



insight**NOW**

Optimise the value of customer, supply and workforce data to drive performance improvements and increase sales

Data is priceless - and more vital to retail than ever

The impact of COVID-19 has significantly changed the retail landscape, with some analysts expecting there will never be a return to “normal”.

However, despite the global downturn in spend, some retailers have thrived since lockdown began. Those that adopt a data-driven culture, with common tooling, are able to operate at lightning pace, gaining real-time insights in the hugely unpredictable scenario of a global pandemic and making informed, effective decisions rapidly.

Amazon, the archetype of the digital native business, benefitted tremendously from its predominantly non-physical business model and changing consumer habits. But it also turned a crisis situation into a business success through its sophisticated data strategy and ability to react almost instantaneously at the start of COVID-19.

For the three months ended in March 2020, Amazon revenues were up by 26% over the equivalent period in 2019. (Fortune, 2020)

A successful data strategy should combine the intelligence of big data with the agility of real-time insight, and should weave these into the fabric of the organisation such that every colleague and team embraces data culture. This has both immediate and long-term positive effects on businesses. These can range from significant improvements to revenue performance year-on-year, through to enhanced transparency of activities and sustainability of global operations.



The retail landscape

In 2020, every human on the planet is estimated to create 1.7 megabytes of information... each second!

But 99.5% of collected data never gets used or analysed. Data parity allows organisations to better understand the constantly changing market conditions. Understanding what, how and why people are purchasing helps retailers to predict and produce what their customers want.

Optimising performance during peak trading events is critical to the success and survival of your business - 60% of annual revenue can be generated (or lost!) during these periods, making the ability to not only see, but more importantly, act on market change crucial. Black Friday in 2020 is set to be defining for many in the retail sector, so getting this brief time window right is essential. However, the vast majority of information generated through retail activities is rarely utilised.

Typically, 'born in the cloud' digital native retailers such as Asos have had the most success and reaped the most reward from using big data analytics, often leaving behind more traditional high street brands that have to face the added complexity of untangling and migrating legacy systems and data to the cloud. The digital natives have a new challenge as they reach hyper-scale - they have all the data they need, but struggle to visualise it in a succinct way that allows them to react at pace.

Introducing insightNOW

insightNOW converges each of your data sources into a single cohesive environment, providing instant visualisation and actionable insights across your entire retail estate.

insightNOW allows you to make the transition to a fully data-enabled organisation, with information at the heart of your activities. It is designed to interface with your existing information estate, making the most of the data you already create without having to rip-and-replace your existing analytics capabilities. Through a period of dedicated consultancy, the solution is scoped and carefully tailored to meet the unique requirements of your business, bringing together data sources into a central display.

This opens up new business intelligence opportunities, from analysing high-level trends such as global performance of a product broken down by region, through to customer behaviour projection based on time of day or response to marketing campaigns and product launches. Each business unit, from C-level through to Pricing, Sales, Marketing and Supply, is provided with a display relevant to their own requirements.

Through continually assessing the metrics that matter to you in real-time - regardless of where the information is generated - insightNOW enables you to make informed and effective decisions, such as deciding to lower price on a particular product as a new market comes online to maximise sales.

During peak trading events, when your levels of demand can skyrocket to hundreds of times normal volumes, insightNOW benefits from Google Cloud Platform's unrivalled on-demand scalability to seamlessly handle any surge in data without loss of speed or accuracy. This gives you a vital edge as you can react in real time during the most important trading events of the years and maximise sales opportunities.



Did you know?

insightNOW allows you to simulate and test pricing and channel strategies prior to peak trading events to ensure you are fully prepared for every eventuality.



Did you know?

insightNOW gives you the visibility and control to make 'in the moment' decisions based on regional and global insight to ensure you hit your peak trading targets.



Key features & benefits

Real-time insights at your fingertips

Instantly convene all of your data in a single display and cohesive format - even during surge events - so you can react to dynamic circumstances and continually optimise your global performance.

Do more with less

You already generate vast quantities of data through your different operations - make the most of your existing investments by gaining new insights and gain a critical competitive edge.

Enhanced decision-making

Make better and more informed decisions when it matters most by gaining complete oversight over every customer interaction and key function, from marketing and sales to product, shipping and logistics.

Faster trend identification

Stay up-to-date with custom event triggers to notify you of competitor activity, trending topics on social media, or the content of positive and negative reviews to help inform your decisions.

Custom, relevant displays

The real-time dashboard is customised to meet your unique requirements, giving you the insights you need, when you need them. We connect new and existing feeds to put you at the centre of your data.

Built on Google Cloud Platform

The world's most secure cloud platform gives you access to market-leading data analytics and machine learning tools to improve your performance year-round and make the most of the revenue opportunities created by peak trading events.



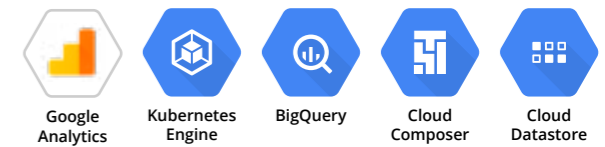
Case Study: leading British technology retailer

The Solution

Appsbroker worked in partnership with the client to go live with insightNOW in 2019 to respond to these challenges.

insightNOW converges all of the client's different data streams globally, then interprets and displays real-time information across every market, time zone and currency in a unified, consistent format, automatically converting currencies and comparing performance by region at relative times. This enables teams from the C-level down to gain immediate insights into their respective areas and make informed decisions instantly to continually optimise sales performance.

The client always offers global price parity and benefits significantly from the ability to continually assess the performance of products at both a per-region and holistic level which allows international price adjustments to be effectively balanced, enticing more customer purchases. As insightNOW is powered by Google Cloud Platform, it has the scalability and elasticity to seamlessly handle even the enormous surges faced during peak trading events, where demand can skyrocket by 100 times, while still delivering real-time visibility. This gives the client a vital advantage in moving faster than its competition during these surges, and in the first year of go-live revenues grew by 40% due to improved responsiveness during peak trading.



The Challenge

The client is one of Britain's best-known high street brands, with an international reputation for quality of design and continual innovation. While its traditional downstream wholesale operation was performing strongly, the client had started to branch out into direct sales, in which it saw enormous potential for revenue growth and future security in a tumultuous retail landscape.

The client's sales operations span 31 different markets and 9 time zones, and it is mandated to offer global price parity, creating an enormous challenge in striking the best balance to maximise sales. Faced with competition from the digital native eCommerce providers, which are geared up by nature to improve sales performance through continually acting on rapid analytics, the client needed to significantly improve its reaction speeds to changing market conditions - at scale.

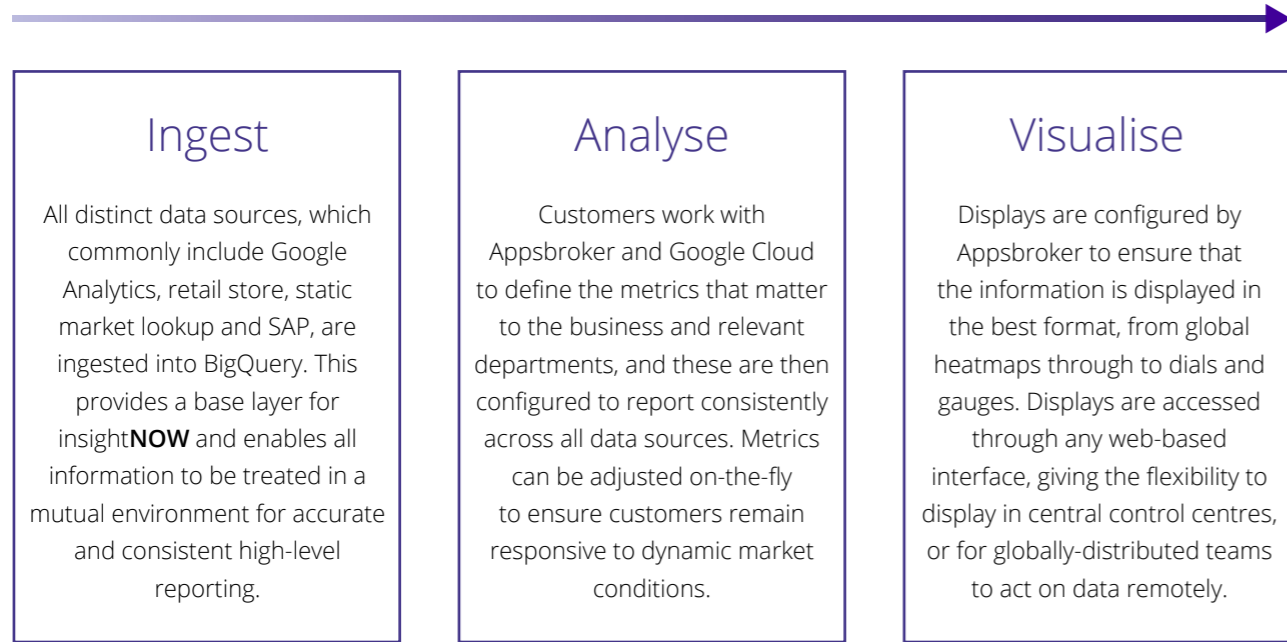
However its existing analytics solutions did not interoperate and it was impossible to identify high-level trends and customer behaviour fast enough to take any impactful actions, such as altering product prices to encourage demand as new markets came online. This was exasperated over peak trading events, during which organisations can generate or lose 60% of annual revenues in events like Black Friday and Singles' Day, and anything other than real-time analysis and responsive decision-making places businesses at a disadvantage. The client looked to Appsbroker and Google Cloud to boost revenues during these critical periods.



How does it work?



Your business is unique, and so insight**NOW** is designed with flexibility in mind. The process for deploying insight**NOW** can be briefly summarised as below - but also bear in mind that cultural integration is a key success factor.



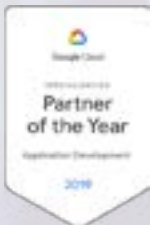


- Highly-experienced at successfully working in partnership with major brands to help them reach their data potential
- Deep understanding of the retail space, particularly with challenges and opportunities around data
- The second UK Google Cloud Partner to attain a Specialisation in Data Analytics
- Collaborative approach to working with customers, designed to create best-fit solutions



- Infrastructure optimised for scaling to handle and process the enormous volumes of data created during peak trading periods
- Leading cloud platform for Data Analytics
- Ready-to-deploy connectors from insight**NOW** to numerous analytics platforms, including any existing Google Analytics instances
- Evergreen infrastructure and continual optimisation to remain ahead of the curve

Talk to us today to discover how you can optimise your annual sales performance with insight**NOW**



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