

Hitachi in Retail Costs & Operations

Aligning IT with Sales Operations to achieve Digital Transformation

The Retail industry is facing the most challenging set of circumstances in history

Increases in business rates, rising staff costs and the complexities of administering the National Living Wage policy, rising fuel and commodity prices and increases in employee pension costs are all eating into operating margins. The necessity for 'traditional' Bricks & Mortar Retailers to adopt omnichannel operations to compete effectively against pure-play online rivals has radically changed the landscape. Pressures on Retail and Hospitality have escalated, driving the need to innovate and invest in Digital Transformation in search of competitive advantage, improved customer insight (and hopefully retention), improved profitability and growth. The loss of household Retail names in 2018 alone shows that the old, tried-and-trusted way of doing business no longer works – **Retail needs help.**

'Old Retail' is dead, replaced by a need to embrace innovation and change in a world of demanding new consumers - tech-savvy, attention span-poor Generation Zs who have never known any other way to shop

Retail is transforming.

Retailers need to reduce costs and increase efficiency. At the same time they need to invest in online, refresh core systems, and develop a smarter customer experience (CX) as part of rethinking the role of their stores.



**£12
BILLION**

The figure that UK Retailers are missing out on by failing to take advantage of technology and digital transformation*



50%

The volume of 2017 UK Sales directly influenced by Digital (£156.8B of £310.5B total)*

The challenges of the new Retail reality

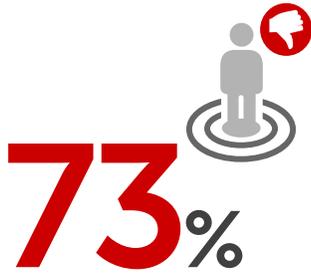
How do you set about creating a compelling customer experience (CX) across channels without compromising on operational efficiency and adding cost? How do you compete with the Pure-Play online operators, giants and minnows alike, to retain customer share, build upon it and satisfy the needs and demands of a rapidly changing demographic?

Managing the cost of omnichannel order fulfilment to ensure profitability whilst meeting expectant customer service is one area, but so is balancing frontline store operations. In today's market, Retailers' need to improve customer service in stores, drive transactions and basket sizes, attract and retain highly engaged employees and improve leadership from store and field managers - it all entails **Digital Transformation.**



46%

of UK Retailers say that they're doing a good job of digitising customer journeys...



...but nearly three-quarters of consumers think otherwise*

At Hitachi Consulting, we understand the pressures. Years of Retail experience dealing with multiple major players in the sector means that we translate the challenges of business operations into contemporary technological Solutions.

We have business-focused answers to the issues surrounding the key trends in retail Costs and Operations, including;

- Business growth
- Margin erosion
- Full-price sell-through
- Inventory – volumes & costs
- Supply Chain optimisation
- National living wage (Human Capital Management - HCM)
- Move to the Cloud
- SaaS, PaaS and IaaS advice and execution
- Application Development: innovation, testing & integration
- Retail IT strategy Roadmap and alignment

About Hitachi Consulting

Hitachi Consulting is the global solutions and professional services organisation within Hitachi Ltd., a global innovation leader in industrial and information technology solutions and an early pioneer of the Internet of Things. Hitachi Consulting is a business integrator for the IoT era and a catalyst for digital transformation. Using our deep domain knowledge, we strategically collaborate with our clients to help them innovate faster, maximise operational efficiency and realise measurable, sustainable business and societal value.

As a consulting-led solutions company, we can help you leverage data as a strategic asset to drive competitive differentiation, customer loyalty and growth.

Find out more

Call 0207 842 7800 or
email: retail@hitachiconsulting.com

To learn more,
visit: www.hitachiconsulting.com