

## How digital disruption drives retail competition



### Why did e-commerce upturn the retail world? How did it erupt into cutthroat omnichannel competition?

The answer: Digital disruption. It's the explosive catalyst for retail advancement and businesses are moving strategically, capitalizing on digital platforms like Retail Pro® to boost their competitive edge.

Companies bound instead by rigid retail technologies are finding themselves severely impaired by their inability to evolve, and their digitally advanced competitors are finding faster ways to "get closer to customers and disrupt the usual ways of doing business," warns James McQuivey of Forrester Research.

The agile Retail Pro retail management platform empowers retail evolution and is the connecting hub for emerging technologies retailers use to drive sales in their stores. Beacons, RFID, endless aisles – all feed off of inventory, customer, and transactional data in Retail Pro, and transmit new data back to the central database, updating all devices in real-time.

This digital convergence – having all device, integration, customer, and inventory data in a single platform like Retail Pro – is the critical infrastructure for digital disruption. It enables you to reach your customers, wherever they are in their shopping journey, since shoppers now make "digitally-influenced decisions much earlier in the shopping process," according to Deloitte Digital's new study, Navigating the New Digital Divide.

### So how can you use Retail Pro software to lay the foundation for digital disruption that drives competitive results?

#### Tap into unlimited growth capacity

Retail Pro scales with you to limitless proportions as your enterprise grows. It gives you a comprehensive set of powerful features in proactive anticipation of your evolving needs. Retailers who leverage their retail technologies to discover and

capitalize on adjacent opportunities avoid becoming obsolete among competitors.

Retail Pro customer OMG Jeans, with their evolution to include a new luxury sunglass brand Specs, is a paramount example. OMG Jeans used the Retail Pro software to grow from a single store location to a mid-sized retail chain – and then discovered a major opportunity in the luxury sunglass space. In less than a year, they launched 7 new stores with their standalone brand Specs on the natively mobile Retail Pro Prism®.

#### Integrate specialized technologies

Because Retail Pro is a platform, you can integrate highly advanced digital tools and specialized apps. Integration allows you to invest your resources in innovating tailored strategies for solving your customers' problems faster, rather than reinventing tools that already exist.

Options for digital disruption are endless. Retail Pro customer Massey's Outfitters integrated vendor dropship to their Retail Pro to gain fulfillment efficiencies for orders across channels. Other tools include turnkey supply chain integrations to Retail Pro for omnichannel fulfillment. Integrations like this give customers flexible shopping features like Find In Store, and generate both traffic and revenue for retailers.

#### Configure a precise digital replica of your physical operations

Retail Pro is configurable, so you can internally generate digital disruption that builds on and improves existing tools, adapting them to your unique retail needs. In addition, your IT team can tailor every detail to reflect your exact workflows. This gives you utmost flexibility to tinker and tailor to optimize your operations as they fluctuate with changing market requirements.

Having a digital replica of the physical reality allows you to give your customers access to relevant internal information like inventory levels, since 73% of shoppers cited stock outs as their top frustration. Retail Pro customer Puma draws on their inventory data within the Retail Pro platform to display on their e-commerce site whether the product is in stock, managing customer expectations for higher satisfaction.

Harness the power of digital disruption with the Retail Pro platform and set your stores apart from your competitors.

*Contributed by Retail Pro International*