



ONERetail: Smart Information Ecosystem for Connected Retail Organization

Retailers are embarking on a new age agenda to build stronger ecosystems that would transition their business from the “most effective business” to the “most engaged business” model. To achieve this transformation, their information systems would also be required to closely mirror the evolution

Omnichannel Initiatives for Effective Customer Engagement

Most of the major retailers today are in the midst of one kind of omnichannel initiative or another. But the very word “omnichannel” implies a strategy focused on channels and not customers, hence leading to a plethora of ineffective “omnichannel” initiatives. Retailers are realizing not only the need to be more engaged with customers, but with all facets of the business in line with the “connected everything” concept prevalent today. Some of the strategies that retailers have been adopting to improve customer engagement are:

The intelligent omnichannel retail

- Location-based outreach using near field communication
- Geo-fencing for real-time shopping insights and targeted offers
- Pervasive analytics for high velocity pricing decisions
- Customer behavioural analytics to curtail cart abandonment

The effective retail operation

- Digital driven Omnichannel integration
- Supply chain optimization for last mile efficiency

- Store navigation optimization using pre-selected online cart or purchase patterns
- Effective B2B data exchange for just-in-time replenishment

The most engaged retail business

- Smart associates with personalized customer behaviour awareness
- Social media analytics to influence the influencer
- Marketing spend optimization by customer behaviour awareness
- Balancing privacy and trust with consumer engagement

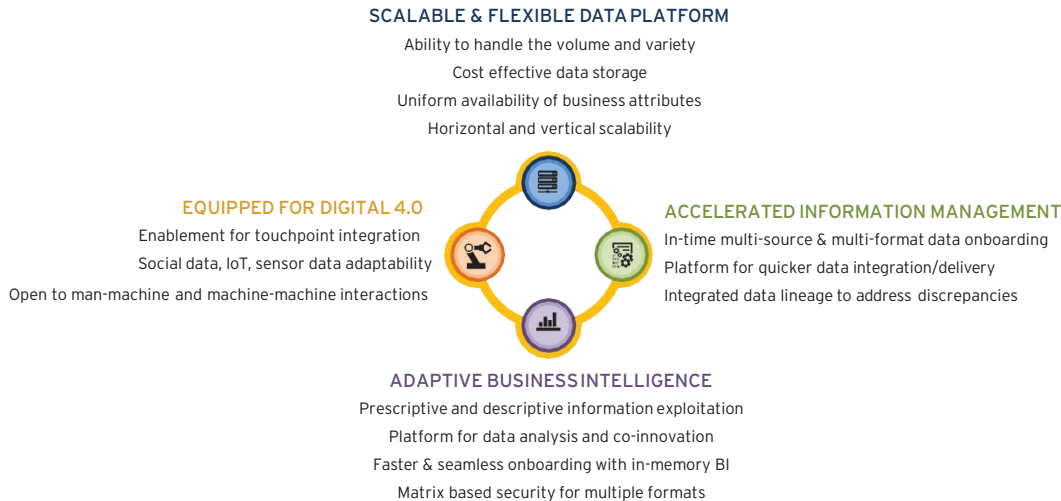
Consequently, modern information management assets have to be equipped with capabilities beyond just integration of enterprise-wide information. The information management system should have the ability to support key business imperatives by itself and bring in “just-in-time” actionable insights for business to apply.

ONERetail: Enterprise-class Information Ecosystem for Retailers

Cognizant’s ONERetail is a platform especially designed for the retail industry to help enable organizations to scale up their information assets with an all-in-one and digital ready information ecosystem that acts as a single window for all your BI and analytics needs. It enables “management by exception” through the use of customized triggers that run analytics, mine insights and prescribe actions based on evolving retail conditions.



Core Design Principles of ONERetail



Key Features of ONERetail

- **All in one:** Packaged with retail standard data models, plug-and-play data connectors and data integration components to enable deployment of a best in class data layer in no time.
- **One stop shop:** An integrated information ecosystem, ONERetail enables users to experience the amalgamation of traditional BI with self-service and predictive analytics.
- **Guided analytics:** Embedded intelligence offers a personalized analytics experience which learns from your usage pattern, location and context of your analysis to guide you to the correct insights and decisions. In addition, ONERetail provides a device agnostic and responsive interfacing experience.
- **Four clicks to insights:** Eases your analytics experience - enabling you to arrive at actionable insights within four clicks by eliminating distortions in data, information and visualization.
- **Analytics workbench:** Supports data exploration needs by providing a sandbox environment coupled with a workbench for analytics. The analytics workbench comprises of standard plug-and-play models to enable quick and easy information discovery.

About Cognizant

Cognizant (NASDAQ-100: CTSH) is one of the world's leading professional services companies, transforming clients' business, operating and technology models for the digital era. Our unique industry-based, consultative approach helps clients envision, build and run more innovative and efficient businesses. Headquartered in the U.S., Cognizant is ranked 230 on the Fortune 500 and is consistently listed among the most admired companies in the world. Learn how Cognizant helps clients lead with digital at www.cognizant.com or follow us @ [Cognizant](https://twitter.com/Cognizant).



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