



# Accenture ai.RETAIL

Retailers choose this solution to thrive in a fast-changing world and continuously reset the business

**Unleash the power of data and AI across your entire enterprise**

ai.RETAIL is an AI-powered insights solution, purpose built for retail, that brings together data management with proven use cases to accelerate speed to value and scale.

**An AI solution that works across key retail functions including:**



Marketing



Merchandising



Supply Chain



**Many retailers are harnessing our AI-powered solutions to drive results such as:**

**1-3%**

revenue uplift across core retail business

**2-5%**

EBITDA uplift over ≈2 year period

**1-3%**

incremental revenue from launching new business models

# Reset retail: Using data as a strategic asset

Many retailers struggle to convert their data into value because they can't bridge the gap between merely accessing it and generating meaningful, actionable insights at scale from it. In many cases, that's because these companies spend too much time and effort putting their data infrastructure in place, and too little driving business outcomes and adoption to achieve real impact.

Which is where ai.RETAIL comes in: Utilizing proven, retail-specific use cases and scalable AI, our solution takes you from merely organizing data to putting it to work for your business – and it typically demonstrates tangible business outcomes in less than twelve weeks.

## ai.RETAIL features

### Customer acquisition

Combine internal and external data with look-a-like analysis to identify and target high-value prospects to drive profitable growth.

### Intelligent price and promotions

Identify how the business deploys promotions. Optimize offers and pricing using advanced customer insights and simulations.

### Contextual marketing and personalization

Use our real-time, cross-channel personalization engine to provide contextually relevant search results and content.

### Assortment optimization

Take a hyper-localized approach to optimizing assortments, channels and spaces to increase customer satisfaction, sales and margins.

### Supply chain control tower

Create a digital twin of your supply network to gain full visibility. Run 'what if' scenario simulations to optimize performance.

### Dynamic risk scenario calibration

Anticipate, assess and mitigate against new, emerging and existing business risk across all retail functions to increase resilience.

## ai.RETAIL benefits

### A fully 'business-led' design

Is built to help you reinvent your business by fitting powerful data and AI solutions to your marketing, assortment and supply chain needs.

### Holistic, but modularized

Combines several state-of-the-art solutions into easy-to-customize modules. It's designed to help you quickly build and scale best AI solutions for your business.

### Tested and proven

Comes with a wide range of tested-and-proven, best-of-breed accelerators and data quality enhancers used globally by retailers just like you.

## See what our solution can do for you

Reach out to our team to schedule a discovery session and find out how the ai.RETAIL solution works.



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