

BusinessConnect

A New Era of Smart



Digital Transformation,
not a destination but a continuous Journey !

Customer Case : Follet.com

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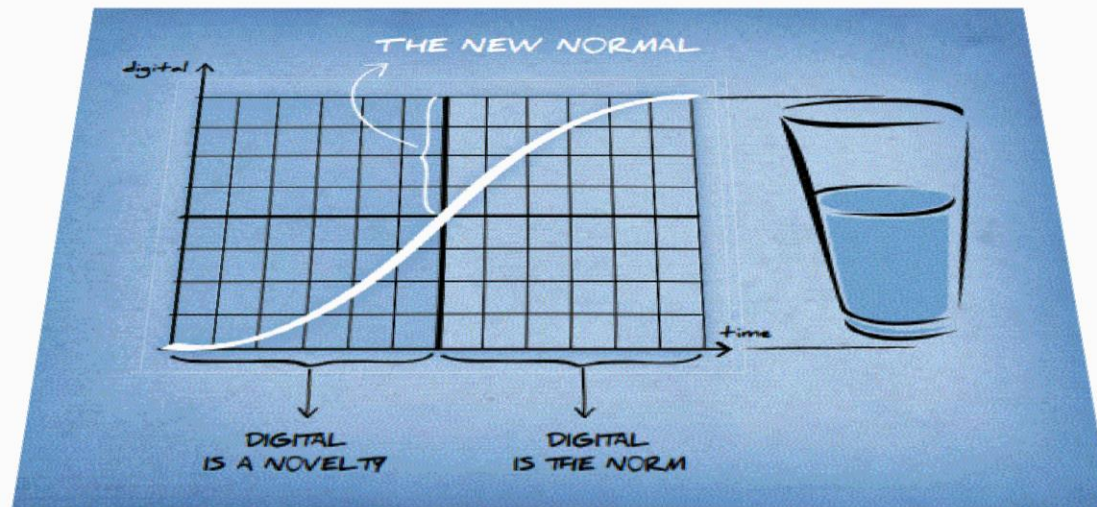


Agenda

- ❖ Digital = The New Black or The New Normal
- ❖ Why Sogeti is a strong key partner for IBM
 - ❖ What do organizations need to do?
 - ❖ Customer Case : Follet.com
 - ❖ Little test !
 - ❖ Q&A



We're at the halfway mark in the digital revolution.
What will happen when we cross this point?



The idea behind **the New Normal** is quite simple: 'We're halfway there'. The *New Normal* is about all things we call 'digital', and in the digital revolution we're probably only halfway there. That means we have as much journey ahead of us as we have behind us.





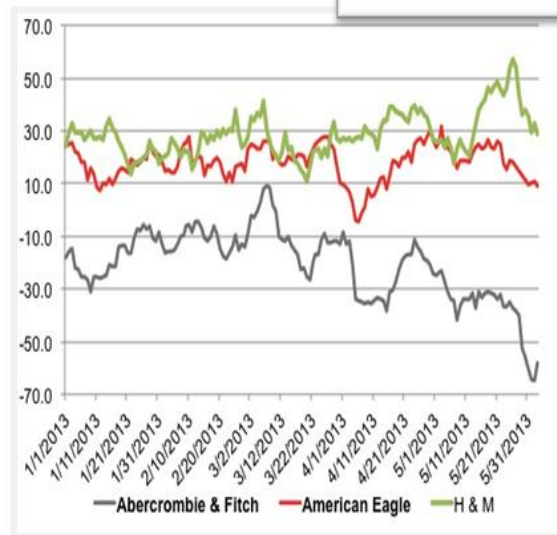
WEB TO STORE & STORE TO WEB



The power of the customer



“Candidly, we go after the cool kids. We go after the attractive all-American kid with a great attitude and a lot of friends. A lot of people don't belong [in our clothes], and they can't belong. Are we exclusionary? Absolutely. Those companies that are in trouble are trying to target everybody: young, old, fat, skinny. But then you become totally vanilla. You don't alienate anybody, but you don't excite anybody, either.”



Impression score for Abercrombie and competitors among adults 18-34

Source : Forbes 2013

Abercrombie & Fitch announced that its sales have fallen 17% in the first quarter following the controversy over CEO Mike Jeffries' comments

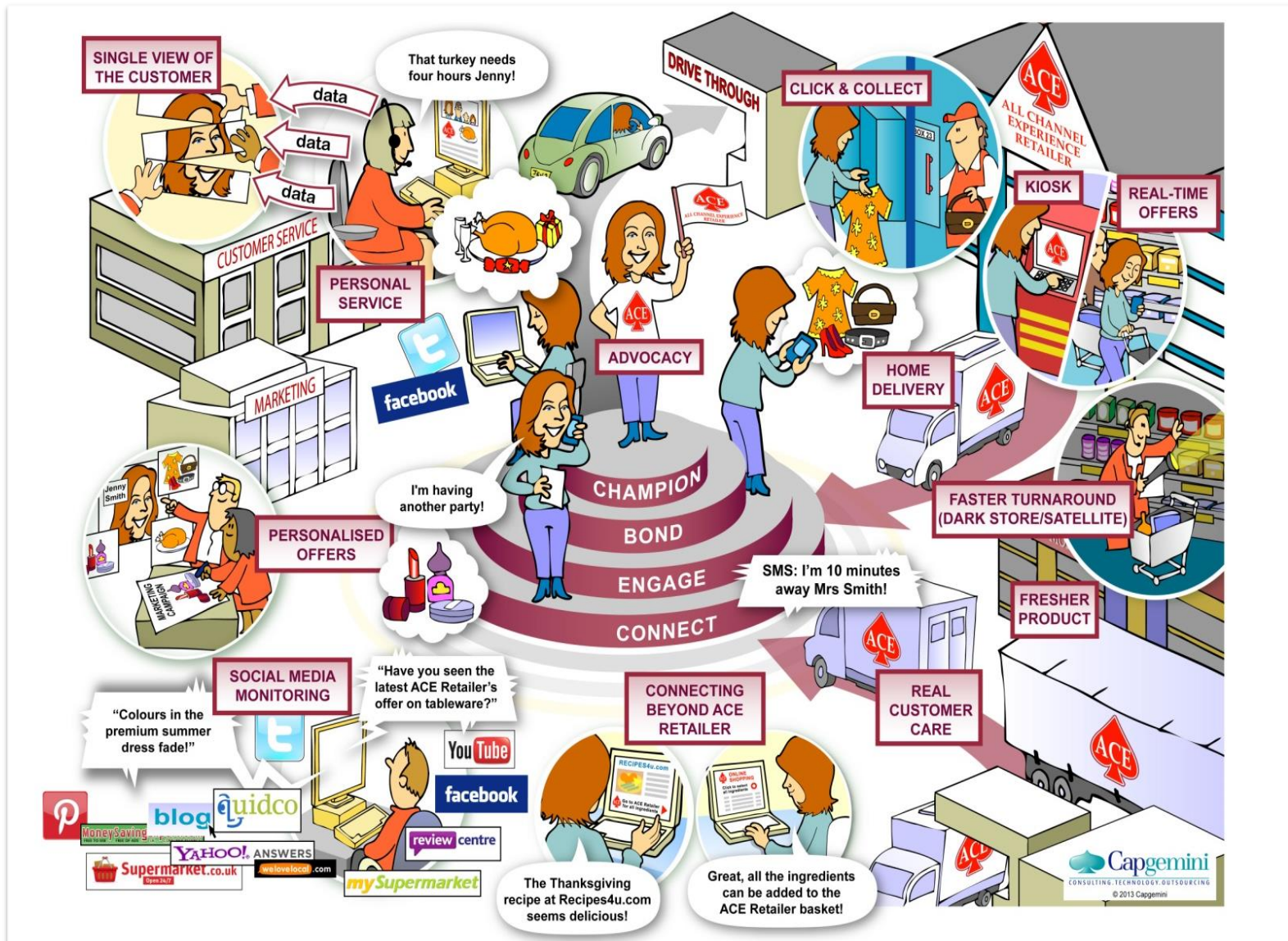
Abercrombie & Fitch lost \$7.2 million, or 9 cents a share, and lost \$21.3 million, or 25 cents a share, during the same period a year ago

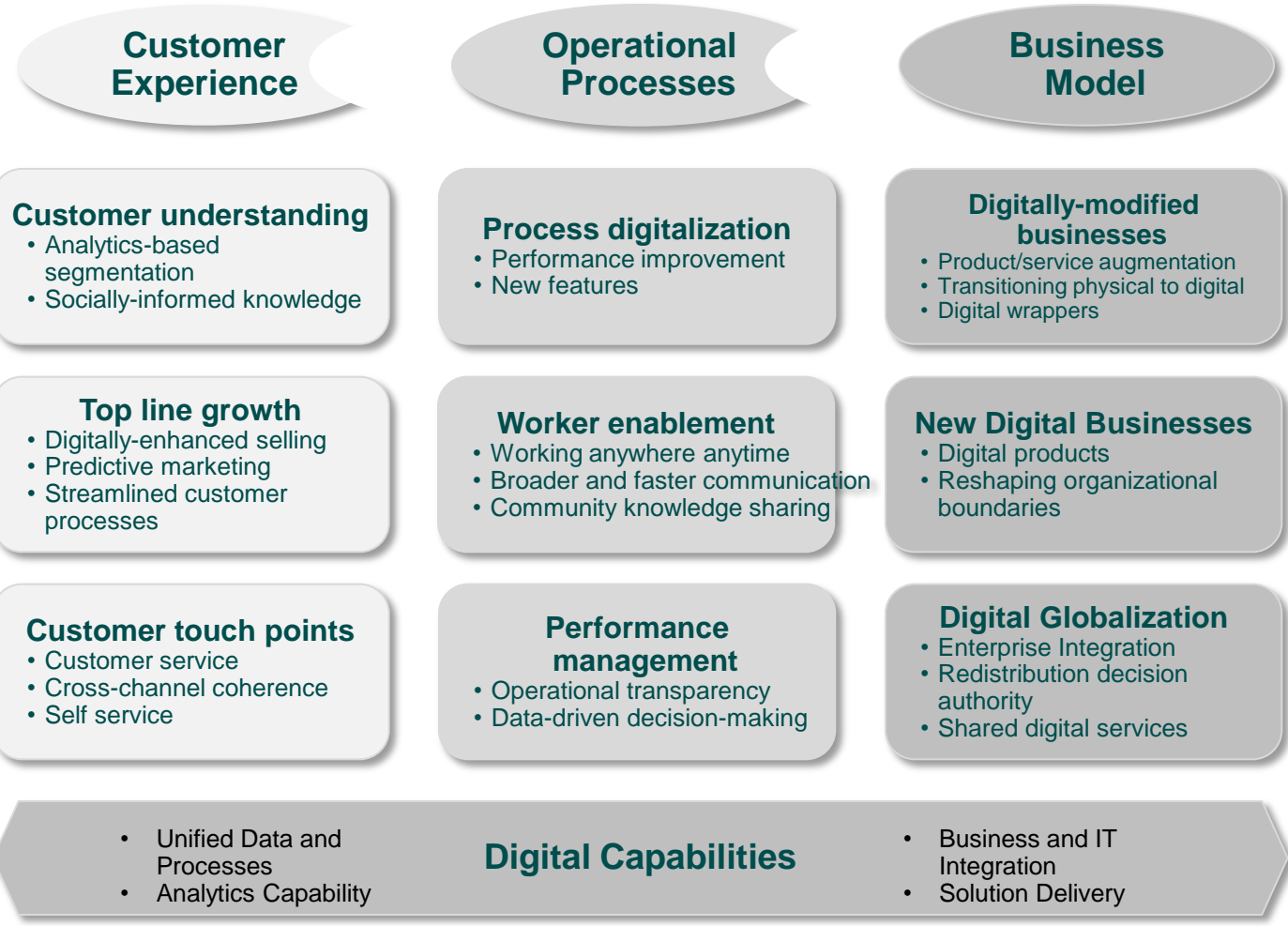
Investors found it troubling that same-store sales decreased 15%, The company said it expects to close 40 to 50 stores this year.

With increased use of digital channels, Customers have greater impact on organizations' brand perception and business performance



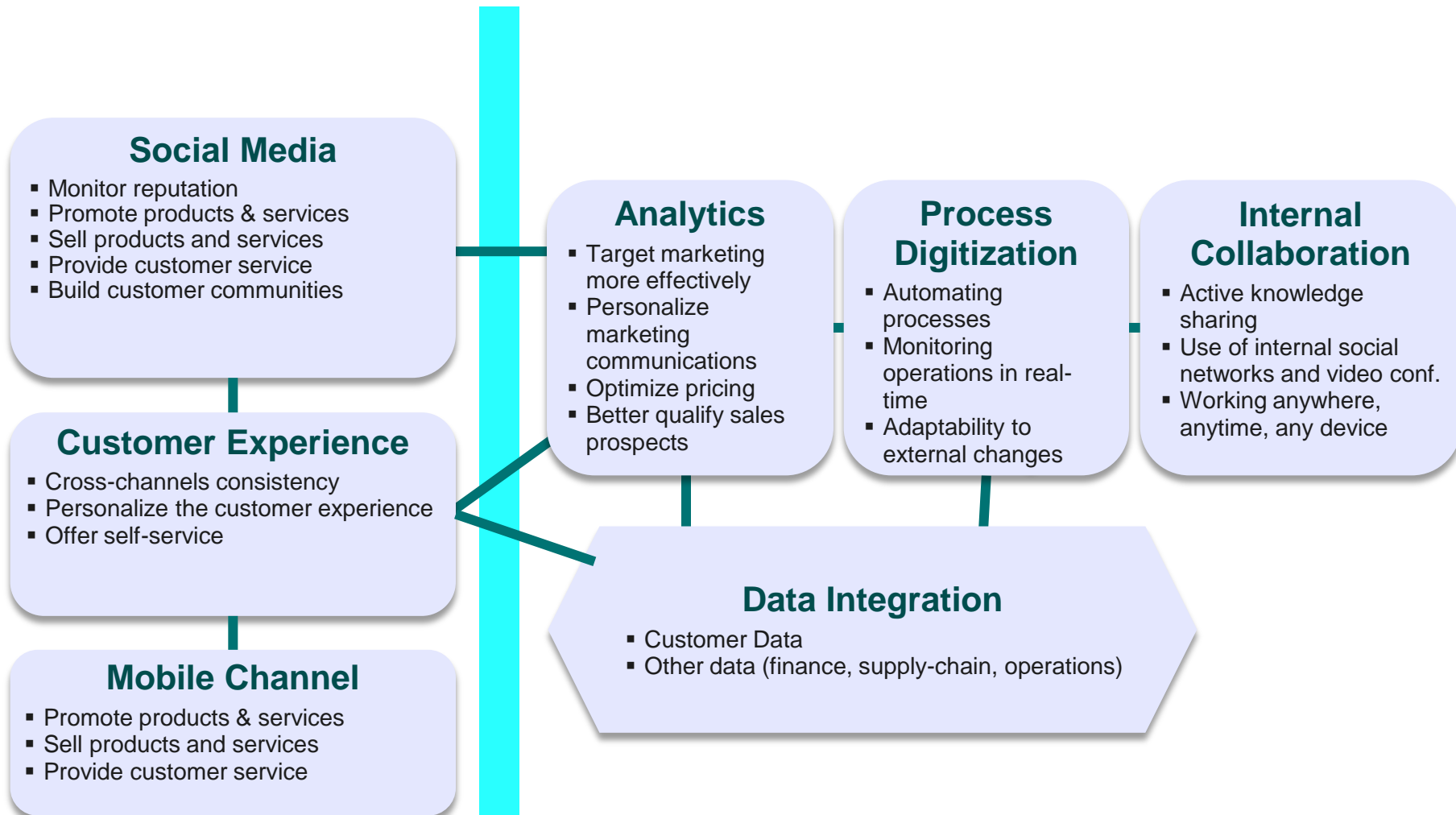
Put your customer in the middle of everything





Source: Capgemini Consulting-MIT Analysis – Digital Transformation: A roadmap for billion-dollar organizations (c) 2013





Source: Capgemini Consulting-MIT Analysis – Digital Transformation: A roadmap for billion-dollar organizations; The Digital Advantage (c) 2012 and 2013



LEADER in procurement



Buy

LEADER in B2B and Order Management



Buy • Sell

LEADER in Customer Experience Management

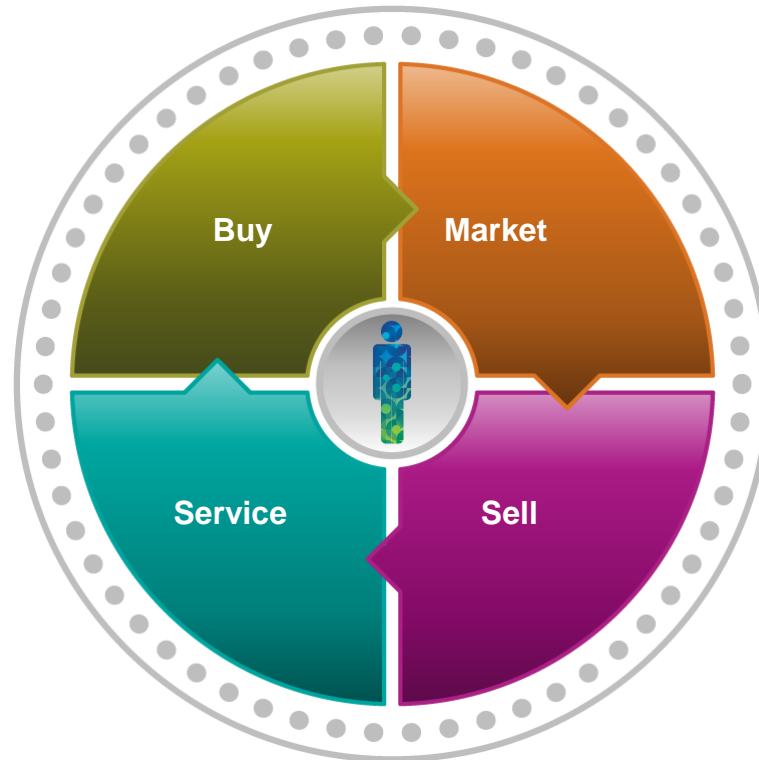


Market • Sell • Service

LEADER in digital marketing



Market



LEADER in merchandising



Market • Sell

LEADER in campaign management



Market

LEADER in mobile marketing



Market

LEADER in B2C commerce



Market • Sell



Retail Businesses and IT Capabilities

breakdown & Smarter Commerce mapping



Compelling Case for Change

Business Proposition Development

Innovation, Vision and Roadmap

Business Case Development

Customer Management

Sterling Commerce
An IBM Company

Cross Channel Service Management

xtify

Integrated Marketing & Campaign Management

Core metrics
An IBM Company

unica
An IBM Company

Social Media Engagement

Content Management

Web Content Management

WebSphere Commerce

Digital Asset Management

Commerce Management

WebSphere Commerce

e/s/m commerce

Core metrics
An IBM Company

tealeaf.

Merchandising Management

DemandTec

Pricing & Promotion Management

Fulfilment Management

Strategic Order Orchestration

Sterling Commerce
An IBM Company

Transport and Delivery management

Sterling Commerce
An IBM Company

Warehouse / 3rd Party / DSV Mgt

Emptoris

ILOG

Finance & Performance Management

tealeaf.

Payment / Fraud / FX Management

Finance – Allocation and KPI's

Emptoris

In addition, IBM Smarter Commerce also offers:

Emptoris

Offers strategic supply management solutions, spend analysis, supplier lifecycle management, sourcing, and contract management and services procurement

Single View of Data

COGNOS

Insight & Analytics

SPSS
AN IBM COMPANY

Big Data and Warehouse

NETEZZA
an IBM Company

Demand Driven Business Operations

Industry

- Retail - Education

Scenario

- Analysis/Design/Develop/Train

Products and Technologies

- IBM WebSphere Commerce



Industry

Retail - Education

Scenario

Analysis/Design/Develop/Train

Products and Technologies

WebSphere Commerce

Business Challenge:

Follett operates bookstores for colleges and universities across the United States and Canada. They host e-commerce sites for over 900 brick-and-mortar bookstores that they operate or provide services. To drive growth, stay ahead of the competition and to meet customer expectations, Follett required a new e-commerce solution that:

- *Provided integration, flexibility and centralization with enterprise systems to provide improved customer service and cross channel commerce*
- *Made the shopping experience more efficient and effective*

Sogeti Solution

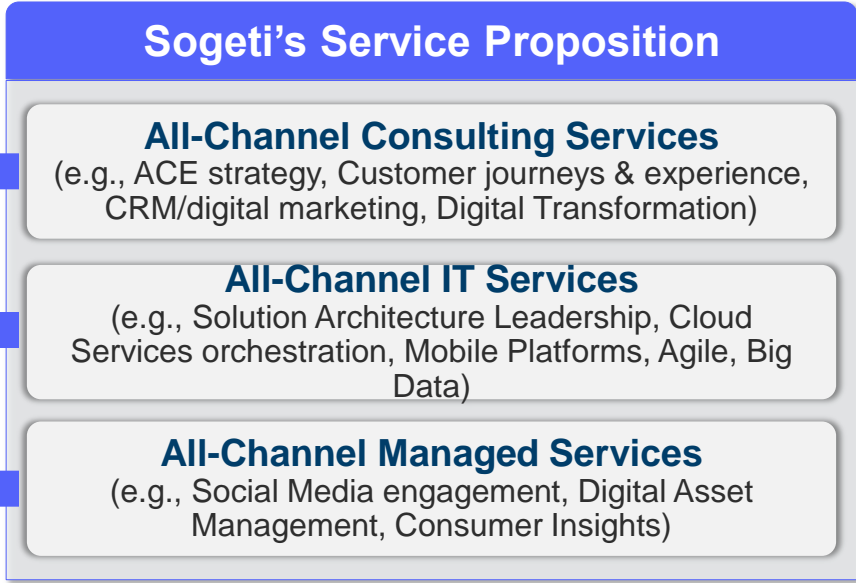
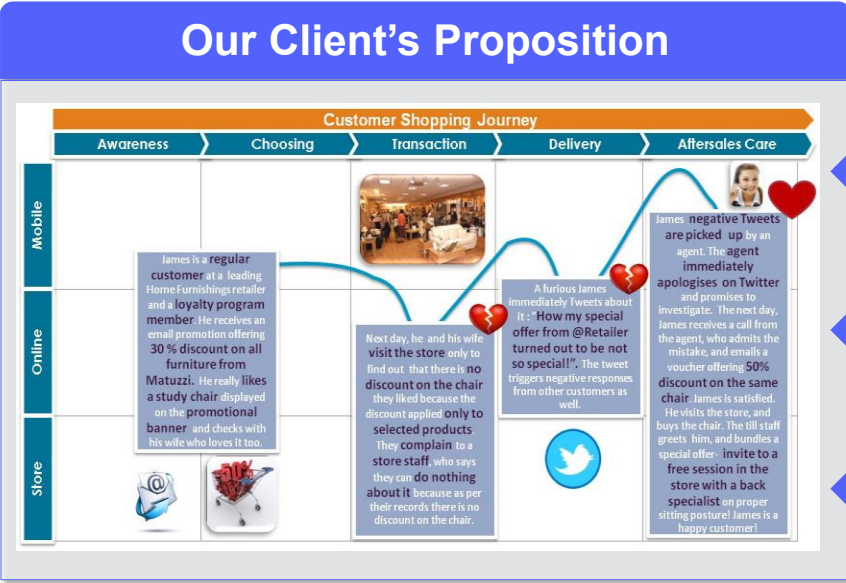
- *Sogeti collaborated with Follett in delivering this world-class solution, which is still widely considered to be one of the most sophisticated WebSphere Commerce implementations. Sogeti launched the team to develop the site initially on IBM WebSphere Commerce Business Edition 5.5 software with an Oracle 9i database, and IBM MQ Series integration to Follett's Retail Management System. Sogeti adopted the full capabilities of WebSphere Commerce, such as eSites for rapidly and independently providing each bookstore a separate storefront, with common administration tools and integration points.*

Business Results

- *The project was delivered on-time and within budget. The initial implementation was completed in six months. Since implementation, online sales have increased over 300%. New stores are fully automated and controlled by the business teams. The number of online stores has increased to 900 from initial rollout of 750.*



Customers are not loyal to a **single** channel but to an **experience across channels!**



Strong Credentials & Experience

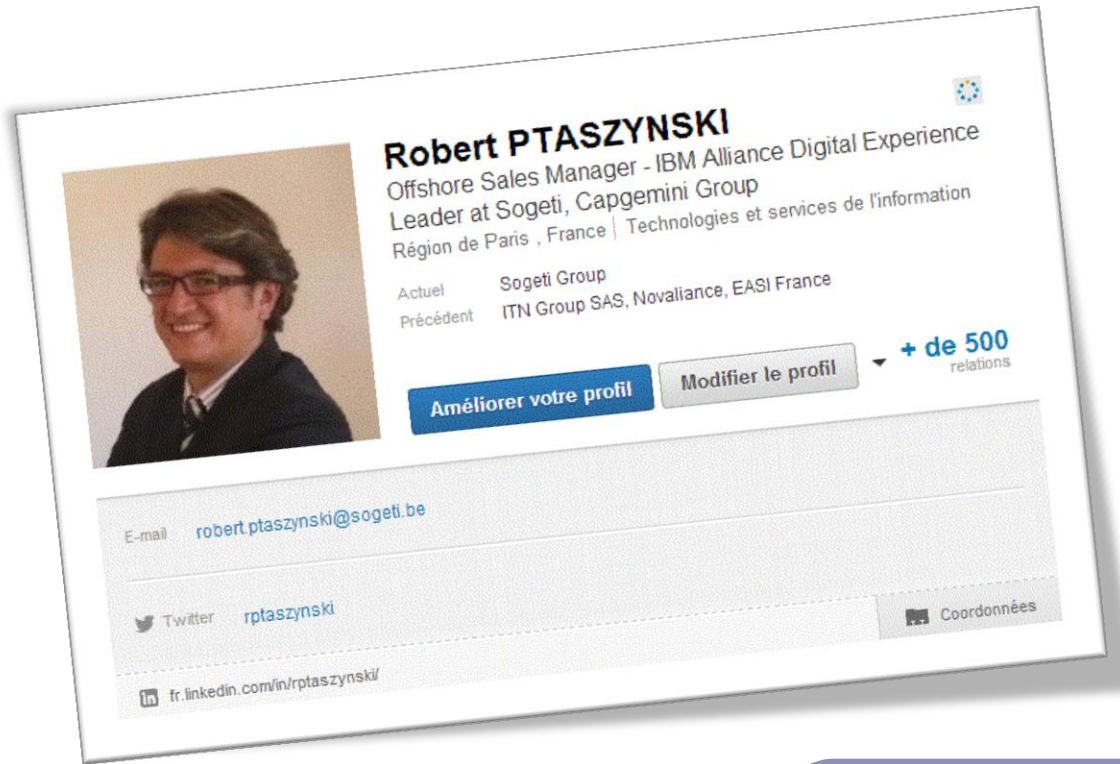
Tier One Alliance Partners

Sogeti's All-Channel Experience delivers improved **consumer insights**, differentiated **consumer engagement**, increased **loyalty**, higher **sales-conversion**, more **profit** and ultimately **Business continuity!**









It's a brilliant moment for you to shine

Sogeti Conference 2014 - June 18

DARE TO DISRUPT
SOGETI CONFERENCE 2014

