

# 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

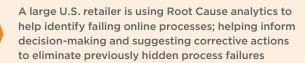
Use automation to identify inefficiencies across all aspects of store, digital and customer operations to improve the bottom line.

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



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

10000 Innovation Drive, Dayton, OH 45342 Teradata.com

Teradata, Teradata Rapid Analytic Consulting Engagement™ (RACE™) and the Teradata logo are registered trademarks of Teradata Corporation and/or its affiliates in the U.S. and worldwide. Teradata continually improves products as new technologies and components become available. Teradata, therefore, reserves the right to change specifications without prior notice. All features, functions, and operations described herein may not be marketed in all parts of the world. Consult your Teradata representative or Teradata.com for more information.

Copyright © 2018 by Teradata Corporation All Rights Reserved. 01.18 FB9944



