

How to thrive in a fast changing customer centric world:

The 5 key tenets of omni-channel retail

Jason Shorrock
15th October 2014

It's all about me

Enterprise focus

Right Product

Right Place

Right Time

Right Price

Right Quantity

Customer focus

Right Product

Right Place

Right Time

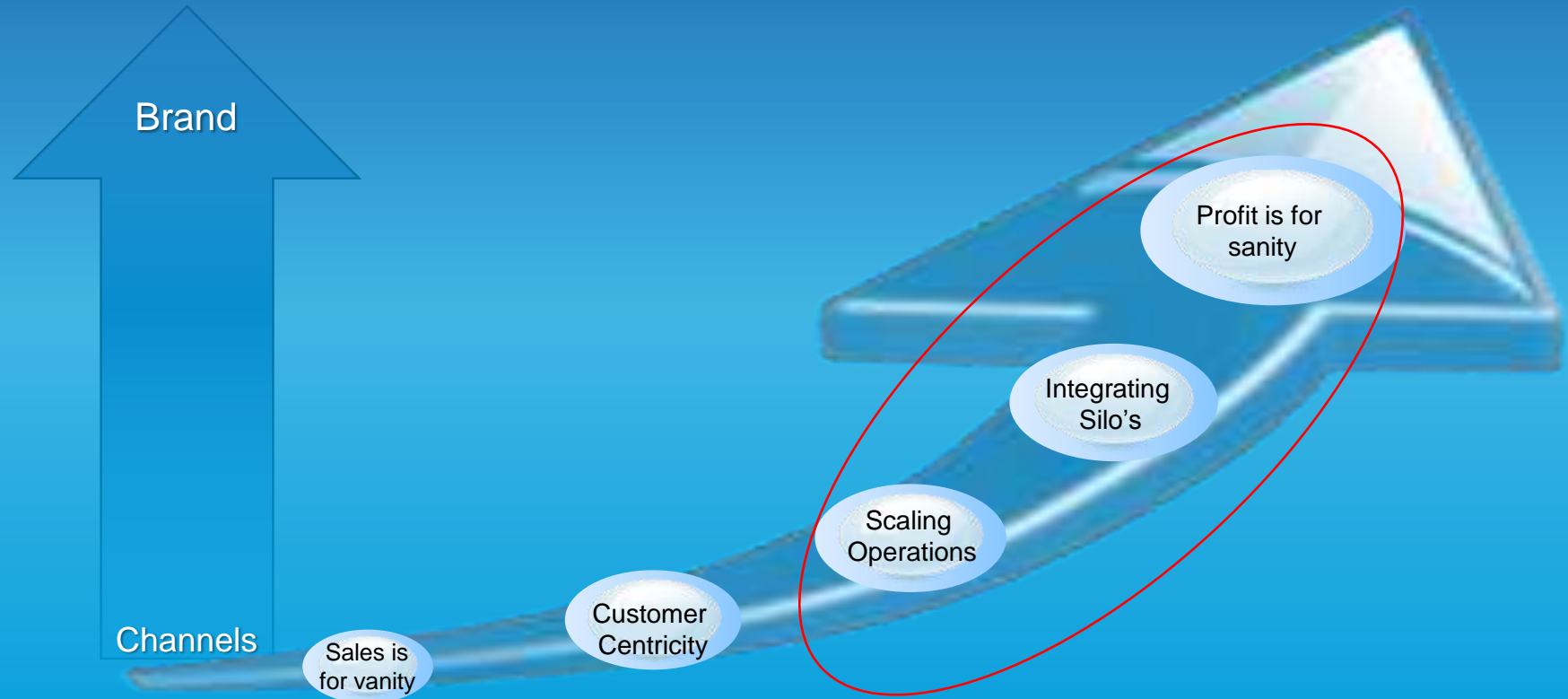
Right Price

Right Quantity

MY



The Evolving Omni Channel Retail Model





- 1 Unified all-channel customer engagement
- 2 Consumer-centric all-channel offers
- 3 Flexible, real time, responsive supply chain
- 4 Profit-based distributed order management
- 5 Single enterprise-wide demand shaping forecast

Key Tenets of All-Channel Success



- 1 Unified all-channel customer engagement
- 2 Consumer-centric all-channel offers
- 3 Flexible, real time, responsive supply chain
- 4 Profit-based distributed order management
- 5 Single enterprise-wide demand shaping forecast

Key Tenets of All-Channel Success

Existing Practices

- Chain wide homogenous assortments
- Pre season assortment range plans
- Standard promotion & MD cadence
- Gut feel “buy-based” decisions
- Inadequate supply chain integration

Emerging Practices

- Micro-segmented all channel assortments
- Continuous lifecycle assortment planning
- Consumer response driven price optimization
- Analytics driven “sell-based” decisions
- Incorporate supply chain constraints



Store

Web

Catalog

Call Center

New Assortment Paradigms

Appeal to the Shopper, not the Channel



Customer Profile

Assortment & Price

Demand Channel

Fulfillment Channel

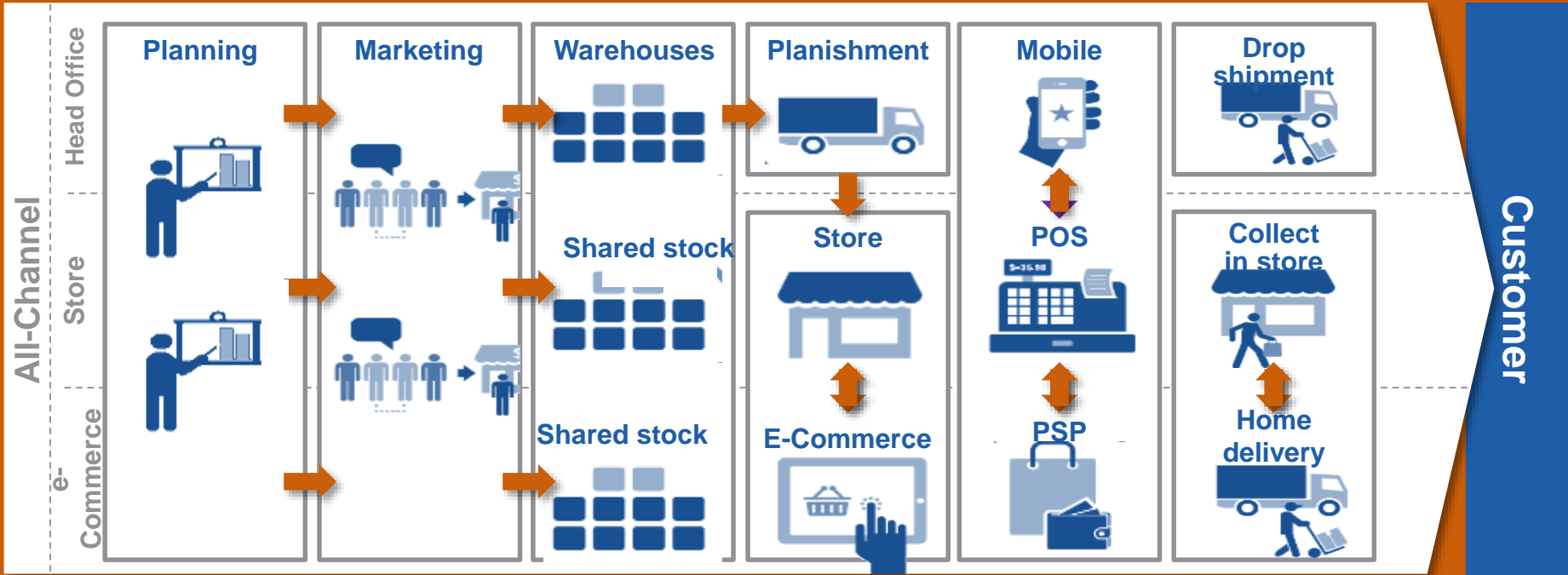
Strategically position assorted inventory across the network and remain flexible enough to manage a myriad of options



- 1 Unified all-channel customer engagement
- 2 Consumer-centric all-channel offers
- 3 Flexible, real time, responsive supply chain
- 4 Profit-based distributed order management
- 5 Single enterprise-wide demand shaping forecast

Key Tenets of All-Channel Success

Flexible, responsive, real-time supply chain



“Success will come when the SC is managed as a unified total vs. independent business units”

Maximize Customer Satisfaction and Profit



Customer Engagement: Profitable Order Orchestration



CUSTOMER SATISFACTION ↑

PROFITABILITY



Profitably Orchestrated All-Channel Orders

The Path to Profitable Order Orchestration

PROFITABILITY →





- 1 Unified all-channel customer engagement
- 2 Consumer-centric all-channel offers
- 3 Flexible, real time, responsive supply chain
- 4 Profit-based distributed order management
- 5 Single enterprise-wide demand shaping forecast

Key Tenets of All-Channel Success

All Channel Demand Maturity Model

STRATEGY

Stage 4
Orchestrating

Stage 3
Collaborating

Stage 2
Anticipating

Stage 1
Reactive

GOAL
OPERATIONAL PLAN

PROCESS & TECH
EMERGING PROCESS –
INCONSISTENT,
INEFFECTIVE.
EXCEL AND ERP

GOAL
DEMAND & SUPPLY
MATCHING

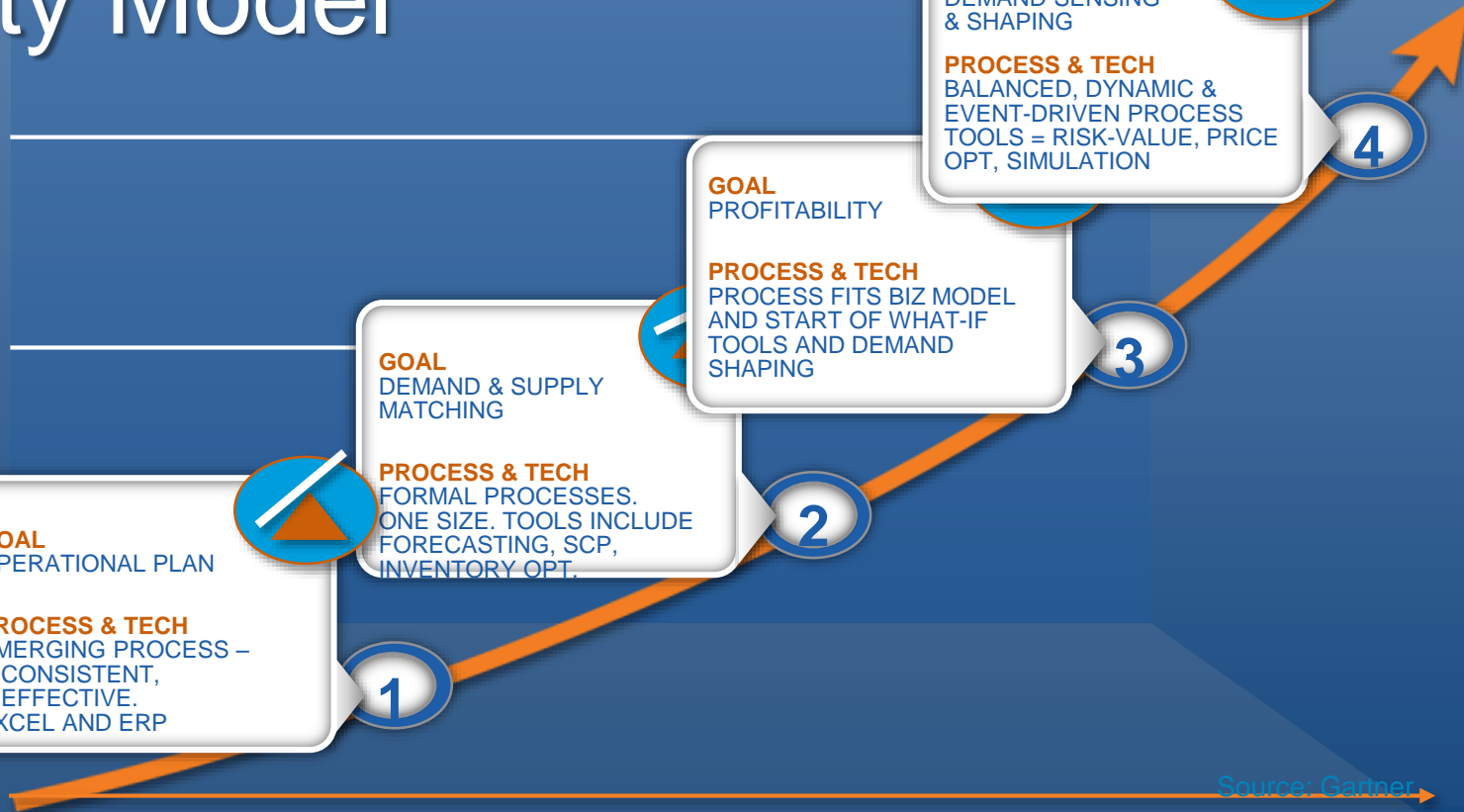
PROCESS & TECH
FORMAL PROCESSES.
ONE SIZE. TOOLS INCLUDE
FORECASTING, SCP,
INVENTORY OPT.

GOAL
PROFITABILITY

PROCESS & TECH
PROCESS FITS BIZ MODEL
AND START OF WHAT-IF
TOOLS AND DEMAND
SHAPING

GOAL
DEMAND SENSING
& SHAPING

PROCESS & TECH
BALANCED, DYNAMIC &
EVENT-DRIVEN PROCESS
TOOLS = RISK-VALUE, PRICE
OPT, SIMULATION

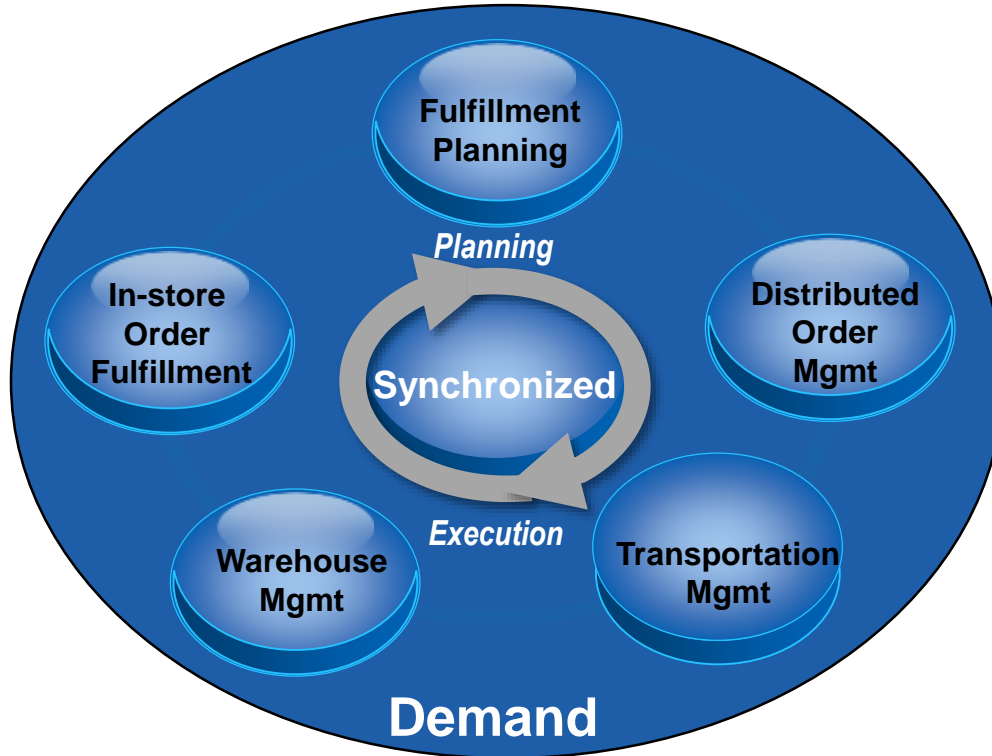


Source: Gartner

INCREASE IN ORGANIZATIONAL BALANCE



The future state of an Omni Channel Fulfillment Network



- **Single *enterprise-wide* demand shaping forecast to optimize both planning & execution decisions**
- ***Constraint-aware* planning that *assures* smooth execution**
- ***A cross-channel Fulfillment Plan – symbiotic & collaborative***
- ***Real time end to end network inventory visibility***
- ***Intelligent *Order Lifecycle* Management to orchestrate Service and Profitable order fulfillment decisions***

Our Customers Define Our Success

End to End Supply Chain Management



Manufacturers



Wholesaler-Distributors



Retailers



Transportation & Logistics



Services



JDA Differentiators



1

Proven Scalability

- The worlds largest retailers rely on jda for supply chain solutions
- Best in class architecture to ensure confident reliability
- Real results case studies

2

Market Leading Solution Capabilities

- Best in class supply chain planning solutions
- Largest market share in supply chain solutions
- Acquisition and integration of leading supply chain brands

3

Best Practice Methodologies

- Strategic business process modeling with proven delivery models
- Consistent delivery of global best practice methodologies
- Deep domain expertise in retail supply chain solutions

4

Real Results

- Proven use case supply chain results
- Lowest TCO and highest time to benefit
- Customer collaboration across largest supply chain install base

5

Low Risk Cloud Deployment

- Flexible cloud strategy
- Phased deployment from lab-test-production
- Best in class template configuration reduces project risk



THE SUPPLY CHAIN COMPANY®

Questions?

Jason Shorrock (Jason.Shorrock@jda.com)

