



How do the largest

**global retailers**



achieve **high-impact business outcomes?**

Through enhanced analytics, operationalised at scale

Reduce costs by simplifying processes  
and automating repetitive tasks



**Optimise marketing and operations processes**

A large UK retailer increased loyalty and market baskets, realising **2 consecutive years of 10%+ profit growth**.



**Automate mundane activities**

**Replace repetitive/mundane human activities** by deploying artificial intelligence, deep learning and machine learning—embedding analytics into operational processes.



**Reduce shrink/waste and stock-outs**

A large U.S. specialty retailer generated **\$80M in savings in one year** by addressing inventory transparency, flexibility and costs; deriving insights from product, distribution and logistics costs, customers types and individual profitability levels.

## The retail industry is changing

Use automation to identify inefficiencies across all aspects of store, digital and customer operations to improve the bottom line.

Retail transformation is being driven from unprecedented changes in consumer behaviour, intensified pressure on margins and a radically changed competitive landscape.

The most successful retailers are deploying world-class analytics, artificial intelligence and an enterprise data architecture. This core foundation empowers future operating models to:

Gartner forecasts that by 2020 there will be around 21B IoT endpoints, generating over 20ZB of data in retail and beyond. Retailers should be planning to deploy advanced analytics tools to mine the volume and complexity of data propagated in near real-time by IoT to generate opportunities for new business models and ways of saving costs and automating.

Optimise operations across multi-channel processes

**A large U.S. retailer is using Root Cause analytics to help identify failing online processes; helping inform decision-making and suggesting corrective actions to eliminate previously hidden process failures**

Review behaviors and results by channel and by marketing programs in real time to realise significant value; identify and fix the processes that result in cart abandonment/competitive comparison shopping

Automate processes to drive efficiency savings

**An international retailer operationalised AI to enable them to identify and pinpoint where customers become stuck in their online/in-app journey and when automated intervention is needed**

Increase productivity by identifying and fixing process bottlenecks, failures and the root causes of customer and associate complaints

Avoid unnecessary markdowns (and losses from shrink/waste)

**A U.S. retailer realised \$11.5M reduction in markdowns across stores and an increase of \$2.6M in profits by mapping attribute performance by location, geography and time-period. Reduced inconsistencies in stock balance and “pre-pack”/bulk assortment breakdowns**

Improve operational and store level capabilities, especially in merchandising, seasonality and assortments

## Why Teradata

We have a long history, working with the world's largest, most complex companies. They have confidence in our ability to meet their short, medium and long-term analytical requirements.

We deliver against our promises, supporting our customers in confidently embracing their most complex analytical ambitions, while driving hundreds of millions of dollars in value.

We are recognised for our superior technology vision and capability based on integration of Teradata and open source technologies deployed in the public or Teradata cloud and/or on-premises across Teradata and commodity hardware.

We provide high performance analytical ecosystems, experienced data scientists, industry and implementation experts that empower our clients to increase revenue and drive operational efficiency.

## Our Objective

Help remove technical barriers that hinder success

## Our Philosophy

Enable the discovery and operationalisation of new insights, at scale, across any business

## Our Focus

Deliver ROI, enabled by the best analytics platform and optimal cost/performance mix

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