

RETAIL'S RESET MOMENT

PREPARING FOR THE
OMNICHANNEL ERA

SPS COMMERCE

INFINITE RETAIL POWER™



TABLE OF CONTENTS

Everyone's Talking About Omnichannel	2
Consumers' Expectations Are Driving Radical Changes	3
The Digital Consumer	4
Shopping Behavior Has Changed Forever	5
Your Consumers Are Calling The Shots	6
The Omnichannel Phenomenon	7
You Can't Ignore This Massive Impact On Your Bottom Line	8
The Solution	9
Sourcing	10
Item Management	11
Transactions	12
Analytics	13
Are You Ready?	14

This e-book is published by SPS Commerce, a leader in enterprise retail cloud services.

Find more resources at

www.spscommerce.com



@sps_commerce

EVERYONE'S TALKING ABOUT OMNICHANNEL

RETAILERS AND SUPPLIERS
MUST NOW CREATE A
CONSISTENT BRAND EXPERIENCE
ACROSS EVERY SHOPPING CHANNEL,
WHETHER IN-STORE OR ONLINE

CONSUMERS' EXPECTATIONS

ARE DRIVING RADICAL CHANGES

TRADING PARTNERS MUST BE MORE



EFFICIENT



COMPETITIVE



KNOWLEDGEABLE

ABOUT THEIR CUSTOMERS TO WIN
A NEW BREED OF SHOPPER.

THE DIGITAL CONSUMER



- › Equipped with knowledge about competitors, pricing and products
- › Expects immediate access to limitless options
- › Demands speed and accuracy
- › Armed with the tools to buy anytime, anywhere

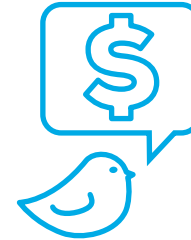
SHOPPING BEHAVIOR

HAS CHANGED FOREVER



MOBILE: POWER IN THEIR HANDS

- › Retailers and suppliers predict that > 10% of sales will come from mobile in 2014¹
- › By 2017, 78MM shoppers will see and touch product in store, then search for better deals via mobile²



SOCIAL MEDIA: SEEKING DEALS AND INFO

- › Two-thirds of Facebook users like brand pages to receive offers³
- › Social drives online AND in-store purchases — at equal rates

1. RSR Retail Insight Report: The Impact of Omni-Channel Trends for 2014 and Beyond, October 2013.

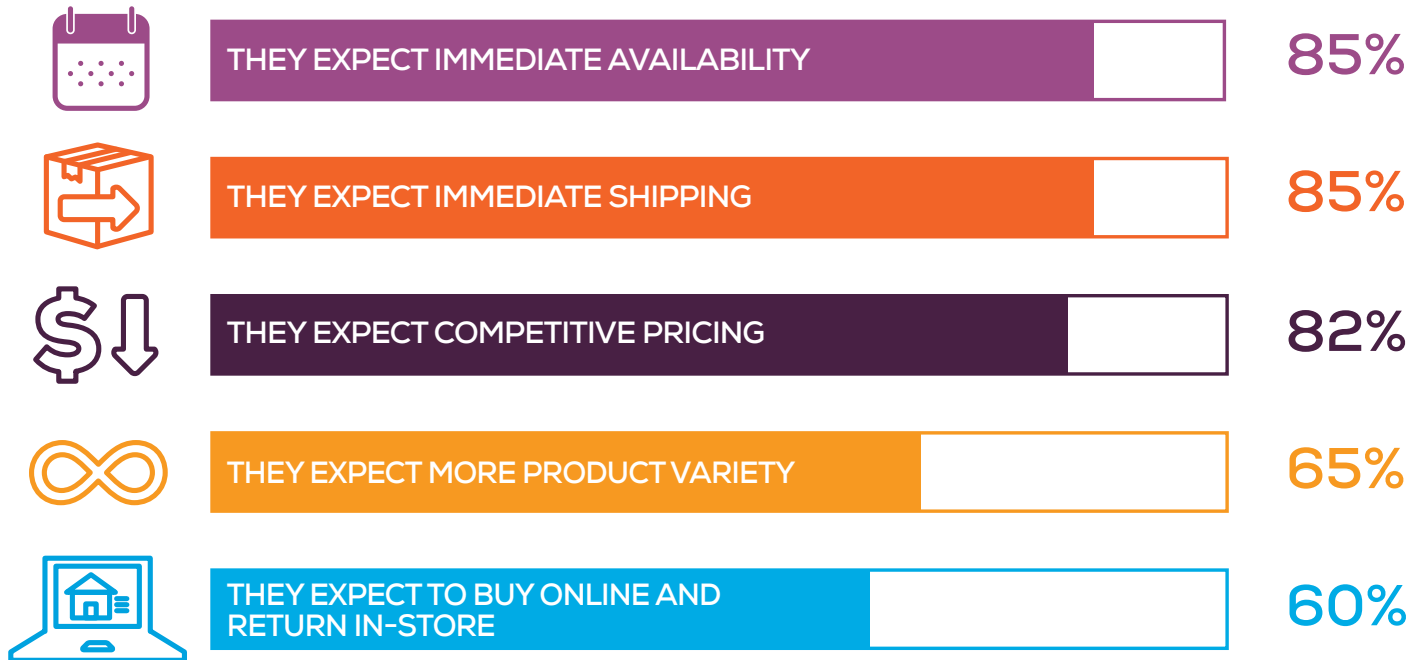
2. IDC Retail Insights, "Business Strategy: At Hand Versus In Hand," November 2012.

3. Vision Critical, "From Social to Sale," July 2013.

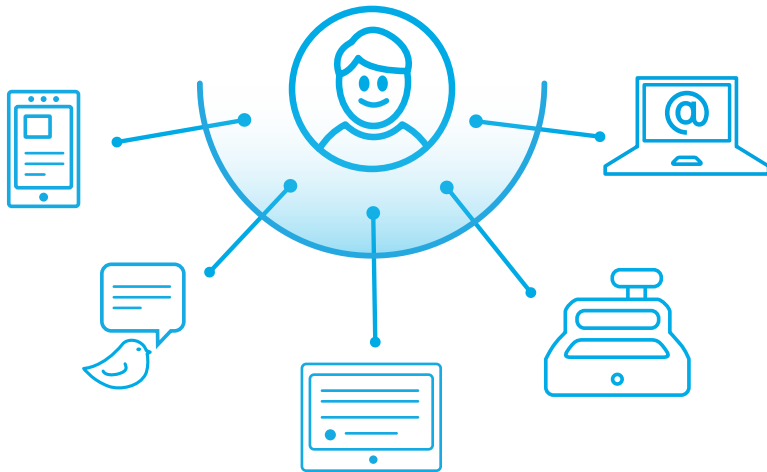


YOUR CONSUMERS

ARE CALLING THE SHOTS



THE OMNICHANNEL PHENOMENON



Consumers research, compare prices and shop on different platforms, but expect your brand to deliver a seamless experience.

YOU CAN'T IGNORE THIS

MASSIVE IMPACT ON YOUR BOTTOM LINE

After the economy, consumer purchasing expectations are the biggest external force impacting retail businesses in the next five years.

THE GOOD NEWS?

47%

OF RETAILERS SAY MULTI-CHANNEL SHOPPERS ARE MORE PROFITABLE THAN SINGLE-CHANNEL⁴

4. RSR, "Omni-Channel 2013: The Long Road to Adoption," 2013.

THE SOLUTION

INVEST IN TECHNOLOGY THAT SUPPORTS
THE FOUR PILLARS
OF OMNICHANNEL RETAIL...
**AND THRIVE IN OUR NEW
CONSUMER-DRIVEN WORLD.**



SOURCING



ITEM MANAGEMENT



TRANSACTIONS



ANALYTICS

**1**

SOURCING

RETAILERS AND SUPPLIERS
NEED TO QUICKLY
**FORM TRADING PARTNER
RELATIONSHIPS**
THAT ALLOW THEM TO DELIVER
ON CUSTOMER DEMAND.





2

ITEM MANAGEMENT

TO WIN IN OMNICHANNEL
AND MEET CONSUMER DEMAND
FOR THE ENDLESS AISLE,
**RETAILERS NEED
COMPREHENSIVE AND
UP-TO-DATE PRODUCT
INFORMATION**
FROM THEIR SUPPLIERS.

ITEM MANAGEMENT
SERVICES
**ARE FLEXIBLE
AFFORDABLE
CENTRALIZED
SHAREABLE**





TRANSACTIONS

**ELECTRONIC, IMMEDIATE COMMUNICATION
WITH TRADING PARTNERS IS PROVEN TO**



**OPTIMIZE INVENTORY
AND FORECASTS**

AND



**MINIMIZE
DISRUPTION**



4

ANALYTICS



WITH CONSUMER BEHAVIOR
DRIVING YOUR BUSINESS,
**REAL-TIME INSIGHT
INTO SALES AND
INVENTORY DATA**
IS MORE CRITICAL THAN EVER.



ARE YOU READY FOR
THE ERA OF OMNICHANNEL?

LEARN HOW TO
BUILD A MORE
NIMBLE SUPPLY CHAIN
AND WIN WITH TODAY'S CONNECTED CONSUMER



**Read RSR Retail Insight: The Impact of Omnichannel
Trends for 2014 and Beyond**



Twitter



YouTube



LinkedIn | P. 612-435-9400 | spscommerce.com

