

RETAIL IN THE HEART, TECHNOLOGY IN THE HEAD

We are passionate about retail and our solutions are driven by three simple principles: Keep it simple, drive value and execute well. Three principles that are at the heart of Retail...

SERVICE SUMMARY

ENABLING MULTICHANNEL

It's no longer about the channel, it's about the conversation. We have worked with the biggest brands in Europe, helping them deliver multichannel solutions that consider the conversation. The retailer that enables this conversation will better understand their customers' needs and build long-term relationships.

CAPABILITY LED ARCHITECTURE

We put business capability at the heart of strategy. It is the business capabilities that create the target vision and architecture, Technology responds to the capabilities required. It's not the best IT, but the most appropriate. It's not just about alignment, IT strategy is driven by the Business.

INTEGRATION EXCELLENCE

To meet our customers' expectations, accuracy, responsiveness and simplicity will drive operational excellence. Whether we buy, build or do both, simple integration enables an agile and responsive business. We have helped many of Europe's leading organisations build an integration competency that will become a legacy to be proud of.

DRIVING VALUE FROM DATA

Organisations have invested so much in storing data, but what value is being gained? Huge amounts of new data are now becoming readily available for analysis. We have helped many organisations get a handle on internal and external data and discover what really makes a difference. Our competency model allows us to help organisations establish an internal capability that can make their data accessible, informative and timely!

Glue Reply is a leading European consultancy, specialising in simple solutions that really do drive value for Retail and Consumer organisations. We work with organisations of all shapes and sizes, from specialist consumer goods organisations and specialist retailers to some of the largest multi-format retailers in Europe. Credibility is king in retail, so our hands-on retail experience goes a long way in helping our clients trust that we understand the challenges they face.

We have helped many leading Retail and Consumer organisations with their technology roadmaps, strategies and implementation of those strategies. We are pragmatic in our approach and this allows us to drive business value from IT investment. Our solutions drive operational excellence; be it in the supply chain, in store or delivering on customer expectations.

We are at the beginning of a Retail revolution ... where the customer is driving the service they want, the provenance they expect, the products they like and how they want to engage with us. To survive this revolution, we must understand both Retail and Technology, as they will become inseparable.

MULTICHANNEL OR PROXIMITY COMMERCE

Most retailers now sell across many channels – from traditional stores to the Internet. In many instances, the online channel has been developed as a separate business unit within the organisation. But the multiplicity of channels is commonly associated with fragmented operations, resulting in an inconsistent experience to customers:

- confusing product and price information
- complicated and conflicting promotions
- divided inventory
- organizational rivalries

So there is a great interest in bringing these disparate channels together into a coherent channel-agnostic experience. Some people call this Omnichannel. We call it Proximity Commerce.

Channel integration provides the following benefits:

- clear and consistent product information
- improved customer insight
- coordinated product promotions and marketing campaigns
- supply-side economics of scale, from buying to inventory management

Although many retailers initially feared that the different channels would compete for the customer purse, successful retailers have found the exact opposite. The omnichannel customer is more engaged, displays higher brand loyalty, and typically buys more across all channels. So channel integration is seen as the royal road to business growth.

Work has been done in some organisations to bridge this gap under the banner of “cross channel”, which promoted integration amongst channels. Now a new revolution is upon the retail sector which is brought upon by the phenomenon of social media and mobile devices.

The customer expectations have shifted in terms of online experience and they expect the same quality service wherever they choose to engage with the retailer. This yet again results in a gap between user expectations and their experience and raises questions of: Why am I unable to get the same in-store discounts as online? Why can't I return my online purchase in the store? Why can't you deliver this to my home, you do online?

At Glue Reply, we believe it is no longer about the channel, it's about the 'conversation' and the dialogue that a customer has with the retailer and their personal network in the run up to a purchase. Proximity Commerce is a proposition that bridges that gap, enabling your customers to get a more engaging shopping experience that will ensure that they get the best deals and become loyal to your brand. Proximity Commerce is when the customer has full control of when and where they make their purchasing decision either at home, online or on the go and whom they choose to involve. The retailer that enables this conversation will better understand their customers' needs and build long-term relationships.

We have worked with the biggest brands in Europe, helping them deliver multichannel solutions that consider the conversation and not just the channel. We are able to design, develop and deliver the most relevant architecture that supports your business vision.

CAPABILITY LED ARCHITECTURE

Successful IT strategies have two fundamental attributes:

- They are driven by the business strategy
- They enable change

Having these attributes will help ensure that investment in IT delivers tangible business benefit now, and in the future.

At the heart of leading IT strategies is a long-term business aligned IT roadmap, directing all to a common goal. It is this common purpose, the long-term view and our simple framework, which provides a foundation to plan and execute change.

Being able to assess the impact of change, whether it be an external economic condition, an aging technology or a change in process, is crucial to rapid assessment and a change of course.

In order to better align your technology to your business strategy, Glue Reply employs the use of Capability Led Architecture. The process of Capability Led Architecture consists of four main steps:

1. Business goals and objectives are clarified. These are quantified goals and objectives enabling the measurement of success and the assessment of change
2. Business capabilities identified. These capture the business capabilities required to delivery the business goals and analyse the transition required
3. Technology response. A simple assessment of the systems and technology development required to deliver the required capabilities

4. Roadmap defined. The building of a business-aligned IT Roadmap

Capability architecture is not about the best IT, but the most appropriate. This approach ensures that the IT Roadmap is highly focused on the organisational business strategy. Consolidation, prioritisation and implementation of projects can therefore be done in the most sensible manner.

An IT foundation derived from the business-aligned IT Roadmap enables technology to react quickly to the ever-changing business requirements and re-align as strategic objectives change. This approach gives our clients an agile technology response to business changes and ensures that the gap between business and technology is kept at a minimum. As a result our clients can gain strategic edge and market share through insightful planning and agility.



INTEGRATION EXCELLENCE

Technology is a ubiquitous part of our lives, so much so that we don't even notice the integration of our personal IT. It is fully integrated by design and often we don't appreciate this excellence in technology due to simple user-centric design and interfaces.

As a retailer striving to exceed customer expectations, we need to achieve an even greater level of integration and user-centric design so the IT empowers the business to collaborate and quickly deliver change through new-found perspectives.

Integration Excellence is an absolute necessity if retailers are to make the most of today and future-proof the business. Glue Reply puts integration at the core of what it does. We have a dedicated Integration Excellence function within our business, and have spent over the last ten years building best-of-breed templates and processes for implementing system interfaces.

We deliver integration projects quickly and to a high quality, whether we buy, build or do both. Our approach with integration reduces the risks associated with the implementation of technology projects and brings project success rates up.

Glue Reply's Integration Excellence can help your organisation to:

- Capitalise on the technology investments such as Enterprise Service Bus
- Implement service-enabled integration to drive re-use and standardisation within the

organisation

- Promote underlying architectural patterns through the use of methods, frameworks and accelerators that ensure quality and speed of SOA deployment
- Establish an integration centre of excellence within your organization using the Glue Reply Competency Centre Framework

Our ethos of working closely with our clients to 'coach' as well as 'consult' means that once we complete the design and architecture, we work with you to ensure that you have all the right skills to keep Integration Excellence evolving.

DRIVING VALUE FROM DATA

What really makes a difference is data that is accessible, informative and timely. The sheer volume of data open to a business to exploit has soared, and generates a real opportunity to create competitive advantage.

Data underpins every operational, planning and strategic decision your company makes. If your data is wrong or incomplete then your business decisions are at risk.

All too often data management as well as data & BI have been deemed technical terms and delivered as such, however it is the business that gains true benefit from accurate, timely and relevant data. We help your organisation to:

- Understand your data - what it is and where it is
- Understand the quality of your data
- Understand how data can be exploited

We link business intelligence and data quality very closely, as there is very little value in doing sophisticated BI if data quality is poor and vice versa. We are able to help you understand the impact data quality has on your organisation.

This approach allows for an IT Roadmap to be developed towards Total Data visibility and ensures that technological response de-mystifies data to the business users.

Data is a constantly evolving aspect of any organisation and the only way to keep it accurate and under control is via continuous management. Glue Reply has a Data Competency Centre where our consultants work with your organisation to set up a governance framework and provide specialist skills to support the development of data management capabilities.

Glue Reply is able to provide services around:

- Business Intelligence - All aspects of Business Intelligence from strategy and architecture definition through design and build as well as governance and operational management.
- Data Foundation - An assessment of an organisation's data and information management needs from a tools and technology perspective
- Master Data Management - Strategy definition, securing business buy-in, architectural definition, roadmap planning, technology selection and Proof of Concept definition for Master Data
- Data & Information Architecture - Covers all aspects of data and information

architecture (both enterprise and solution) and modelling encompassing both structured and unstructured data.

- Security, Data Protection and Fraud – A pragmatic approach to protecting the business and its customers from a broad range of threats and adverse events.
- Data Governance - Provides advice, guidance, and execution support in data all aspects of data governance including the processes, roles, tooling and change management required to implement data governance within an organisation

Once data is managed effectively and is under control then your organisation can make informed decisions and take steps towards enabling capabilities through use of innovative technologies.



Glue Reply, the Reply company which specialises in Enterprise Architecture, Solution Design and SOA to the retail market. Glue Reply provides high level, independent advice on the technology solutions that bring client's business objectives to life. Glue Reply's core proposition is to help organisations maximise the value from their change and technology investments by helping them define, design, implements and resource best practice Glue Reply works with blue chip and smaller companies as a trusted advisor as well as being known for getting stuck into the nuts and bolts of an IT problem – project to ensure the desired outcome.

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