more demanding than ever, and from preconstruction to the punch list, successful execution depends upon a number of complex workflows and touchpoints. When conducted manually, the potential for human error and delays is unavoidable.

With Mendix, you can digitize workflows with adaptable, functional solutions that standardize and optimize project management while reducing mistakes and eliminating bottlenecks.

### **Unify your data**

#### **Drive actionable insights and strategic decision-making**

Unifying your data enables your organization to make accurate, data-driven decisions quickly, keeping you working faster and thinking smarter, and centralizing your data in a hub makes it easier to govern, protect, and control, protecting your business from breaches or compliance failures.

### **Close the skill gap**

#### **Deliver the applications that upskill workers and attract new talent**

The adoption of new technology isn't just about giving employees the tools to succeed today. It's a key differentiator in attracting new, younger talent. Mendix enables you to get there faster.

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