

Grow Revenue and Customer Loyalty With Gravity

How Gravity Takes Retail to the Next Level

Speed is a critical element in obtaining a competitive advantage in today's fast paced, always-on digital economy. Gravity helps retailers manage their supply chain at lightning speeds in three ways: automation of time consuming manual processes, breaking down communication silos to improve collaboration with vendors and partners, and providing real-time visibility across their entire supply chain network. These improvements allow rapid data-driven decision making that will empower them to increase their speed-to-market and delight their consumers by quickly meeting their demands. Gravity, powered by Microsoft's best-in-class Azure cloud platform, will digitally transform your supply chain and take your retail business to the next level.



What is Gravity Supply Chain?

Gravity is a technology platform on Microsoft Azure that enables retailers to develop and deliver products to their consumers at lightning speeds. We support retailers to digitally transform their supply chains by seamlessly connecting their global end-to-end operations, supplier base and logistics networks on a single platform that provides easy management and real-time visibility. By leveraging modern cloud, automation, big data, IoT, mobility and user experience capabilities, our users are seeing their supply chain become a competitive advantage as the world shifts to a fully digital economy era.

Why customers use Gravity

- **Much faster speed-to-market**, enabling rapid responses to consumer trends and stock replenishment needs
- **Real-time visibility across the supply network**, facilitated by connections to 40,000 external data sources such as news feeds, ports and carriers, allows agile and more data-driven decision making in reaction to disruptions in your supply chain
- **Enhanced efficiency**, by automating inefficient manual, spreadsheet and email based processes
- **Improved collaboration**, by enabling you to share data with all your stakeholders, from suppliers to logistics providers, on one unified platform powered by Microsoft Azure

1 Increase Your Revenue

- Faster speed-to-market, through automation and digitization, means your products are in pace with consumer demands, increasing sales opportunities and reducing obsolete stock that needs to be marked down
- Automation of manual processes reduces hours spent on time-consuming administrative work, giving employees more time to focus on optimizing purchasing practices and vendor relationships
- Real-time visibility for all stakeholders allows better agility to align around priorities that will boost revenue and facilitates faster reactions to supply chain disruptions that could undermine profitability

One Gravity user reduced the lead-time from product concept to store by more than 30% to 25 weeks, as well as reduced the average value of obsolete stock and markdown product by 19% per season

2 Gain Time to Grow

- With all your stakeholders, from vendors to logistics providers, communicating on one platform, you can stop wasting precious time hunting for information spread across emails
- By automating your processes and giving you real-time data of what's happening in your supply chain, you can make faster decisions and react more quickly to issues before they become disruptions
- The above mean you have more time to focus on value-added tasks that grow your business, like negotiating better prices with vendors or optimizing product development

On average, Gravity users are 47% faster and more effective reacting to supply chain issues than they were before using the platform

3 Improve Customer Loyalty

- By getting the right products to your consumers when they want, through increased speed-to-market, you increase their loyalty and keep them away from competitors
- By quickly mitigating supply chain disruptions through enhanced visibility, you prevent customer frustration because you don't have the right items in stock or are too slow to deliver them
- Gravity's solution improves your operational excellence, making you a more reliable retailer in terms of meeting customer expectations, and helps you retain customers

One Gravity user increased full sell-through of seasonal ranges from 78% to 91% due to the right product selection being available to consumers

"Customer centricity is the key to success and at the heart of achieving this is the supply chain. Gravity's real time supply chain visibility technology is a great addition to our retail offering. It will enable our customers to achieve the operational agility and efficiency necessary to meet consumer expectations."

- **Subhodip Bandyopadhyay, Practice Director and Head of Retail & CPG, UST Global**