

# THE DIGITAL ERA OF RETAIL

Softtek, Bridging the Technological Gap



Retailers are often challenged by the coexistence of emerging technologies and legacy systems, especially when deploying digital strategies to create seamless and exciting shopping experiences.

Softtek partners with retailers to implement an operational backbone of technologies, processes and solutions that support and complement the constant shifting of innovative technologies and consumer demands.

We modernize, integrate, automate, and manage complex technology environments: gaining efficiencies, reducing costs, and realizing continuous digital opportunities throughout the retail value chain.



+12,000  
professionals



20 countries



15 languages



35 offices



12 Global  
delivery centers

## INDUSTRY INTELLIGENCE

### Customer Experience

- Getting to know the customer is still a challenge as 87% of the Retail business is still at store and with no customer recognition
- Interfaces with POS systems are still hard to develop due to either IT overload or legacy systems
- Very little information on what shoppers like and need
- Inability to create a real omnichannel experience
- Lots of data are captured but “cannot” be translated into behavior analysis
- The maturity level of mobile and e-commerce usage and experience expectation vary by country and retail segment

### Selling

- A wild mix of user interfaces based on different technologies, using different navigation schemes, hampering the user experience and employee efficiency, particularly in the store
- Little to no decision support for store employees with regard to where the inventory is, what placements are the best, and which products to keep in the range or not

- Little information on what shoppers like and need
- Inability of store to act as a fulfillment location for omnichannel
- Lack of visibility into omnichannel inventory and order fulfillment that results in slow resolution of order fulfillment issues, with risk of delayed delivery

### Supply Chain Management

- IT complexity and data duplication due to separate warehousing systems
- Lack of accurate up-to-date inventory data, lead times, and procurement timings for planning, leading to late and inefficient planning and preventing fast response
- Complexity in valuating inventories in multiple currencies and for different valuation methods (for legal, profit center, and reporting purposes)
- Lack of end-to-end visibility with electronic track and trace capabilities
- Inability to track and manage deposits and value-added services

### Sourcing

- Difficulty in identifying the best supply sources, with data spread across disparate sources
- Lack of a robust sourcing execution process, reducing realized savings
- Poor contract management, resulting in negotiated savings leaks and compliance issues
- Manual processes, extending transaction cycle times and inhibiting the ability to take advantage of opportunities for discounts
- Paper-based supplier invoices and delayed invoice updates

### Corporate Management

- Difficulty in identifying the best way to innovate according with the business needs
- Operational and Strategic visibility in order to make decisions at different organizational levels
- Difficulty to support and engage talent to change core processes and technological tools
- IT support and technological roadmap clear and defined
- Talent management requirements in order to increase the talent satisfaction and talent carrier path

### Planning

- Volatile market within fashion and consumer electronics – any retailer dealing with highly seasonal merchandise needs to manage an increasing number of products with rapid changes in the product lifecycle
- Inefficient, manual processes for product data maintenance with no clear data ownership and little to no transparency in the process, as well as high costs through incorrect master data across the value chain – impacting not only the retailer’s bottom line but also presenting a risk to consumers if data is not correctly displayed in all sales channels
- Inconsistent product prices and promotion offers, not distributed properly across all channels, leading to dissatisfied customers
- Product Categorization and classification

## VALUE-BASED RETAIL-CENTRIC OFFERINGS



Time to Evolve |  **Softtek®**

### ABOUT SOFTTEK

Founded in 1982, Softtek is a global company and the largest provider of IT services from Latin America. With a broad portfolio of business-transforming products and solutions, Softtek helps Global 2000 organizations evolve their digital capabilities constantly and seamlessly, from ideation and development to execution.

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