The retail data journey:
Harness the power of data to transform your operations for the new retail reality

Business Services

orange™

With the lockdown easing, physical stores are opening to a new retail normal in which in-store customer safety is paramount to restore consumer confidence and get revenues rising again.

Current conditions mean strengthening consumer trust and developing the right retail experiences will be more important for retailers.

Harnessing insight from available data will be critical to adapting rapidly to ever-changing demand and creating the safe shopping environment customers need.

This key intelligence will also drive the development of more resilient, responsive and efficient supply chains, together with more personalized cross-channel digital experiences, saving costs and growing loyalty.

The retail data journey
Solving your key data challenges to help you thrive in the new era of retail

Collect
How to connect my devices, wherever they are and whatever their technology features include?

Transport
How do I seamlessly get my data in the right place, at the right time?

Store & process
What data to store, and where to store it?

Analyze
How to better predict consumer actions and business events?

Share & create
How can I exploit my meaningful data for business value creation?

Consulting
How do I leverage my data for innovation?

Protect
How to identify and protect what matters most?

Integration
How do I ensure seamless integration of my solutions and technologies?

What sets us apart?

Business Services — orange

+ **Collect**

+ **Transport**

+ **Store and process**

+ **Analyze**

+ **Share and create**

+ **Protect**

+ **Integrate**

Drive business-focused data strategies and improvement programs

The complexity of data strategies can often mean it's challenging to know where to start and what to prioritize. At Orange Business Services, we believe that the clear definition of requirements and scoping before any project begins will ultimately lead to its success.

With our best practice range of consulting capabilities, we can support, advice and assist you in your performance, improvement and transformation processes.

Together with you we will link business outcomes to data strategies to specific solutions, assisting you in every step of your journey, end to end.

FIND OUT HOW...

Orange consulting team helped a major furniture retailer better approach its data to improve employee digital adoption

- Collect
- Transport
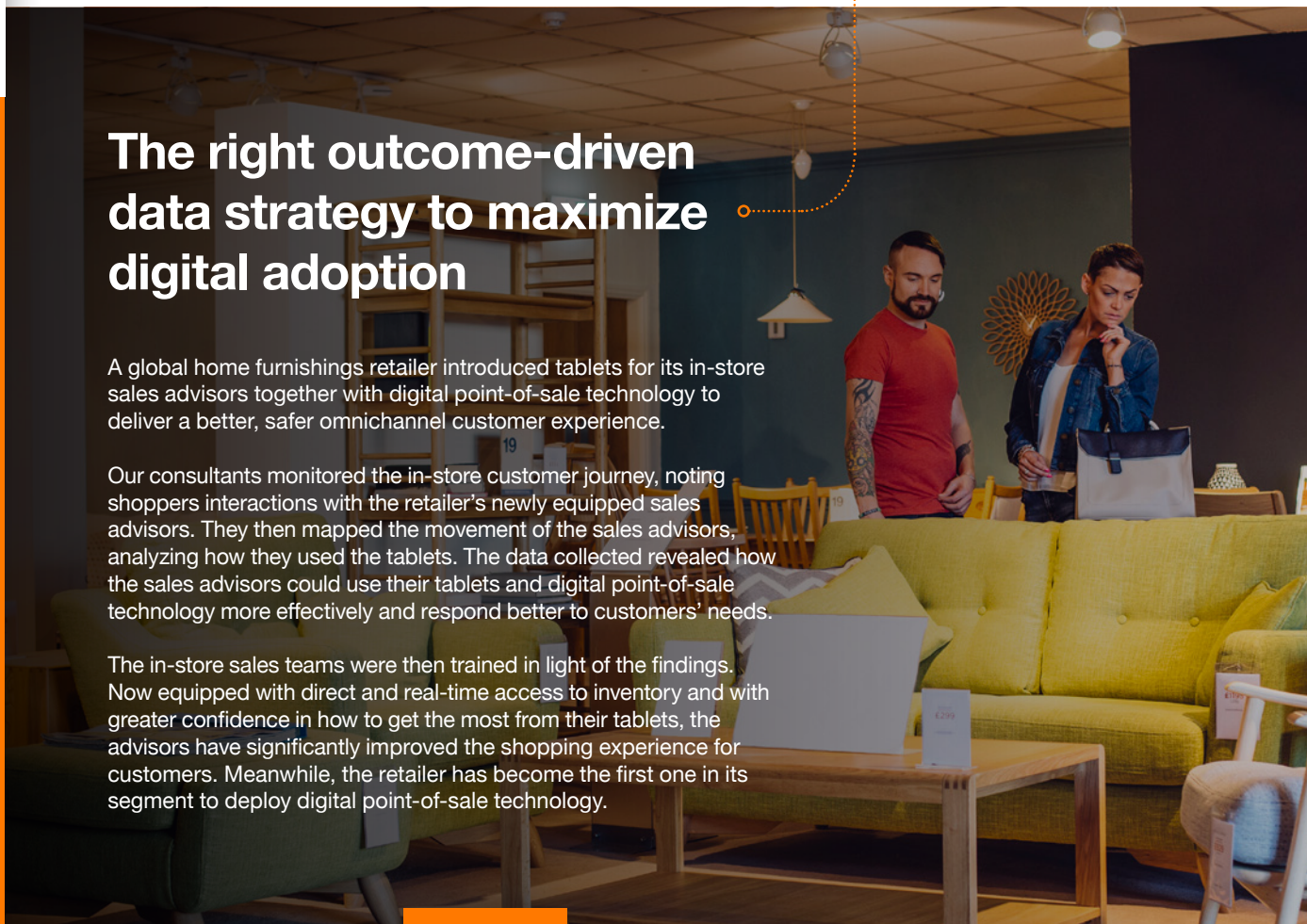- Store and process
- Analyze
- Share and create
- Protect
- Integrate

The right outcome-driven data strategy to maximize digital adoption

A global home furnishings retailer introduced tablets for its in-store sales advisors together with digital point-of-sale technology to deliver a better, safer omnichannel customer experience.

Our consultants monitored the in-store customer journey, noting shoppers interactions with the retailer's newly equipped sales advisors. They then mapped the movement of the sales advisors, analyzing how they used the tablets. The data collected revealed how the sales advisors could use their tablets and digital point-of-sale technology more effectively and respond better to customers' needs.

The in-store sales teams were then trained in light of the findings. Now equipped with direct and real-time access to inventory and with greater confidence in how to get the most from their tablets, the advisors have significantly improved the shopping experience for customers. Meanwhile, the retailer has become the first one in its segment to deploy digital point-of-sale technology.

Consulting

Collect
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Integrate

Capture the right data in real-time

Embedding IoT-powered sensors at strategic points across your retail operations allows you to capture key data in real time. This enables you to closely monitor a range of critical activities, including in-store customer and assistant numbers and behavior, social distancing, air quality, warehouse stock levels, delivery vehicle location, product journeys, building energy use and surveillance.

Orange Business Services offers a perfect combination of connected objects to choose from with the matching ecosystem and choice of connectivity. Our combination of dedicated networks collects data from everywhere and transports it to where it is essential for your business, secure by design.

FIND OUT HOW…
Orange developed a real-time tracking solution for a major food retailer to help reduce the loss of its key assets

Real-time data monitoring to reduce the loss of key assets

The loss of plastic crates during the delivery process was biting into a major food retailer's profits, while it also needed a system to verify each crate was cleansed to the necessary health and safety standards. Orange developed a real-time tracking solution to monitor the entire crate journey.

IoT sensors were located on each crate, which collected and fed back data on their location to the retailer 24 hours a day via a specially developed cloud-based application featuring an ergonomic secure web interface. This alerted the retailer's management team to any problems in transit, and ensured each crate passed through the cleansing process.

This innovative geolocation solution has significantly reduced crate loss saving both time and cost, and decreased the environmental impact of having to replace them. It has also ensured the retailer is fully compliant with regulations for fresh produce food hygiene.

Bring in simplicity and automation to your networks

Being able to transport your data seamlessly from and to any location, with ultra-reliability, at the right speed and sometimes in vast quantities is vital to build a complete retail picture. This requires an ultra-reliable, high-speed and secure network to share the right data at the right time across your business and with relevant ecosystem partners.

With a track record as market leader in global connectivity we offer the widest range and latest solutions to exactly match your needs for transporting critical business data.

FIND OUT HOW...

A major supermarket chain chose Orange SD-WAN deployment to ensure its network can support seamless omni-channel customer experiences
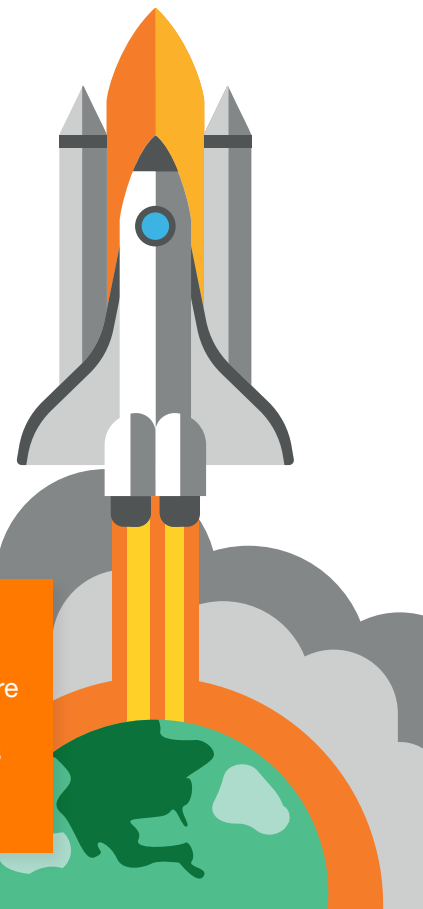
Transport

How do I seamlessly get my data in the right place, at the right time?

An intelligent and flexible network infrastructure that supports seamless, safe omni-channel customer experiences

A major Middle Eastern supermarket chain embarked on a digital transformation strategy that included introducing a seamless, digitally-powered omni-channel customer experience across its regional operations. To achieve this, the retailer needed the necessary flexible and secure network infrastructure to enhance its online and offline offering and serve end-users across its highly distributed operations.

To address the connectivity challenge, the supermarket chain chose to deploy Orange Business Services SD-WAN technology to provide robust, reliable networking to all its sites, while helping reduce costs and drive more efficient use of bandwidth. Orange Business Services helped the retailer migrate its regional operations to a dynamic and flexible SD-WAN network that brings the required intelligence and scalability.

The retailer is now able to offer faster omni-channel interactions and smart retail applications, such as a new e-commerce platform and a new loyalty program that drive customer satisfaction up.

Store and process
What data to store, and where to store it?

Ensure the fast and flexible processing of data with the right cloud strategy

As your data grows in volume, complexity and variety, the challenges of what to store, where and in what format becomes ever more demanding. New regulatory controls and security risks add to the difficulty. This makes it vital to decide what data to store and how this can be done in the most flexible, scalable and secure way. It's also important to ensure that services deployed across multiple cloud providers adhere to the relevant governance and compliance framework.

Orange Business Services orchestrates end-to-end, secure, compliant multi-cloud storage solutions, along with cutting-edge machine learning-driven data analytics solutions. Our cloud experts will help you find and implement exactly the right solution according to your needs.

Store and process
What data to store, and where to store it?

A flexible, scalable data storage cloud solution to support future business expansion

To support global brand development, a leading cosmetics retailer wanted to deploy a flexible, scalable platform that would be able to handle the increasingly growing amounts of data that would be generated from the planned digital transformation of its operations, along with future expansion. The company also needed to find a solution that could manage multi-cloud environments.

Orange Business Services implemented its Private Cloud solution, which is now successfully hosting the retailer's information systems for numerous brands across several geographic regions. Meanwhile, a Public Cloud solution, featuring Orange Flexible Engine which allows the retailer to benefit continually from the latest cloud innovations, is supporting development and testing platforms for websites and internet/intranet applications.

These systems are supported and maintained by Orange's managed services solution, which also covers IT services already widely used across the retailer's operation and service level agreements for the entire data processing chain. Professional services are also delivered at customer sites across the globe to coordinate operations with the retailer's main production centers. This has created a solid foundation for the future global development of the business.

Analyze
How to better predict consumer actions and business events?

Use retail analytics to turn your data into actionable business insights

Making sense of huge volumes of data, to make it useful is one of the biggest challenges we face today, especially when much of it is unstructured and difficult to analyze. Deploying cutting-edge cognitive systems makes sure your data delivers maximum impact by providing the business insight you need.

Monitoring customer flows both inside and outside your store will help you optimize its location, inform your product offering, streamline staff rosters and help maintain a clean, safe, socially distanced shopping environment where necessary.

With our strong expertise in data science, Orange Business Services addresses the processes of inspecting, cleansing, transforming, and modelling your data securely with the goal of discovering useful information, informing conclusions, and supporting decision-making.

FIND OUT HOW…
A global furniture retailer used Orange data analytics platform to optimize its store location strategy
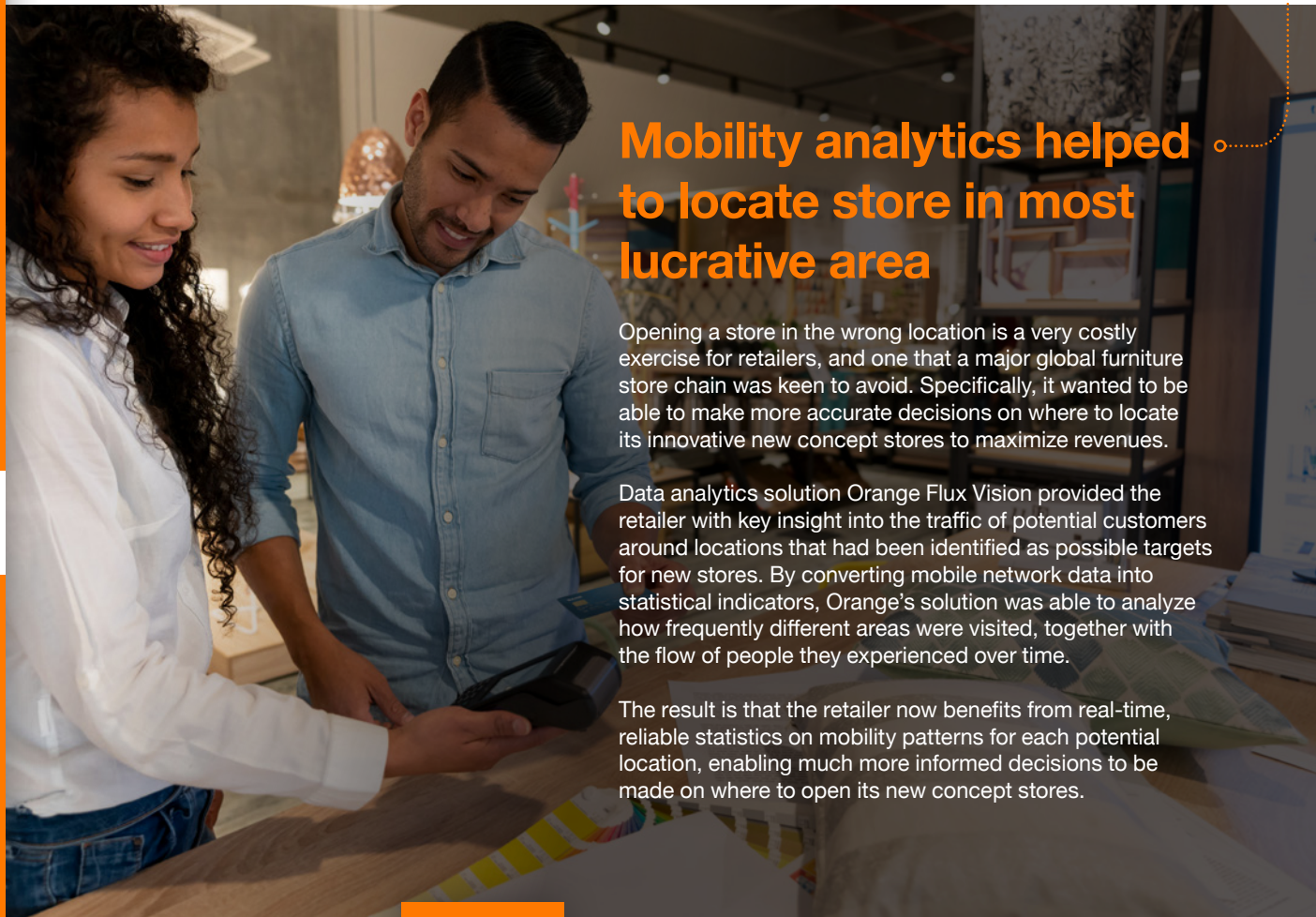
Mobility analytics helped to locate store in most lucrative area

Opening a store in the wrong location is a very costly exercise for retailers, and one that a major global furniture store chain was keen to avoid. Specifically, it wanted to be able to make more accurate decisions on where to locate its innovative new concept stores to maximize revenues.

Data analytics solution Orange Flux Vision provided the retailer with key insight into the traffic of potential customers around locations that had been identified as possible targets for new stores. By converting mobile network data into statistical indicators, Orange's solution was able to analyze how frequently different areas were visited, together with the flow of people they experienced over time.

The result is that the retailer now benefits from real-time, reliable statistics on mobility patterns for each potential location, enabling much more informed decisions to be made on where to open its new concept stores.

Transform customer and employee experiences

The intelligence derived from your data must be shared appropriately across your retail operations in the quickest and most effective way possible to deliver maximum benefits on the ground. Internally, this will foster collaboration, innovation, more informed decision-making and better staff safety. From a customer perspective, it will help create safer, better, more personal and engaging in-store and online experiences, boosting trust, loyalty and revenues.

At Orange, we provide the tools to facilitate safer, better collaboration between your employees, customers, suppliers and business partners from all over the world. We can help you design and implement unified communications and collaboration (UCC) and innovative service solutions that will transform customer and employee experiences.

FIND OUT HOW...
Orange helped a major online retailer boost customer loyalty with a powerful contact center solution

Drive loyalty through better customer service

A major online retailer was becoming a victim of its own success, with its current customer service set up struggling to deal with rising numbers of daily callers. Priding itself on providing outstanding customer support, it needed to move to a system that would manage existing call levels and be able to support future growth.

Working with Orange, the Genesys-powered contact center has been deployed, which easily accommodates the retailer's planned increase in customer agents, with plenty of room for further expansion when required. As well as supporting more agents, Orange's solution provides them with instant access to key data from its integrated CRM solution, linked directly to the customer database. The system also incorporates multimedia options, including inbound mail and web call back to give customers more routes to reach the retailer.

Sharing key customer data means call agents can now deliver a better, more informed service. AI-driven predictive engagement enables shoppers' needs to be anticipated by chatbots and call agents, creating a smoother, quicker customer journey, increasing sales.
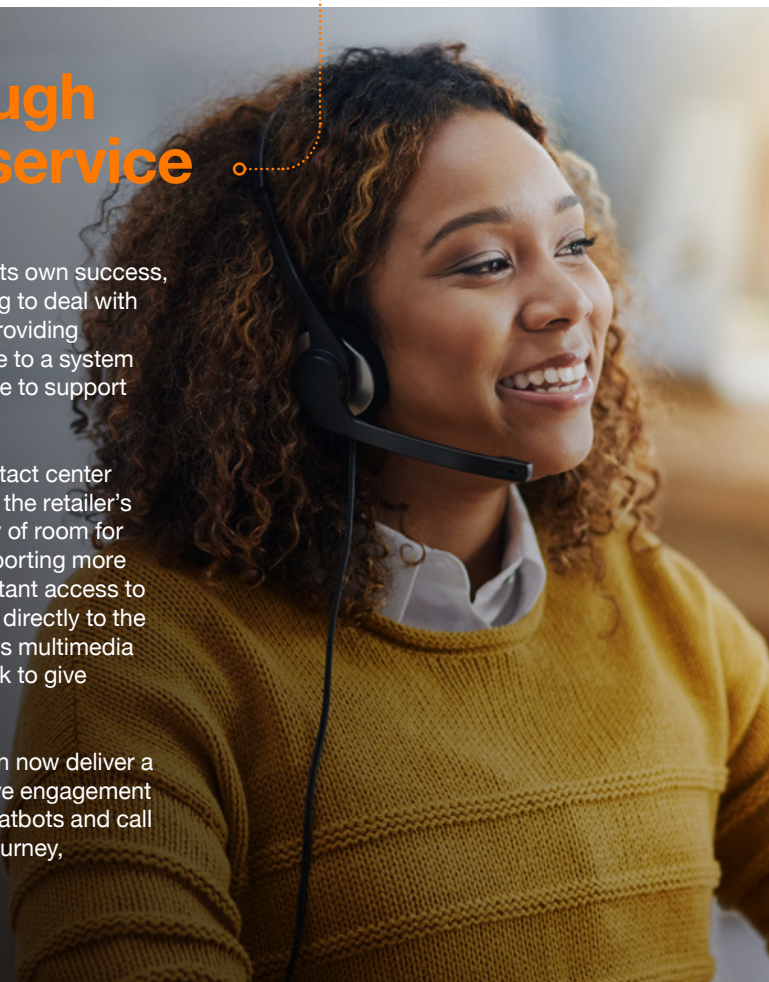
Implement a comprehensive data protection strategy

The increasing volume, variety, velocity and value of retail data, together with the introduction of tough data protection legislation, heightens business risk, making cybersecurity paramount across you retail operations. Risk mitigation must be planned and managed throughout the data life cycle. The fact that data is no longer static poses risks to confidentiality, integrity and availability of information across the data journey, and retailers must put robust systems in place to protect their business intelligence and their customers' personal data. With risk now so high, detecting and anticipate threats has never been more important. The key to efficient data security is identifying which data matters most and protecting it.

Orange Business Services can support retailers through every stage of the risk lifecycle to protect data, as well as anticipate, detect, identify, and respond to security vulnerabilities and breaches. We help identify retailers' critical assets and data, and then deploy the right technology to defend them.

FIND OUT HOW...
A superstore chain relies on Orange Cyberdefense experts to increase security of its cross-branch communications
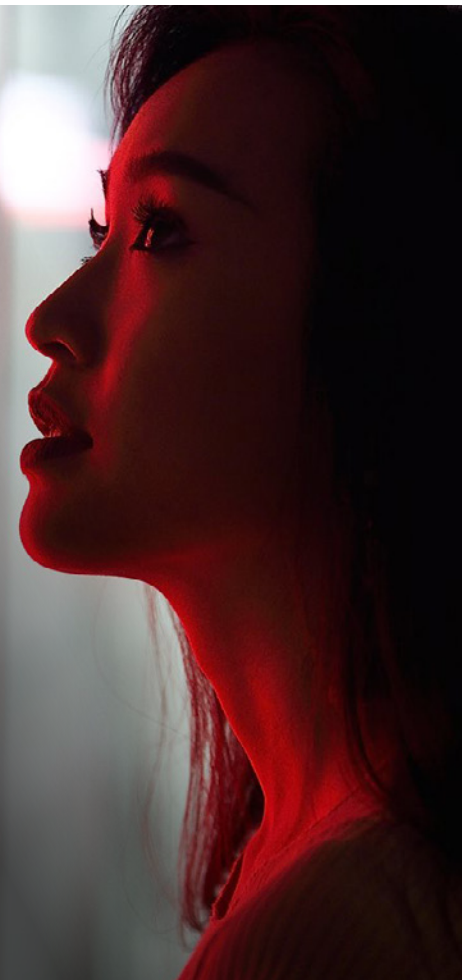
Protect
How to identify and protect
what matters most?

Improve cross-branch communications without compromising data security

It was vital for a major superstore chain to improve communications between branches in a key market using cutting-edge digital connectivity. The problem was that branches in the jurisdiction were facing growing cybersecurity threats to confidential data. This meant that any solution needed to offer the necessary stringent protection levels, as well as compliance with strict government regulations.

With experience of working in a variety of data security environments globally coupled with key local knowledge, Orange Business Services understood the challenges within this jurisdiction. We migrated all hardware and software from the disparate platforms into a single system, deploying flexible, easy-to-use tools across the chain of stores. This was protected with the implementation and management of a robust, secure firewall to offer high levels of cybersecurity and detect attacks quickly, so they could be dealt with at an early stage.

By unifying communications across branches in the jurisdiction, Orange has simplified and centralized retail management while also delivering greater local control. What's more, enhanced security across the retailer's entire IT infrastructure protects both the business and its customers.

Regain control over your technology partners to ensure seamless data flows

On average, retailers rely on 15 different technology suppliers. As you digitally transform your operations, the deployment of new technologies from numerous sources will continue to grow. What's more, expanding your business through acquisition adds further complexity.

Seamlessly managing and integrating solutions from different providers, contract services and new partners across the entire data journey becomes a major challenge, hindering efficiency. This makes effective integration and contract execution vital.

Orange helps retailers develop a platform that enables them to deploy data management and processing tools confidently and handle multi-vendor relationships with ease. We act as your single point of contact, integrating all technology solutions and boosting performance levels. We also ensure you continue to innovate, suggesting, co-inventing and implementing new solutions.

Boost customer satisfaction by optimizing level of service globally

A luxury goods group owning some of the world's leading jewelry and watches brands wanted to improve response times to meet the growing expectations of high net worth customers. However, its efforts were being hampered by slow access to a centrally hosted ERP system, which was resulting in poor support to retailers. Each brand also operated independently, managing their own budgets, so any solution would have to be able to work within this devolved business model.

Orange has provided an overarching integrated managed services solution that is optimizing business applications and network security across the group.

We also delivered consulting, equipment resale, maintenance and support, including helpdesk, onsite installation and intervention as required. This helped to ensure a seamless transition to the new system and minimum disruption.

Service levels have improved significantly across the group since the Orange implementation, with faster response times boosting customer satisfaction. Meanwhile, brands are still able to control their own budgets locally where necessary.

Orange Business Services, your partner to thrive in the new era of retail

What sets us apart?

Our technical prowess as a network operator, coupled with our agility as an integrator of digital solutions

- **Operator: building and operating complex infrastructures**
- **Integrator: designing and managing end-to-end digital solutions**

We benefit from the global reach of Orange group a world-class operator in networks and digital services

- **Strong retail culture, serving 260+ million B2C customers around the world**
- **5,300+ Orange stores in 27 countries, including 850+ smart stores**
- **€700 million invested on research and innovation each year**

25,000 expert staff in B2B operations: we put their specialist skill sets to work for you

- **6,000 IT experts, including Data and Artificial Intelligence, IoT, cloud and cyberdefense experts**
- **Customer service teams located in various continents, to provide 24/7 support**

Visit our website to find out how we can help transform your stores for the digital era:
www.orange-business.com/en/focus/retail

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