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cobalt

RETAIL SOLUTION BY INFOSYS

Cloud-based retailing
—powered by Oracle applications

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Navigate your next

The growth of digital-first has transformed retail landscape through accelerated personalization, optimized inventory strategies and aligned omnichannel journeys to elevate customer experience.

What's more, socioeconomic issues such as sustainability, inflation, and supply chain disruption are making consumers, investors, and suppliers more critical of the brands they engage with. Fail to meet their expectations, and they won't hesitate to take their business elsewhere.

In response, many retailers are investing in digital technologies to unlock the market visibility and actionable insights they need to deliver omnichannel experiences, optimize supply chain management, and adapt to rising market expectations.

That's where the Retail Solution by Infosys comes in. Together, we can accelerate your retail modernization journey with an end-to-end, cloud-based platform—purpose-built to deliver next-generation retail capabilities.

Part of Infosys Cobalt, Retail Solution by Infosys combines our industry expertise with the Oracle Retail suite of applications—built on Oracle Cloud—to help brick-and-mortar, digital-native, and hybrid retailers become cloud-connected enterprises.

Retail Solution by Infosys can be deployed incrementally, too, so you always get the tools you need most, when and where you need them.

What's driving retail modernization?

Today, retailers must contend with a complex marketplace increasingly dominated by digital-savvy competitors—and driven by the following trends:

Hybrid retail

As the lines between physical and digital retail continue to blur, retailers are prioritizing smart omnichannel customer journeys. Popular examples include buy online pickup in-store (BOPIS), ship from store (SFS), and curbside pickup options.

Supply chain optimization

As supply chains become more complex, retailers are shifting to the cloud to achieve end-to-end supply chain visibility. This enables real-time asset tracking and monitoring powered by the Internet of Things (IoT) to optimize inventory, accelerate customer fulfillment, and identify areas for improving sustainability.

Enhanced in-store experiences

Smart technologies including Augmented Reality (AR), Artificial Intelligence (AI), and IoT enable retailers to enhance personalized in-store experiences. Examples include frictionless checkouts, location-based push notifications, AR to enable virtual browsing, and smart shopping carts to boost sales and save time for shoppers.

Cloud-based modernization

By moving to the cloud, retailers can optimize operational costs, launch new services and features quickly, identify opportunities to diversify revenue, and embrace agile working for continual process improvements.

Intelligent automation

AI and Machine Learning (ML) technologies are helping retailers automate routine processes such as customer fulfillment tasks and service interactions to free more time for strategic and value-adding opportunities.

Retail industry challenges

Declining profit margins

As customers tighten their budgets in response to inflation, retailers must digitally transform to optimize inventory investments and unlock new revenue channels and services.

Rising customer expectations

Retailers must stay agile and adaptive to keep pace with shifting customer preferences and deliver personalized, connected experiences that stand out from the competition.

Supply chain disruption

A single source of truth can help retailers mitigate and adapt proactively to supply chain disruption, and identify new opportunities to improve operational resilience.

Environmental, social, and governance (ESG)

Consumer purchasing decisions are increasingly influenced by a brand's visible commitment to sustainable value chains and its compliance with ESG regulations.

Hesitance to digitally transform

Retailers must rally the entire organization around a shared strategic vision for digital growth, enable new revenue channels, and improve user productivity with user-friendly tools.

Why modernize retail with Infosys and Oracle?

Retail Solution by Infosys is built on Oracle Cloud Platform. It's purpose-built to deliver next-generation retail experiences across a wide range of retail segments—including fashion, grocery, big box, telecom, and pharmacy. Together, we can help you:

Optimize planning and execution

Adapt quickly to shifts in supply and demand, improve inventory planning and management, and connect your teams to enhance strategic decision-making.

Improve supply chain resilience

Proactively track and monitor inventory based on predefined indicators such as expiry dates, and trigger alerts when stock levels fall outside reasonable boundaries.

Modernize the retail experience

Get the centralized visibility and digital tools you need to offer BOPIS, SFS, self-service, and smart omnichannel services that blend physical and digital commerce.

Enhanced customer service

Apply real-time insights to perform predictive maintenance, personalize experiences, drive faster time to market, and expand your reach.

Infosys accelerators and architecture

Infosys accelerators are designed to honor your legacy infrastructure and help you realize faster time to value in a hyper-scalable and resilient cloud architecture, including: Operational dashboards: Source actionable insights powered by AI and ML for predictive decision-making and continuous optimization.
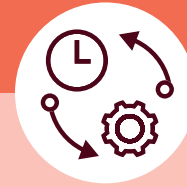
Pre-built integrations:
Get more value from your legacy data, and move data and processes seamlessly across on-premises and cloud applications.

Automation tools:
Automate regression testing, routine business processes, and sales audits based on predefined rules.

Productivity accelerators:
Perform reconciliation across all sub-ledgers without user intervention, simulate effort-intensive actions, and streamline reporting.

Retail Solution by Infosys—powered by Oracle Cloud

Solution: Retail Analytics and Planning

What?

A solution to help you deliver smarter retail experiences and optimize inventory planning using AI-powered analytics.

Why?

- Rising demand for personalization and differentiated experiences
- Declining profit margins and disconnected inventory management

Key features and benefits

- Optimize inventory placement and replenishment
- Increase automation and forecasting accuracy
- Improve ROI with tailored promotions and offers
- Analyze customer trends based on segmentation
- Identify opportunities to improve sustainability

Solution: Merchandising

What?

An end-to-end merchandising solution to help you improve business performance and merchandising management.

Why?

- Complex supply chains create management inefficiencies
- Disconnected legacy processes limit collaborative visibility

Key features and benefits

- Improve business agility to navigate global complexity
- Unlock a single connected view of your inventory
- Automate invoice matching and accounting processes
- Enhance price change, promotion, and clearance effectiveness
- Optimize merchandising performance through persona-based dashboards

Solution: Omnichannel

What?

A single connected platform for unified customer insights at every step of the retail journey.

Why?

- Disparate data silos prevent joined-up customer journeys
- Customers demand flexible retail experiences across all channels

Key features and benefits

- Offer connected hybrid retail shopping experiences
- Help adapt customer journeys based on actionable real-time insights
- Strengthening omnichannel core with BOPIS, SFS and more
- Incremental revenue through Endless Aisles
- Personalize service support on shoppers' preferred channels

Solution: Store Operations

What?

Next-generation cloud services to enhance store inventory operations and point-of-service retail experiences.

Why?

- Retailers must optimize store inventory to proactively meet shifts in demand
- Customers expect seamless, connected retail experiences across all touchpoints

Key features and benefits

- Deliver a full omnichannel experience across in-store and online
- Support accurate real-time inventory tracking and management
- Seamless checkout experience with mobile POS
- Empower store associates with fast access to relevant customer insights
- Improve productivity and automate routine in-store workflows

US-based retailer: Expanding store operations with next-generation retail capabilities

We helped a leading discount store chain modernize its retail capabilities and replace its legacy merchandising system with a cloud-based platform.

Solution:

- Enabled a collaborative product introduction capability across buyers, vendors, and design teams
- Provided a bespoke direct-to-store delivery solution for automated invoice generation
- Improved omnichannel capabilities by enabling BOPIS and SFS
- Used APIs and Apache Kafka to deliver a reliable, modular, and performant solution

Results:

- Improved platform scalability, reliability, and affordability
- Optimized business and supply chain efficiency
- Created a single source of truth across the business
- Improved user productivity through accelerator tools

Infosys retail solution in numbers

Accelerated a customer's digital implementation journey by up to

25%

Reduced inventory carrying costs through tailored planning configurations by

20 to 30%

Reduced global store rollout costs by

40%

using templates and Infosys accelerators

Improved user productivity across procurement, sales audit, and invoice matching process by

10 to 15%

Up to

10%

revenue increase through endless aisle, frictionless checkout

Discover a more resilient and adaptive retail future

Contact our solution experts today to learn more about how Retail Solution by Infosys can help you drive resilience, modernize operations, and connect your supply chain for a single source of truth.

About Oracle

Oracle offers integrated suites of applications plus secure, autonomous infrastructure in Oracle Cloud.
For more information about Oracle (NYSE: ORCL), please visit us at www.oracle.com

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Infosys Cobalt is a set of services, solutions and platforms for enterprises to accelerate their cloud journey. It offers over 35,000 cloud assets, over 300 industry cloud solution blueprints and a thriving community of cloud business and technology practitioners to drive increased business value. With Infosys Cobalt, regulatory and security compliance, along with technical and financial governance comes baked into every solution delivered.

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For more information, contact askus@infosys.com

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