

# RETAIL, CONSUMER GOODS, FASHION & LUXURY





# MEGATRENDS 2025 THAT DISRUPT THE RETAIL & LUXURY INDUSTRY



B2C Commerce & Order Management



Loyalty & Subscription Programs



Marketplace Affiliation



Consumer 360° view & Customer insights



Instore experience & Clienteling Application



Modern & AI-driven Customer service



Retail Analytics Dashboard & Performance Dashboards



AI-based recommendations & promotions





# THE DIGITAL JOURNEY FOR RETAIL & LUXURY INDUSTRY

DIGITALL IS A STRONG LEADER FOR DIGITAL TRANSFORMATION & DIGITAL CLOUD EXPERIENCE IN THE RETAIL & LUXURY AREA. WE HELP YOU TO DRIVE YOUR RETAIL DIGITAL JOURNEY IN A PERSONALIZED WAY.

## DIGITAL JOURNEY FOR RETAIL SERVICES

**AI-driven personalized customer journeys across any channel**

- 360° view of customers
- Unified commerce strategy
- Instore experience & Clienteling
- AI based recommendations & promotions
- Target consumers with personalized content
- Modern customer services

## RETAIL PROCESSES

**Sales, services & marketing efficiency and digital process automation**

- Integrated customer journey design
- Direct-to-Consumers
- Adtech to Martech
- Omni-channel integration
- Customer services
- Payment & logistic processes

## INTEGRATION & OPERATIONS

**Integration and operation of data, systems & processes**

- Data integration & monetization
- Cloud systems integration (ERP, CRM, Loyalty, Logistic)
- Orchestration layers
- DevOps Services
- Martech as a Service

## COMPLIANCE & GOVERNANCE

**Secure & compliant digital services**

- Global Standard for Retail
- GDPR
- Specific Markets regulation

END-TO-END DIGITAL TRANSFORMATION PORTFOLIO FOR RETAIL & LUXURY TO GROW A SUSTAINABLE BUSINESS



# MEGATRENDS 2025 THAT DISRUPT THE CPG INDUSTRY



Direct to Consumer Commerce & Marketing



CPG Analytics Dashboard & Performance Dashboards



Retail execution Programs



Gap reduction between CPG & retail



Product-as-a-Service (PaaS) & IOT



B2B CRM & Production forecasting





# THE DIGITAL JOURNEY FOR THE CPG INDUSTRY

DIGITALL IS A STRONG LEADER FOR DIGITAL TRANSFORMATION & DIGITAL CLOUD EXPERIENCE IN THE CPG AREA. WE HELP YOU TO DRIVE YOUR RETAIL DIGITAL JOURNEY IN A PERSONALIZED WAY

## DIGITAL JOURNEY

### AI-driven personalized customer journeys across any channel

- D2C commerce & marketing strategy
- B2B CRM & production forecasting
- PaaS, IoT and subscription models
- Retail execution application
- AI-based or -supported processes
- Loyalty programs and strategy

## CPG PROCESSES

### Sales, manufacturing & marketing efficiency & digital process automation

- “Direct to Consumer” solutions
- CPQ & Order-to-cash
- Manufacturing cloud
- Omni-channel integration

## INTEGRATION & OPERATIONS

### Integration & operation of data, systems & processes

- Data integration & monetization
- Cloud systems integration (ERP, CRM, Logistic)
- DevOps Services
- Martech as a Service
- Orchestration layers
- Integration strategy
- System migration
- API-driven development

## COMPLIANCE & GOVERNANCE

### Secure & compliant digital

- Global Standard for CPG
- GDPR
- Specific Markets regulation

END-TO-END DIGITAL TRANSFORMATION PORTFOLIO FOR RETAIL TO GROW A SUSTAINABLE BUSINESS