

Retail Intelligence

Close to you: Data that inspires growth

WS9



**Cegid
Connections**

Summary

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Close to stores daily operations: Store Performance Dashboard

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Orchestra testimonial: why Orchestra selected the new Store performance Dashboard

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Close to the decision centres & HQs : sharp vision and insights with Self-service Dashboard and Sales Benchmark

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Retail Intelligence & Data tomorrow: never stop exploring!

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Q&A



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ORCHESTRA



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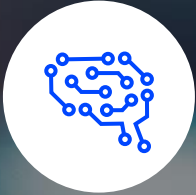


Yann Loyer
Pre-sales Consultant



Yves-Alain Ligault
Cegid Product Manager

Retail Intelligence in post covid aftermath



AI is now a 'retaility'



**Data Innovation
is everywhere**



**Retail Omnichannel Supply
chain is now agile**



**Geo Analytics
'CAC & the new Rent?'**



HQs must keep up the pace



Stores are transformed



Close to daily store operations

Store Performance Dashboard





Closer to store operations & decisions

How does a store manager optimise their store performance?

What is the main source of information at the store level?

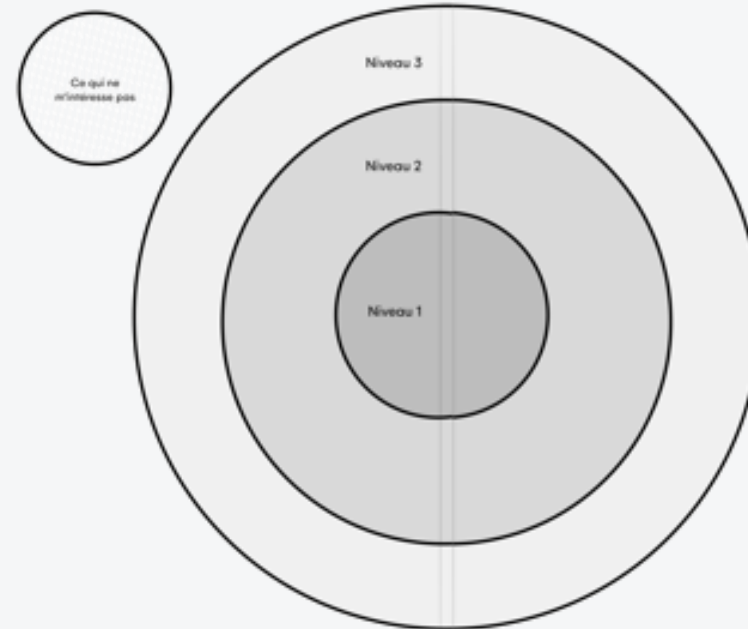
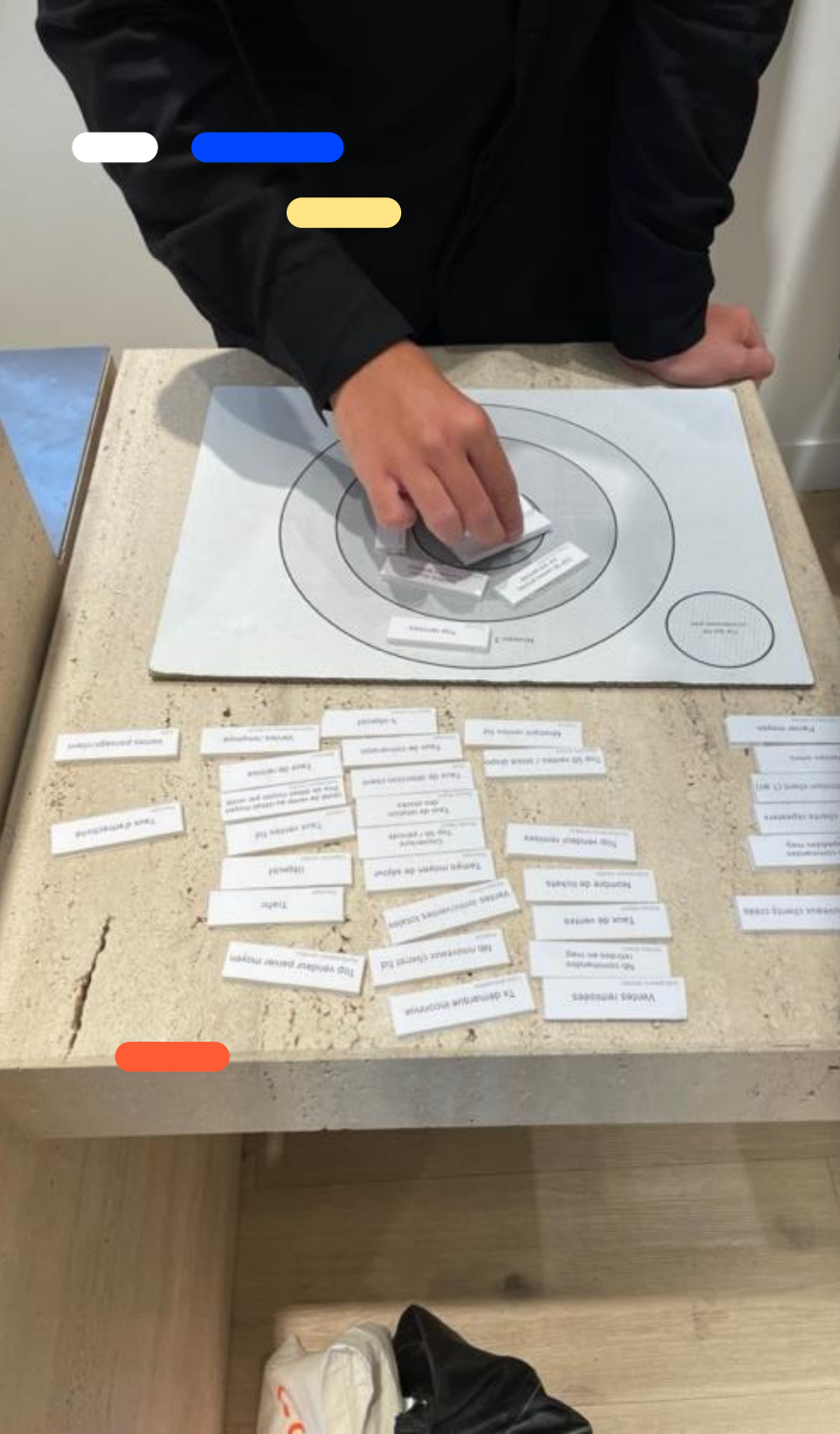
Is data properly aggregated and easy to analyse?

What are the main KPIs that a store manager would like access to?

How often and for which purpose is store data useful?

Interviews

Once the list of 35 KPIs was defined, we submitted it to our main persona: **the store managers**.



We asked each participant to rank the indicators on a target with 3 levels.

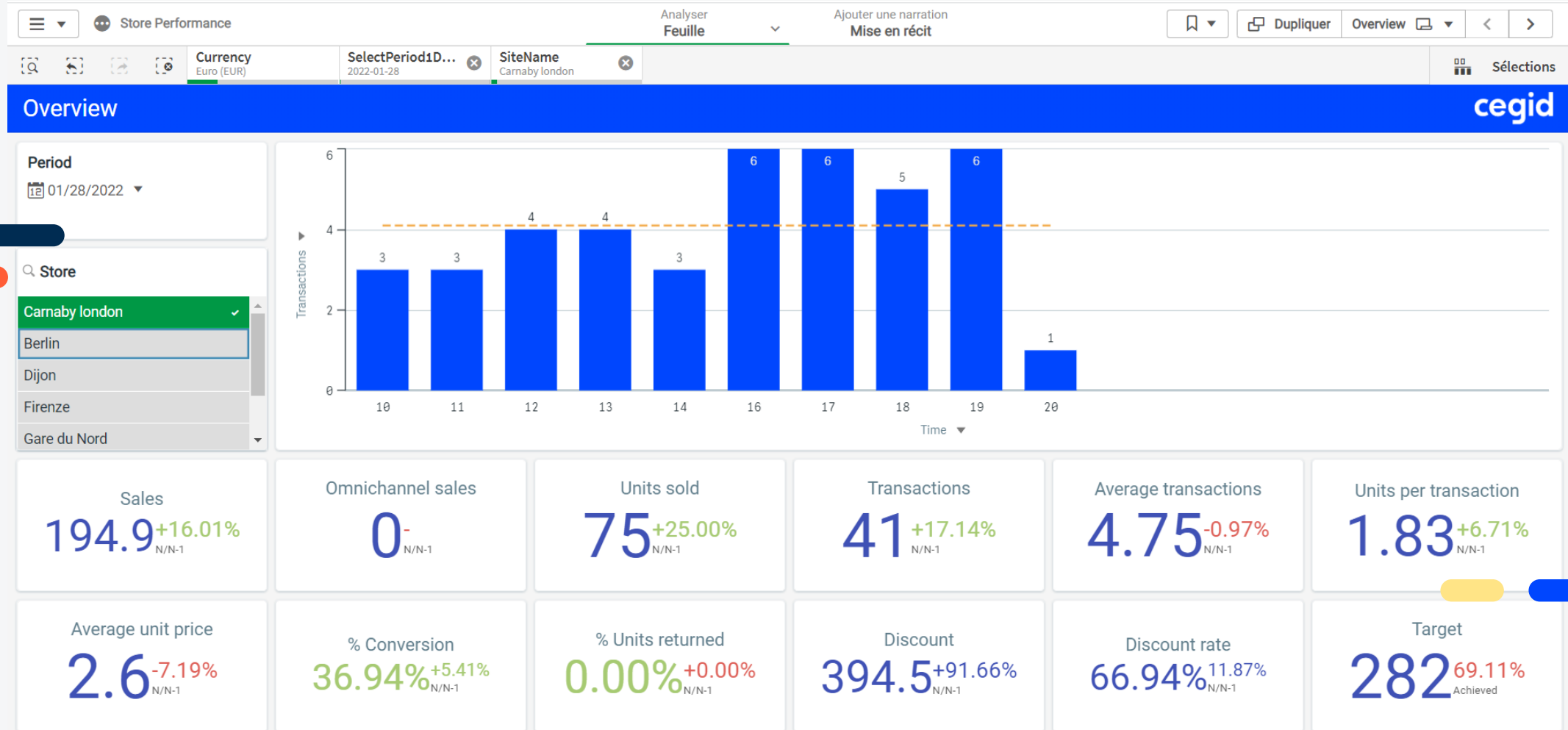
Level 1 is the most important level. An extra circle is present to put indicators that do not interest users.



4 to 6 times a day

As a Store Manager I want to be able to keep track of my results several times a day & be able to compare them.

Snapshot : key figures delivered by the hour

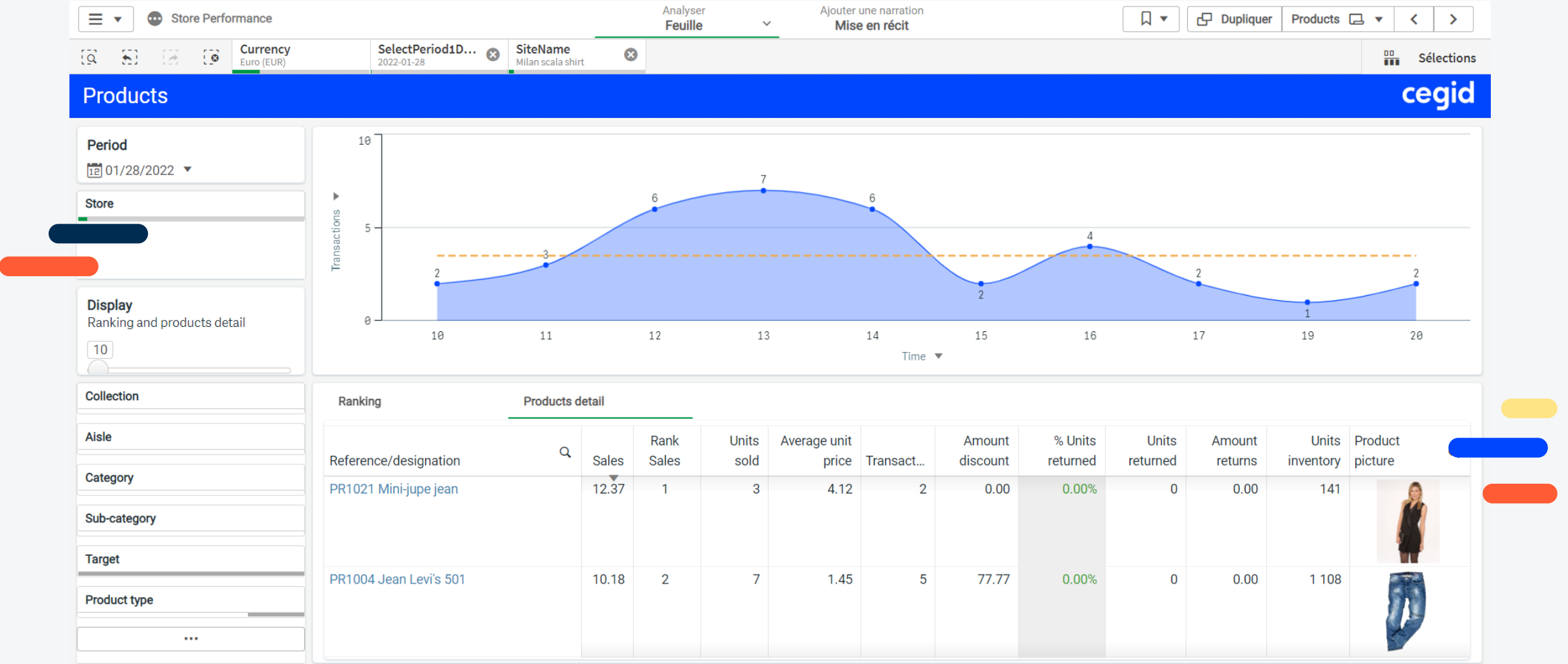




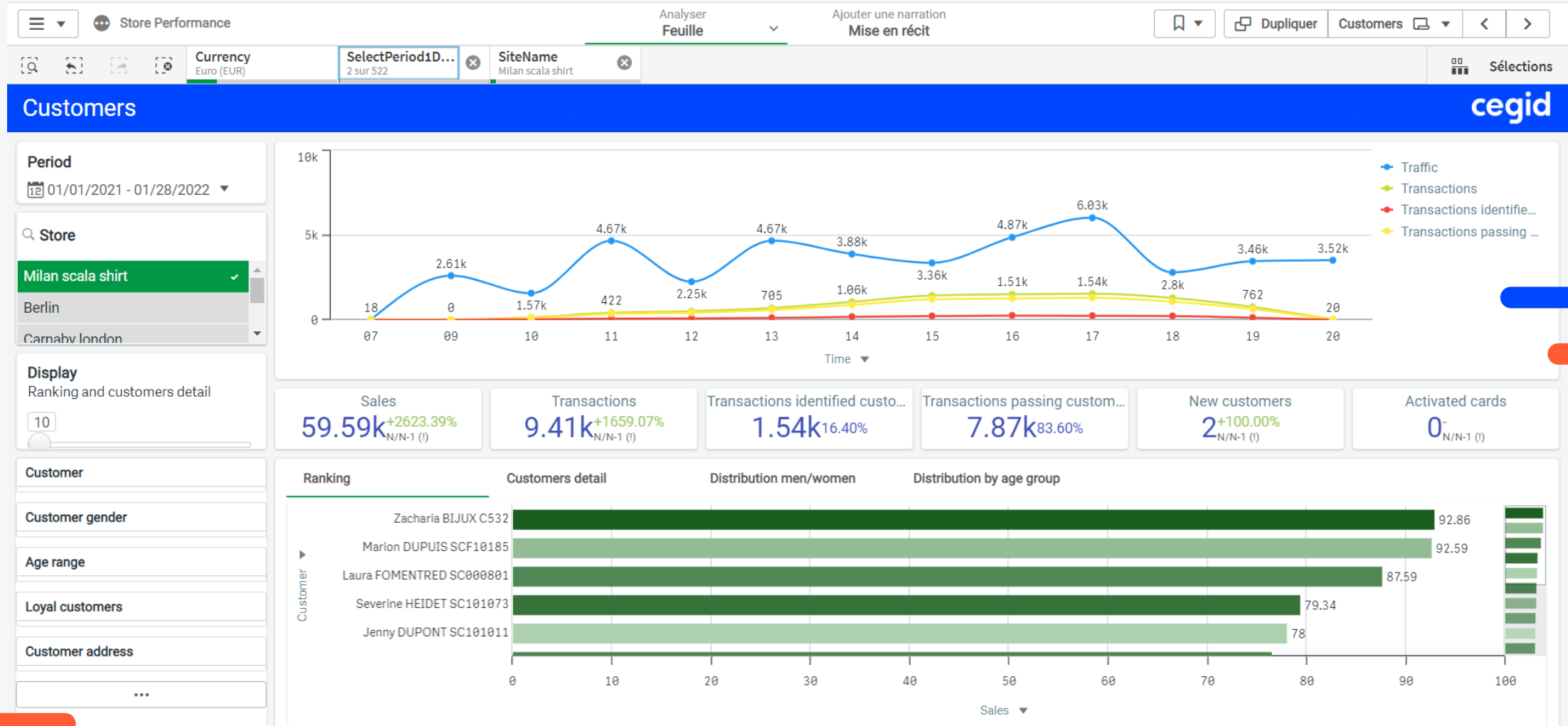
Analyse • Optimise

*I would love to analyse
sales, customers, stock levels
and sales assistants' performance
outside of peak trading hours.
I could make faster & better decisions.*

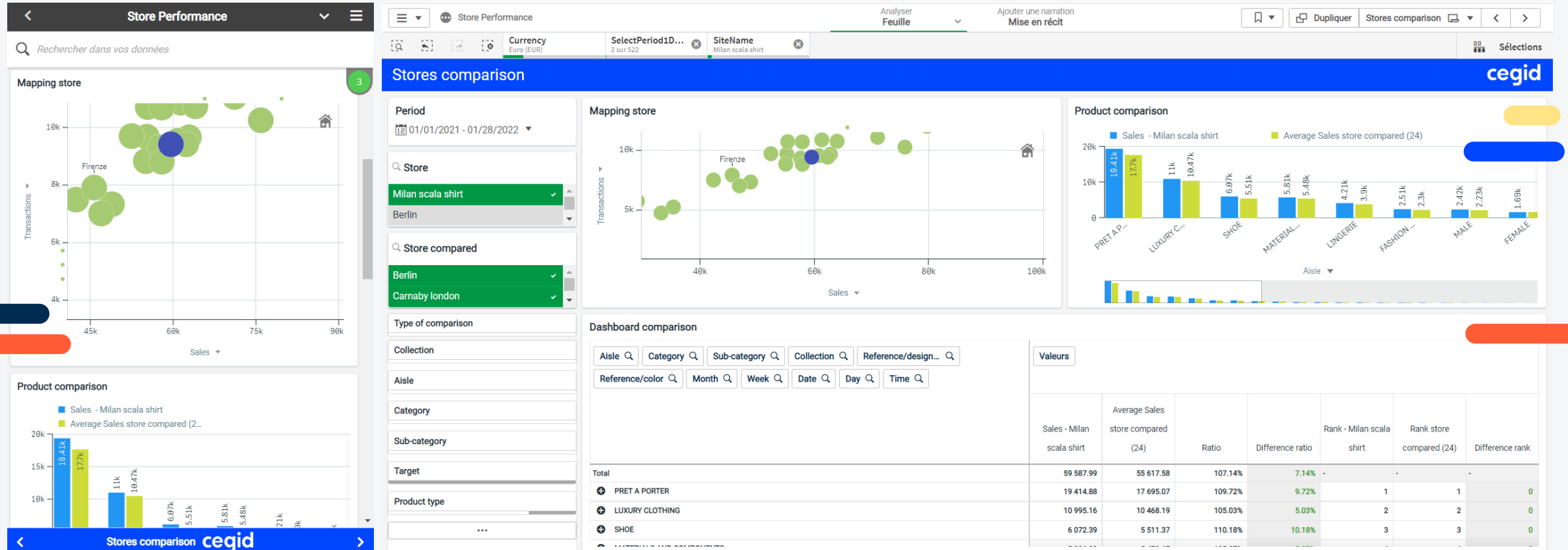
Product analysis



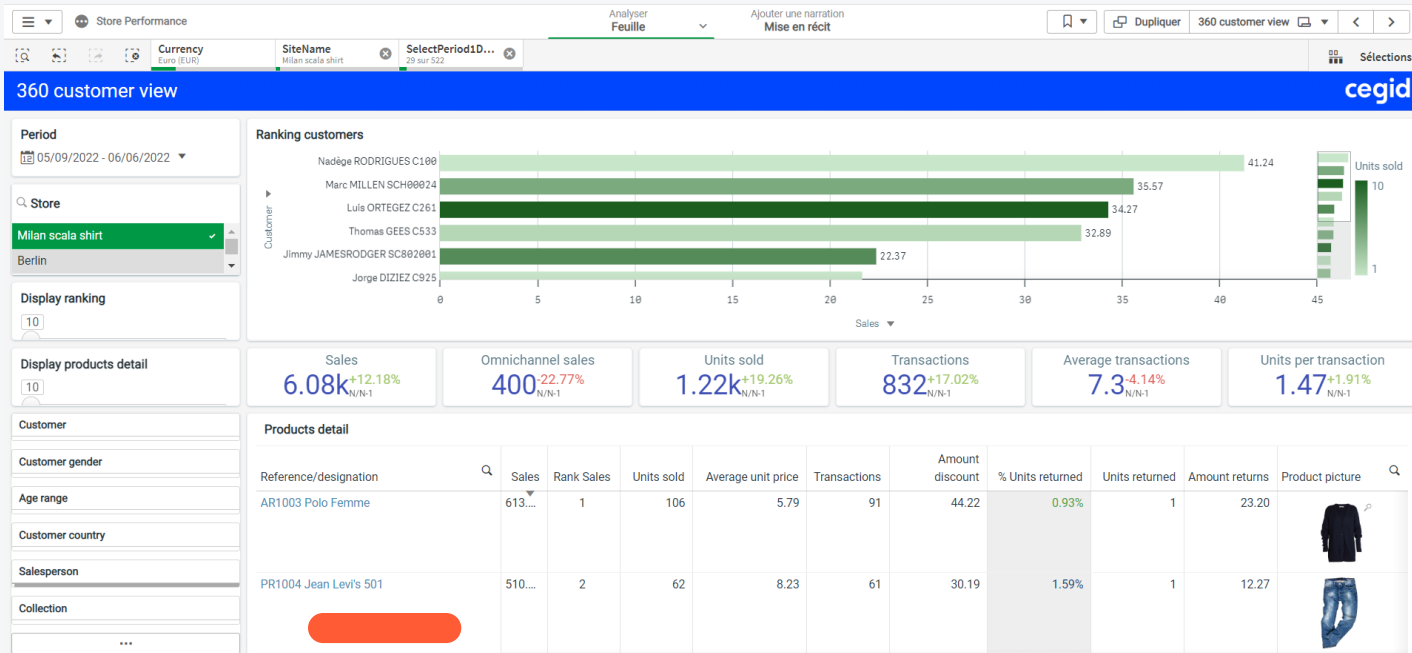
Gain insight into customers' behaviour & personalise the relationship



Compare my store's performance with other stores (/rights)



360° • Customisable view



Analyse sales in my store

Optimise purchases and inventory

Know and empower customers

Track vendor performance

Optimise with a 360 vision

Compare my store to other stores

Compare the performance of my store over two comparable periods

Store Performance Dashboard

1. Empower Store Managers to leverage the business of your stores
2. A solution targeted at SaaS customers & On Prem if pre-req met
3. A simple aggressive pricing / nb of users (1user per store usually)
4. An affordable and quick deployment 1 to 2 days for standard project



ORCHESTRA

Why Orchestra selected Cegid' Store performance Dashboard to monitor and grow the business on a daily basis



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KIDS CLOTHING



CHILDCARE



FURNITURE & DECO



TOYS



SERVICES



- 407 Stores in 29 countries
- 50 Megastores in the world
- 900 Points of Sale
- Launch club member in 2008
- More than 1.5 Million active members
- E-commerce website
- 484 Millions euros of revenue
- 2,500 employees

Digital transformation challenge

- Deploy a new point of sale software
- Provide dashboards for store activities (for the store and management)

Goals

Give more visibility for store activities (store operations reporting) based on integrated and standardised solution

Why Store Performance?

- ✓ Store Performance is based on QlikSense solution.

The Orchestra IT team is already using the QlikSense application to create global dashboard (for executive committee and business line).

- ✓ The service is integrated and standardised in the Cegid Retail Y2 solution

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We think that Store Performance meets our needs



Close to Retail HQ & decision centres

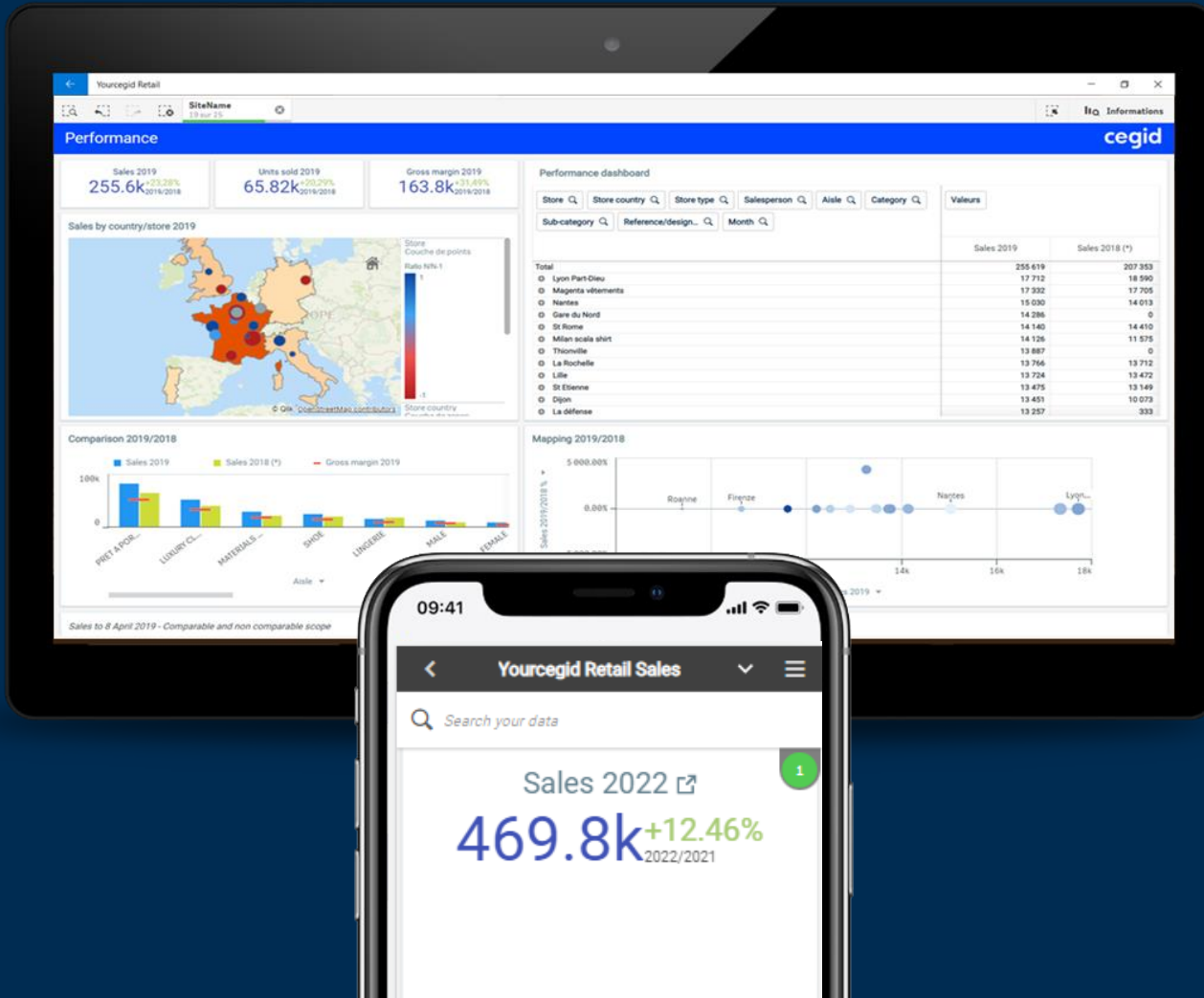
Sharp vision and insights with Self-service Dashboard and Sales Benchmark



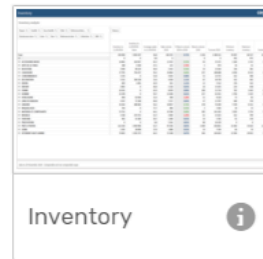
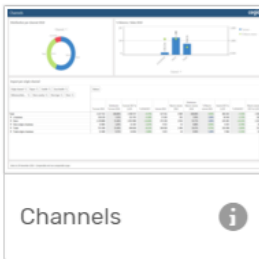
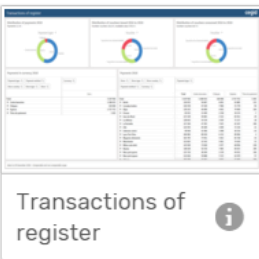
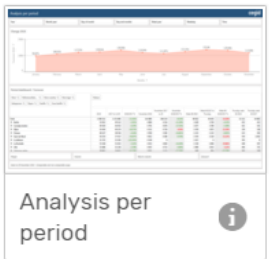
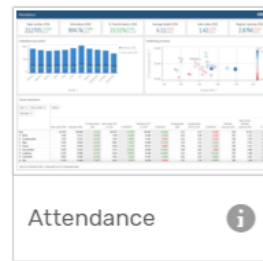
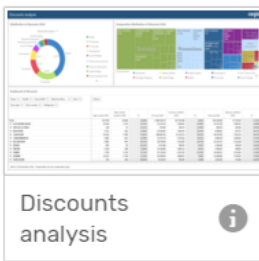
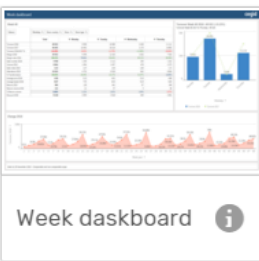
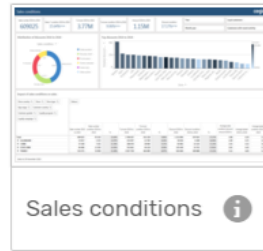
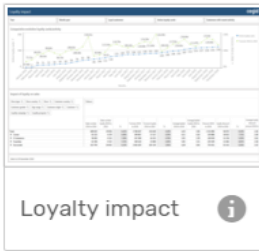
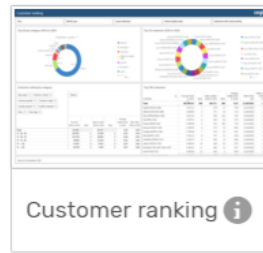
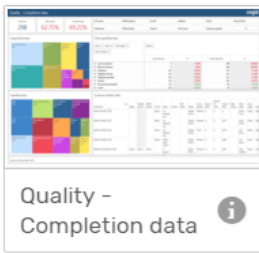
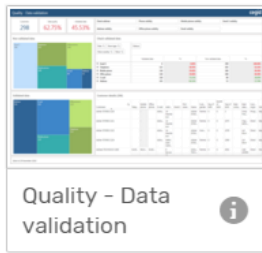
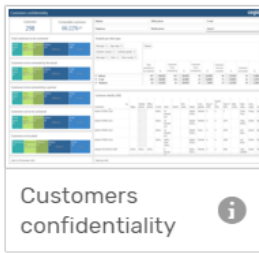
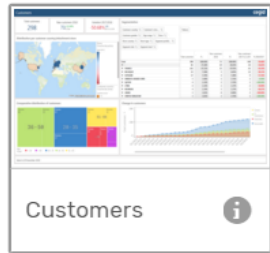
Agile monitoring of your network with Self Service Dashboard

Your KPIs at a glance for informed decisions with mobile solutions · tablets · desktop

- Responsive & self-BI oriented
- Easily customisable
- 40+ pre-built dashboards



Retail Intelligence Self-Service Dashboard



Cegid Retail Intelligence

40+ out of the box reports

4 MAJOR THEMES

Retail Sales

CRM

B2B - Wholesale

Supply Chain

Targeted and priced to empower
Top Management / HQs

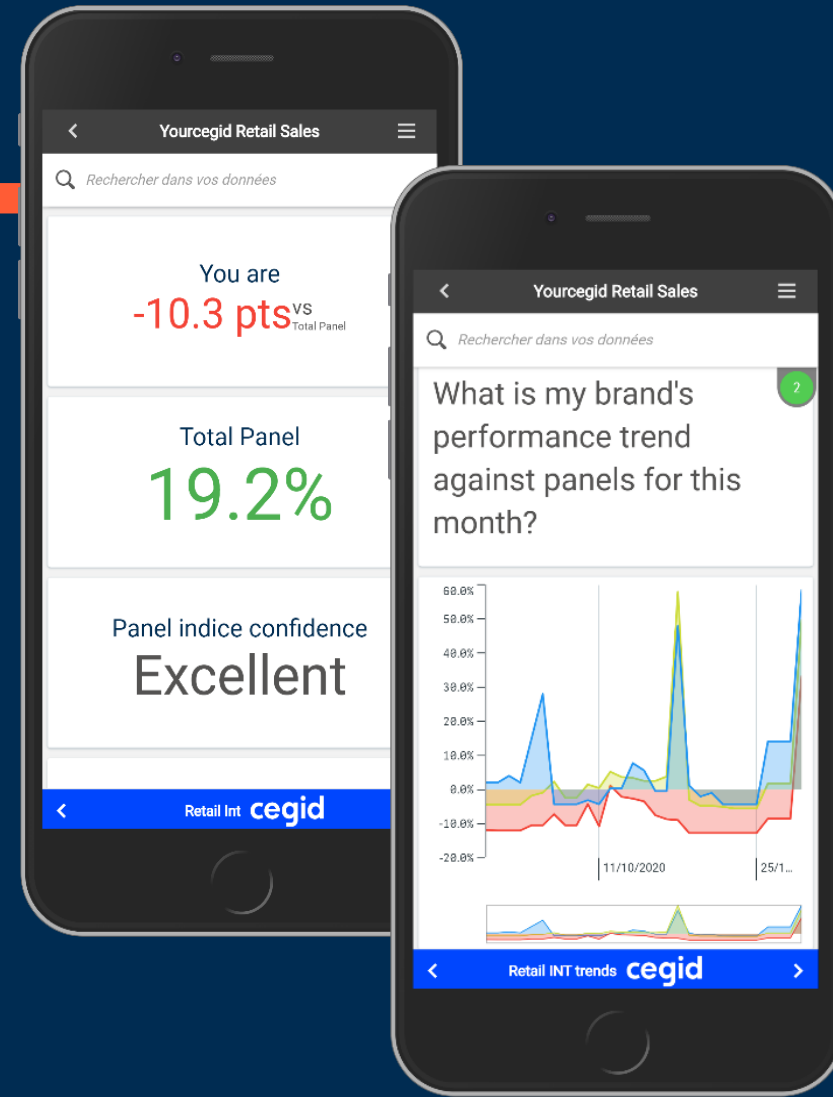


Latest features and enhancements

Latest news

- Dashboard compatibility with new Orli offering in SaaS
- Import and mix of third-party data
- New dashboards: loss prevention, management of comparable periods
- Increase refresh rate (1 to 6 times/day for Self Service Dash - 1 to 12 times/day for Dashboard stores)

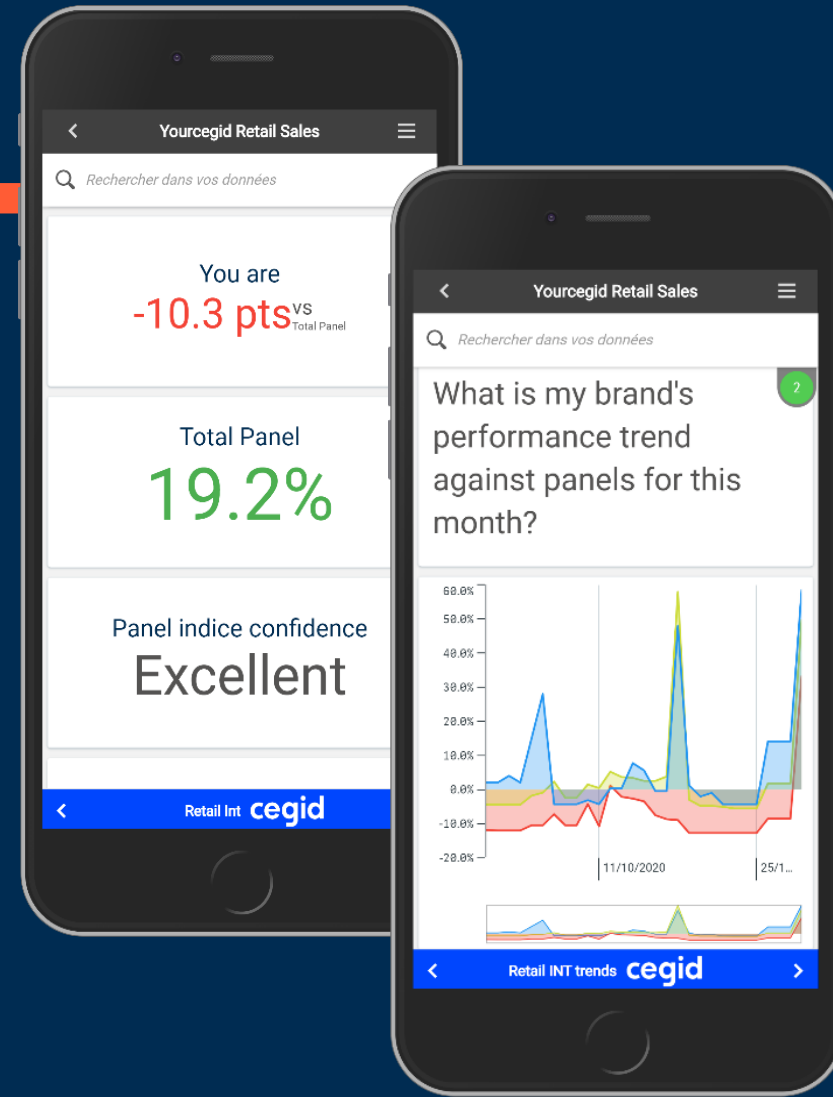
Please refer to the latest version sheet for detailed info.



Sales Benchmark with Retail INT

Diagnose store performance & develop the Retail network

Compare sales to competition, benchmark by sector, identify the best locations to open shops/pop-up stores, expand internationally





Retail Intelligence & Data tomorrow

Never stop exploring



Cegid
Connections

Retail Intelligence tomorrow



Sales forecasts

Discover what models trained to predict sales in store can achieve with this Cegid POC



Cegid Data Lab current season

A fast growing sharp newcomer in retail intelligence incubated at Station F and supported by Cegid Data Lab



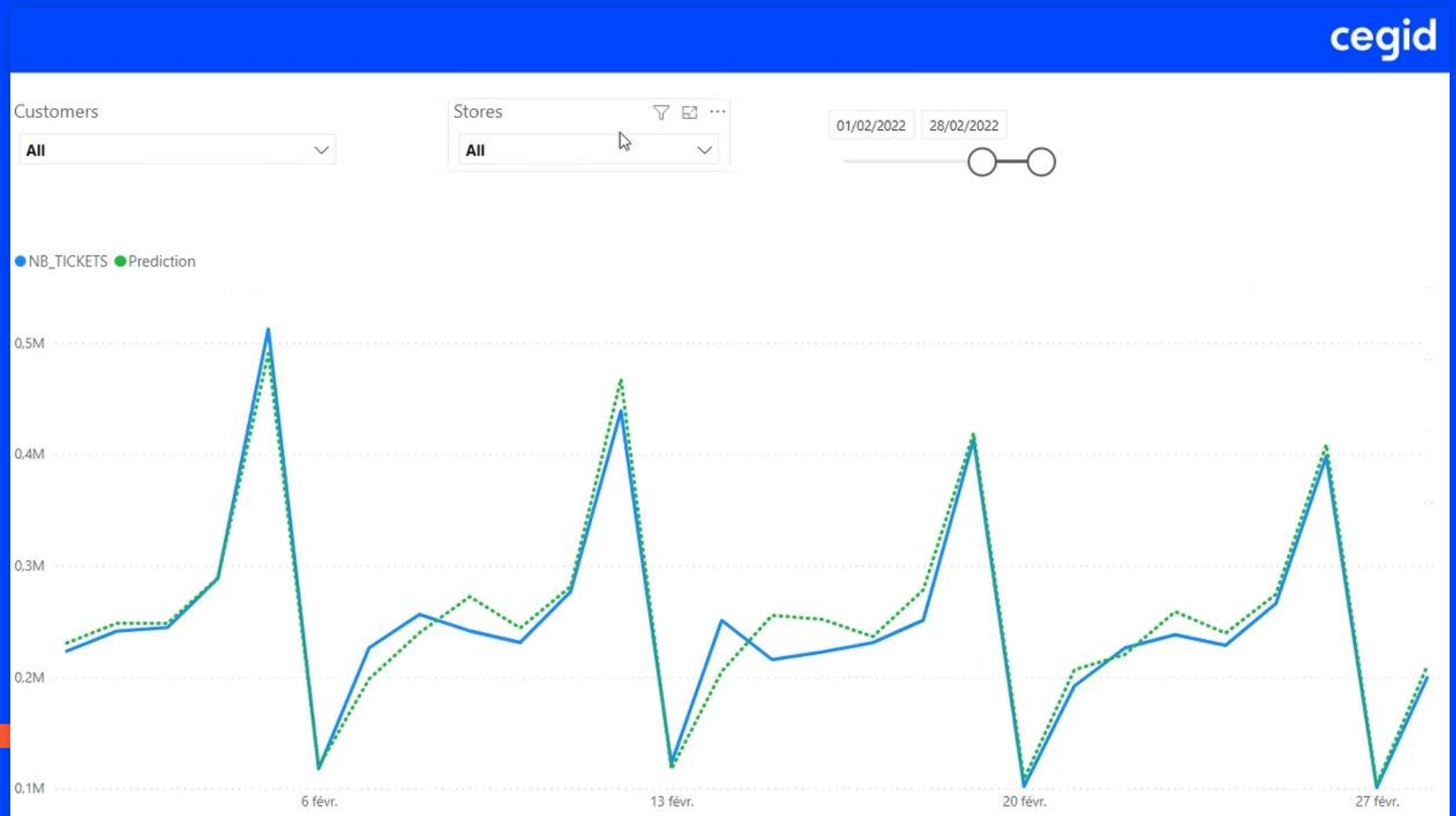
Focus Humanitics

A fast growing sharp newcomer in retail intelligence incubated at Station F and implemented by some Y2 equipped retailers

Forecasting store sales

How accurate could forecasts be?

Here, despite Covid's disruption, a classic model trained by AI predicts next day sales rather precisely



START-UP HUB | STATION F



STATION F

Cegid Data Lab



RGPD Automation



AI to serve Retail Performance



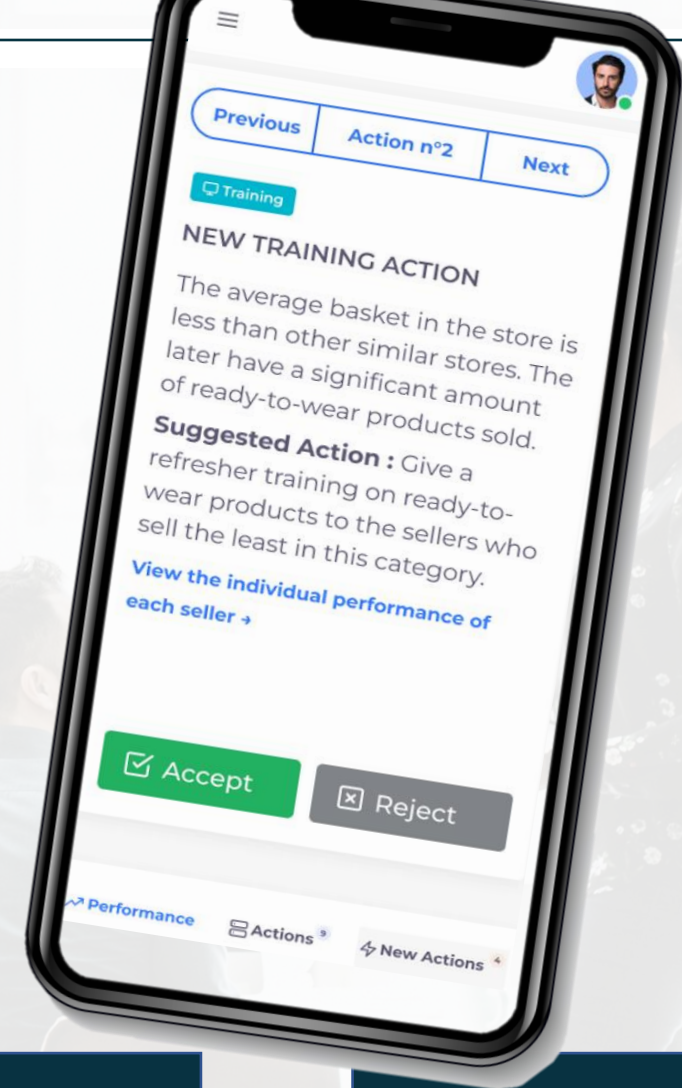
Virtual Coach for Stores

Humanitics.ai

Humanitics AI algorithms turn retail data into **concrete actions for the field teams**.

Recommended actions are based on :

- the « clientele context »: a prediction of the mix of customer persona
- the performance benchmark of truly comparable stores



STAFFING

PLAN THE OPTIMAL
NUMBER OF STAFF

TRAINING

PRIORITISE AND
TARGET TRAINING &
COACHING ACTIONS

PRODUCTS

OPTIMISE
ASSORTMENTS &
VISUAL MERCH.

CUSTOMERS

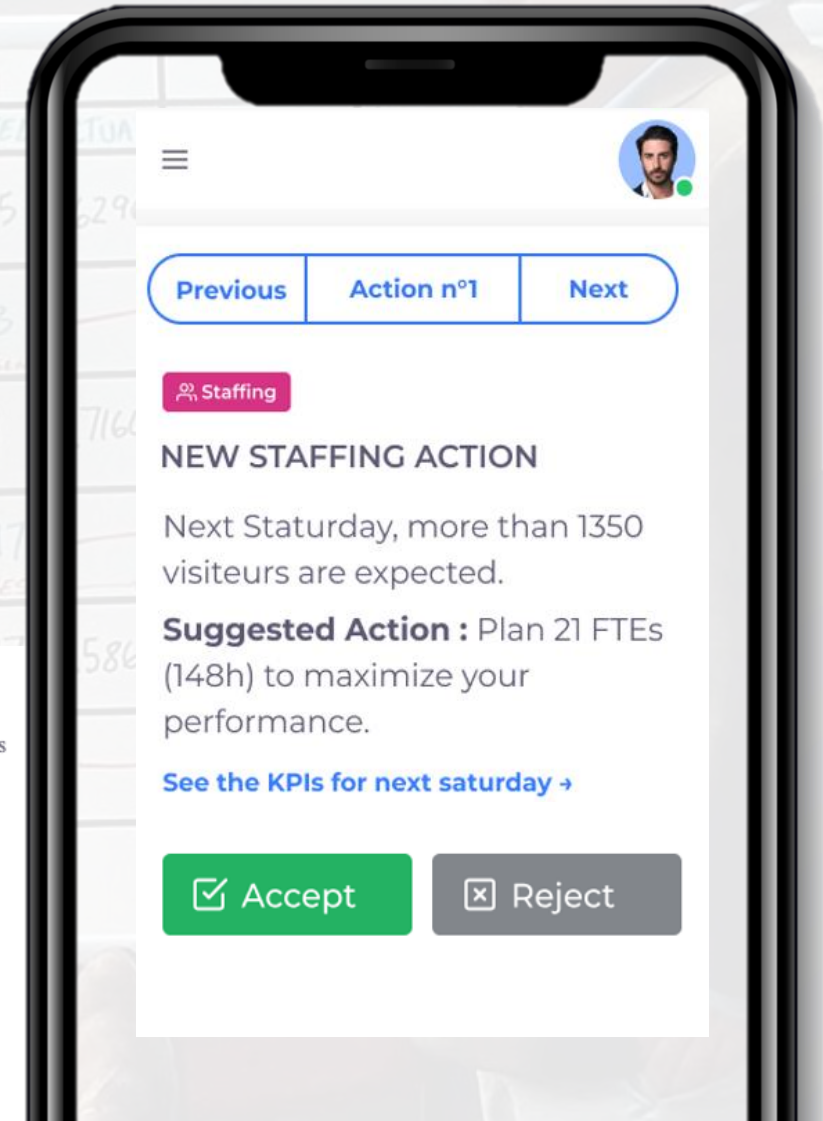
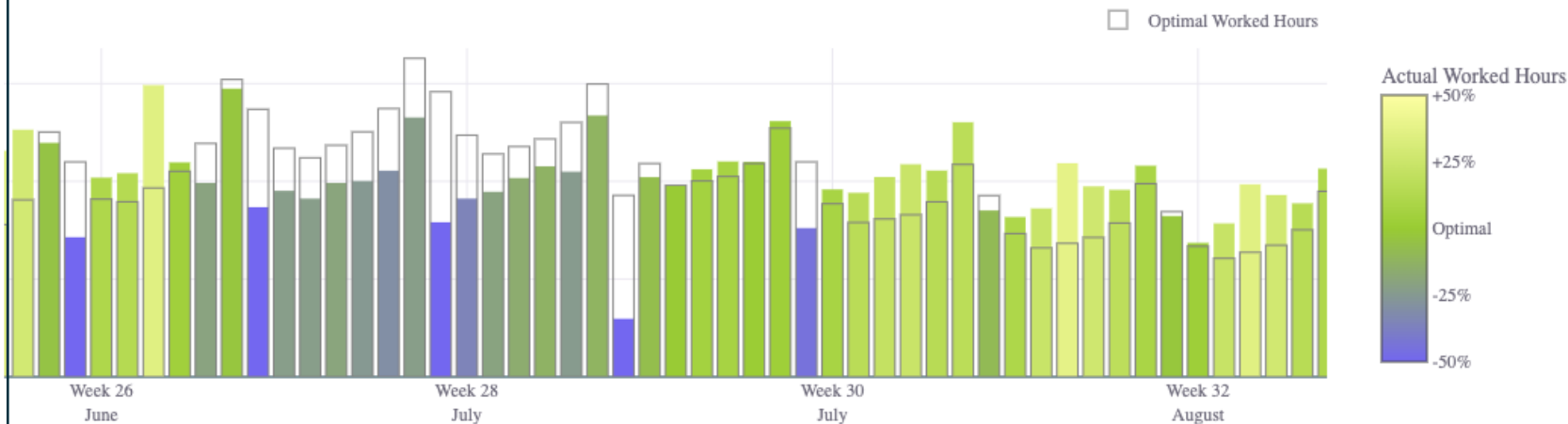
PRIORITISE AND
TARGET CUSTOMER
ACTIVATIONS

OPTIMISING DAILY WORKED HOURS

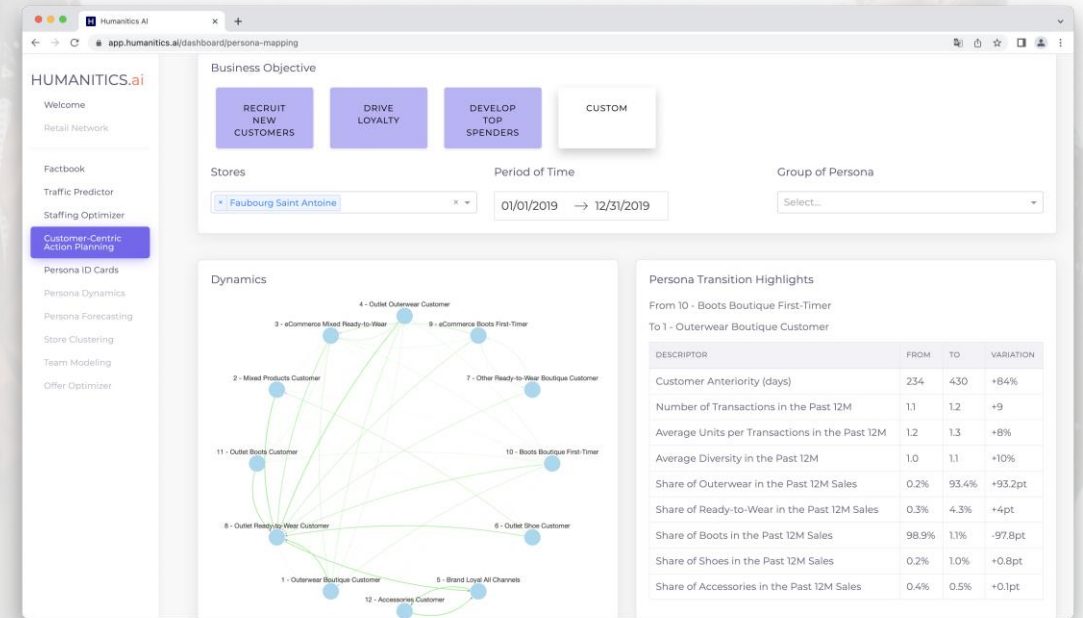
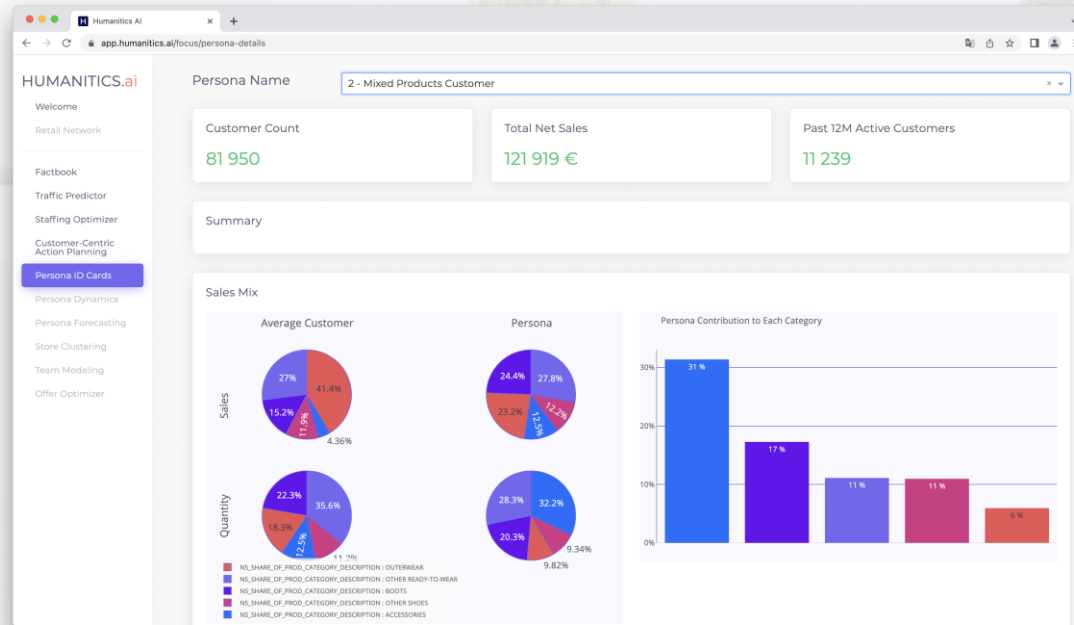
Humanitics.ai

Gain of up to +4pt of operating result by applying the recommended staffing (stores > 10 staff)

- Long term harmonisation of store teams sizes
- Planning of optimal worked hours
- Reminders before over- and under-staffed days to adapt floor management



CUSTOMER PROFILING AND BEHAVIOUR PREDICTION



- Construction of data-driven customer personas
- Prediction of persona presence by store & day
- Analysis of customer lifetime journey to target priority personas and matching actions



**THANK
YOU**