



D365
ReTailored
by Capgemini



ReTailored Solution



Market Situation Overview

The Fashion-Retail segment ("Fashion System") in Italy shows a continuous growth both in terms of Net Sales and EBIT (net sales + 28.9% from 2013 to 2017) (*)

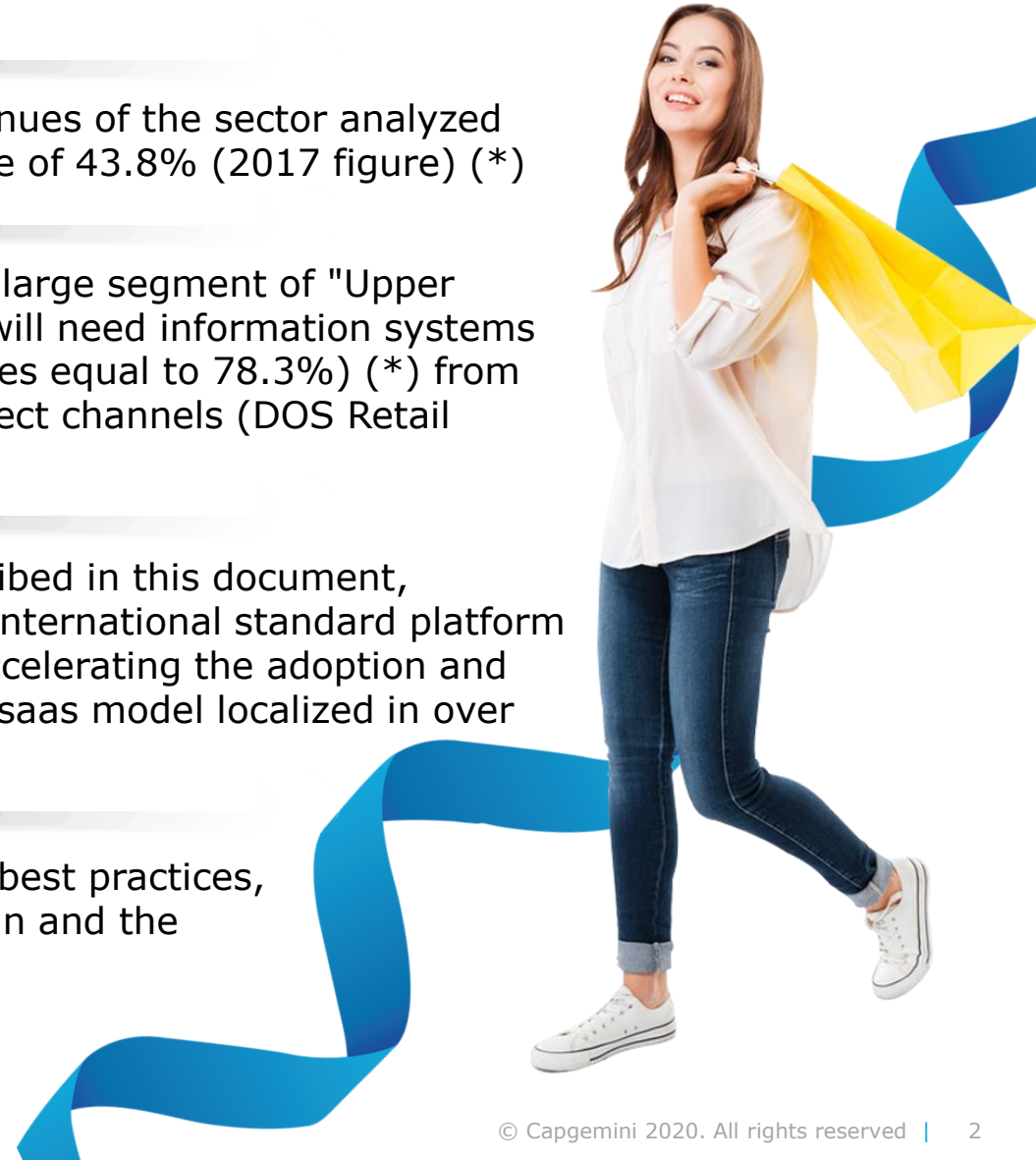
The growth is driven by the "follower" companies, which on the total revenues of the sector analyzed have increased the market from a share of 22.3% (2013 figure) to a share of 43.8% (2017 figure) (*)

This market share increase show, compared to the past, the creation of a large segment of "Upper Mid-Market" companies in continuous growth in the sector and that they will need information systems adequate to support growth towards foreign markets (share of foreign sales equal to 78.3%) (*) from a multi-channel perspective to shorten the supply chain by developing direct channels (DOS Retail and E-commerce)

In this business context, Capgemini Retail\Fashion Vertical solution, described in this document, includes the development of a software asset based on a market-leading international standard platform (Microsoft D365) that addresses the needs of the identified companies, accelerating the adoption and maximization of the scalability already inherent in the platform itself (full saas model localized in over 40 countries with end-to-end coverage of business processes)

The Retail\Fashion Vertical solution, developed according to the Microsoft best practices, enriches the ERP standard features related to the Distributive Supply Chain and the Store Operations.

(*) Source: Mediobanca report – Fashion System February 2019 (163 companies with annual revenues > 100 Mln Euro)



Capgemini Retailored Solution increase the client market intimacy and enable the digital transformation of retail company



Challenges

- Create a deep connection with the clients
 - Reduce time to market
 - Reduce the stock out
 - Reduce the total cost of the delivery
- Satisfy of the "client" expectations about quality, timing and personalized service
 - High grow of the complexity in the competition
 - Time is a key success factor



Ideal Solution

- Have a deep understanding of our clients and be always the preferred supplier
 - Have the right stock in the right moment in the right place
 - Simplify the Supply Chain processes to be more effective and reduce the delivery time
- Enable a multichannel sales order process
 - Improve the Store replenishment and Stock Allocation processes with new features
 - Manage a real time stock information in a complex Store organization

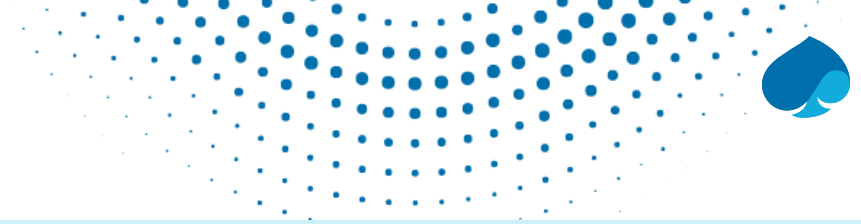


Desired Outcomes

- Have full visibility of customer behavior among all channels
 - Implement a solution that enables and simplify the real-life processes of retailers.
 - Have a real time understanding of the stock status on a complex supply chain scenario.
- ERP, POS, CRM, BI, e-Commerce, Campaign manager in a single platform
 - Automatic stock and order allocation based on sales order portfolio and forecast
 - Enable real omnichannel experience



Capgemini Retailored Solutions



Capgemini's Microsoft Center of Excellence offers a team with a high level of expertise on the standard MS solution at each platform level (CRM-ERP-BI), continuous updating, a direct and privileged link with the Product Group.

Forecast and Replenishment improvements

- Forecast calculated for similar items
- Replenishment in a multi-refilling scenario

Replenishment



Back office and POS operations improvements

- Handheld offline terminals integration framework
- Full tracking of cash movements

Store Operations



Distribution



Order Management, Stock Allocation and return processes accelerator

- Collection Framework management
- Parametric and automatic stock allocation

Analytics

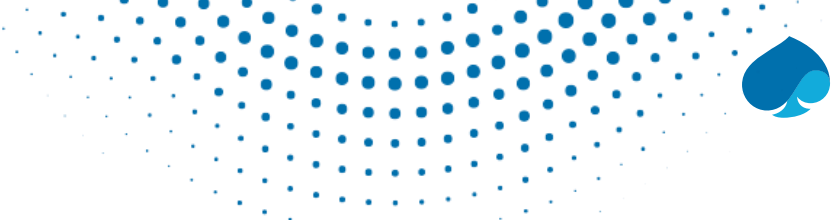


Preconfigured Retail Data Model

- Mobile ready dashboard
- Ready to use BI platform

Retail Market Capgemini Vertical Competence brings solutions Tailored on user expectation.

Capgemini Retailored Solution for Microsoft Dynamics 365 F&O



Microsoft Dynamics 365 is the right solution for Retailers who is searching for a cloud, full integrated and real omnichannel experience.

Capgemini recognized the D365 value proposition and decided to invest to use professional experience to speed-up retailers digital transformation. Retailored solution is a transformation accelerator with its code-base and consulting solutions.

Solution Alignment

Omnichannel experience

Recognise and manage Customers purchase behavior through all channels (Physical stores, eCommerce, Social media, Call Centers) within D365 platform



Full stock visibility

Enable full and real-time stock visibility through all the Value Chain and in each business moment



Continuous Updating

In a continue moving world MS Dynamics 365 continuous updates is a success factor and require a continuous improving partner.





People matter, results count.

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A global leader in consulting, technology services and digital transformation, Capgemini is at the forefront of innovation to address the entire breadth of clients' opportunities in the evolving world of cloud, digital and platforms. Building on its strong 50-year heritage and deep industry-specific expertise, Capgemini enables organizations to realize their business ambitions through an array of services from strategy to operations. Capgemini is driven by the conviction that the business value of technology comes from and through people. It is a multicultural company of over 200,000 team members in more than 40 countries. The Group reported 2018 global revenues of EUR 13.2 billion.

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