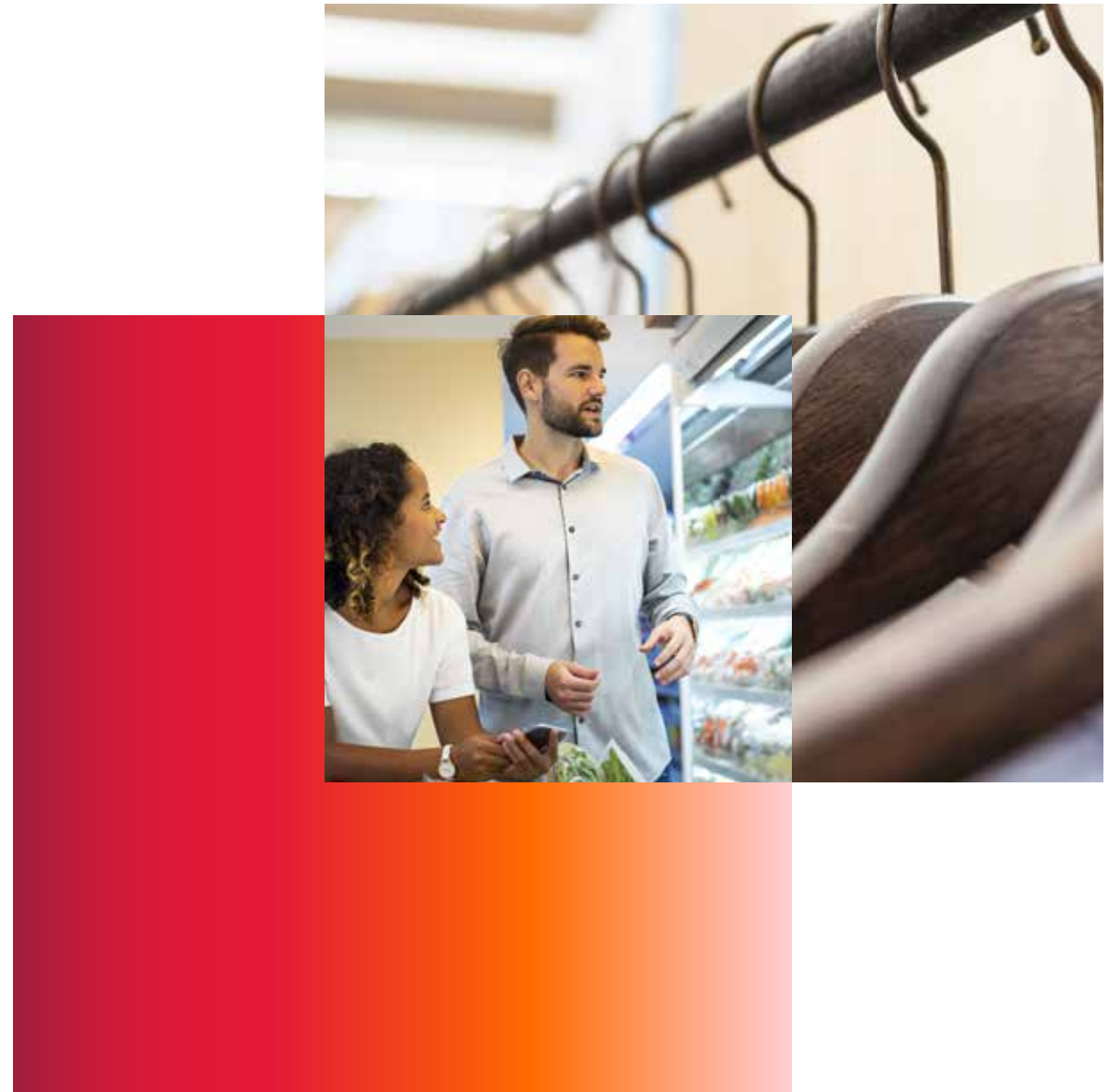# CGI Retail Suite
Enabling you to become more customer-centric, innovative and agile
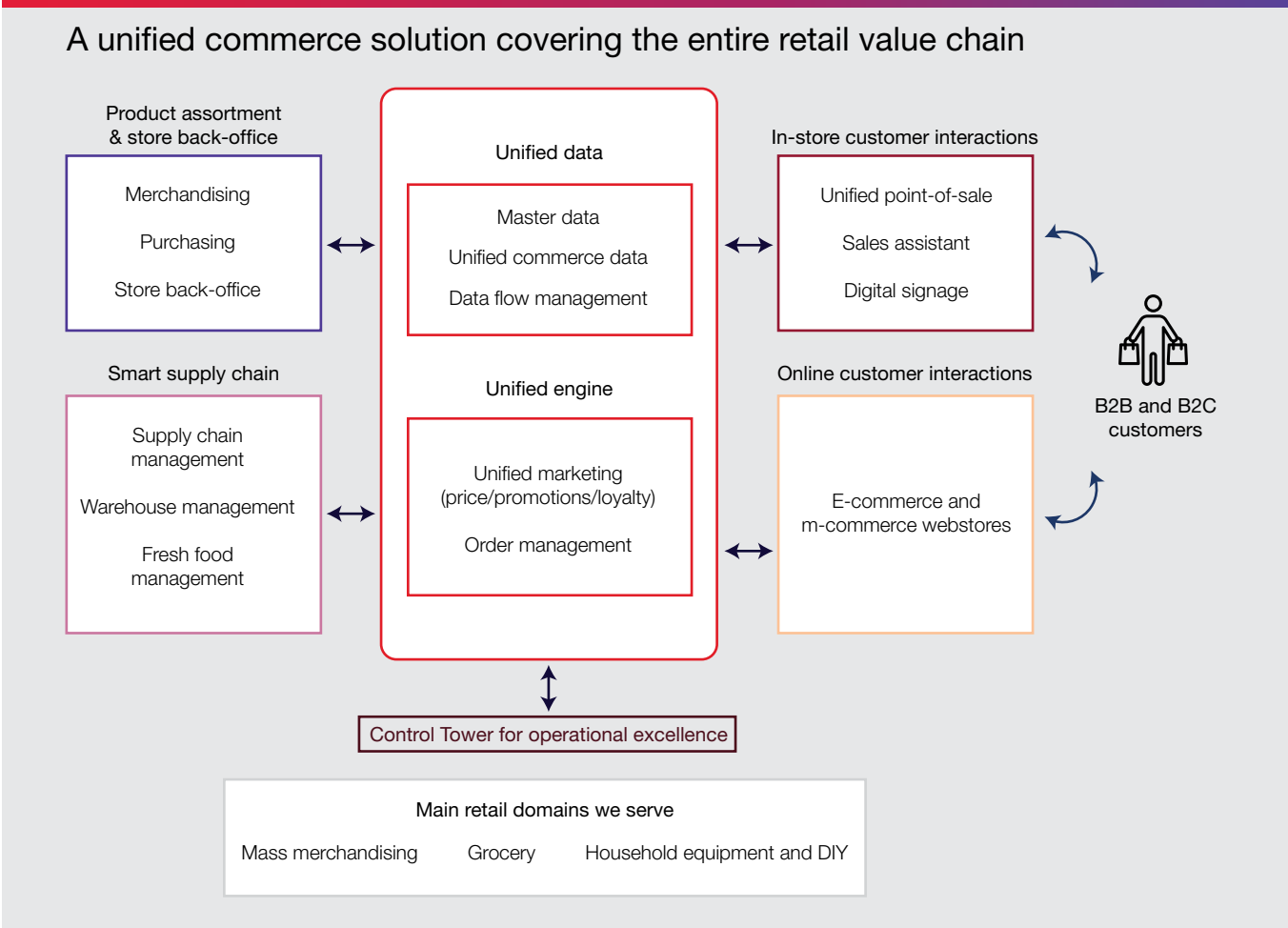

CGI

Improving agility and personalization of the customer journey

CGI Retail Suite is a unique modular solution

designed and built using an open architecture approach that allows you to adapt more quickly to the needs of your customers and to evolving market dynamics. It provides a unified view of your inventory so you can leverage your store network and control the entire value chain, from product sourcing all the way through to shelving.

A unified commerce solution covering the entire retail value chain

Product assortment & store back-office
- Merchandising
- Purchasing
- Store back-office

Unified data
- Master data
- Unified commerce data
- Data flow management

In-store customer interactions
- Unified point-of-sale
- Sales assistant
- Digital signage

Smart supply chain
- Supply chain management
- Warehouse management
- Fresh food management

Unified engine
- Unified marketing (price/promotions/loyalty)
- Order management

Online customer interactions
- E-commerce and m-commerce webstores

B2B and B2C customers

Control Tower for operational excellence

Main retail domains we serve

Mass merchandising   Grocery   Household equipment and DIY

Smart supply chain

Orchestrate orders and optimize time-to-market

Fulfilling a new customer order journey (such as ship from store, click & collect, etc.) requires a centralized view of your inventory (both in stores and warehouses) and orders so you can efficiently manage various delivery modes. Equally important is mastering your supply chain to reduce time-to-market of your offers and control order costs.

Flexible processes for better efficiency

With CGI Retail Suite's **smart supply chain** module, processes become highly flexible, orders can systematically be pooled and warehouse management is optimized to accelerate time-to-market. Additionally, the solution's **order management** module enables you to route orders to the most efficient preparation location and modify them from any customer interface.

Enabling Carrefour prepare and deliver 1.5 million "Drive" service orders in a month

The challenge

- Secure the country's supply during the lockdown
- Secure the supply chain
- Ensure service continuity and reassure customers

Client benefits

- Managed significant peak load with confidence
- Record number of orders processed and new customers acquired
- Doubled warehouse order pickers' efficiency with Pick-to-Light order-fulfillment technology

Carrefour

1500

Drive pickup points rely on CGI Retail Suite

90,000

orders placed in a single day

Product assortment and store back-office

Manage product assortment in stores in real time

To meet customers' needs, you need to be able to plan and manage product assortment in stores in real time. This includes being able to enter a purchase order while monitoring costs, delays and peak loads.

Adapt product assortment to each store

With the **product assortment and store back-office** module, you can oversee all commercial relationships with various suppliers via a centralized marketplace. This lets you adapt each store's product assortment based on its location and format.

Improving the operational efficiency of a global leader in mass merchandising

The challenge

- Simplify and standardize the IT ecosystem for 5 store formats across 8 countries
- Adopt a unified and flexible central back-office solution to accelerate time-to-market

Client benefits

- Achieved economies of scale through the convergence of systems
- Ability to oversee all commercial relationships centrally with various suppliers such as central purchasing, external suppliers and local producers

300+
stores

8
countries

30%
reduction in IT and operations costs

Customer experience

Enable a scalable checkout journey

Retailers must constantly evolve the customer checkout journey to ensure a speedy, pain-free and seamless experience. Often, rigid collection systems force higher interactions with cash register software vendors leading to increased maintenance and management costs.

Benefit from a fixed and mobile collection solution

The **unified point-of-sales** module ensures your collection process remain flexible and scalable, so it can be enriched with new information and recommendations for either the customer or the sales assistant, extended assortment options, marketing campaigns and promotions.

Transforming the customer experience at the point-of-sale (POS) for a multi-brand group

The challenge

- Reduce the cost of POS maintenance and integration
- Set up a new unified checkout journey faster

Client benefits

- Better control of front-office collections
- Improved flexibility through an open POS architecture
- 40% reduction in maintenance costs

Fixed POS

Clienteling with mobile POS

Self checkout

Unified data

End siloed information systems

Many retail organizations still struggle with obtaining a holistic view of their customers and dynamic data such as inventory, availability and pricing. Unfortunately, this data exists in silos across multiple aging information systems.

Link all your data with a single platform

The **unified data** module allows you connect and synchronize data from all IT systems, enabling you to simplify the implementation of new services and gain a 360-degree view of your customers and data. As a middleware platform, it offers you the freedom to efficiently find, manage and extract value from all operational data (customers, orders, etc.) and referential data (stores, products, etc.) whether intended for management, customer interfaces or partners.

Accelerating the international rollout of a French DIY leader

The challenge

- Rollout a unique and integrated solution for the head office, 7 stores and 2 warehouses
- Adapt the solution to local tax standards

Client benefits

- Unified solution covering all front and back store needs
- Mobile sales solution with real-time functionalities

5 months
to first store rollout

9 months
for full rollout

35%
reduction in IT and operations costs

Unified engine

Create personalized sales and marketing campaigns

Successful personalization of promotional offers depends on the ability to identify your customers across touchpoints – whether on the Internet or in-store – so you can reconstruct and evaluate their past purchasing behavior and preferences history.

Grow your business with a unified marketing strategy

The **unified marketing** module is a sales promotion tool that enables you to centrally manage all prices, promotions and customer loyalty programs across sales channels. It covers all distribution channels and adapts to different customer contexts and segments. It also ensures traceability of various sales and marketing campaign budgets and their financing.

Optimizing the in-store and e-commerce loyalty program of a leading retailer

The challenge

- Set up unified management of prices and promotions at both national and regional levels
- Increase the number of promotions managed from 2,000 to 20,000 per month
- Increase the total number of personalized offers from 20% to 70%

Client benefits

- Unique customer, prices, promotions and loyalty repository
- Unified calculation engine for all channels including in-store checkout
- Distinctive solution for sales promotions and marketing campaigns

3-year
ROI

10%
average increase in basket size

About us

1976

Founded

77,000

Consultants and professionals

400

Locations worldwide

C$12.16B

F2020 revenue

5,500

End-to-end services clients globally

50,000

Clients through our IP-based solutions

Insights you can act on

Founded in 1976, CGI is among the largest IT and business consulting services firms in the world.

We are insights-driven and outcomes-based to help accelerate returns on your investments. Across 21 industry sectors in 400 locations worldwide, our 77,000 professionals provide comprehensive, scalable and sustainable IT and business consulting services that are informed globally and delivered locally.

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