



How do the largest
global retailers 
achieve **high-impact business outcomes?**
Through enhanced analytics, operationalised at scale

Increase revenue by optimising the customer journey



Grow revenue

A U.S. home improvement retailer improved forecast accuracy by over 700 basis points; achieved **28% improvement of stock performance** on top-selling products at peak selling times; saw a \$12.4M reduction in excess/slow moving back stock; and an 8% increase in inventory turnover in one year.



Optimise omnichannel integration

An emerging market retailer with millions of customers only knew customer age, gender and transactional behaviour. They now have **360° visualisation** at the session level, **evaluating all customer interactions** to enhance segmentation and deliver the right messages for the right products, at the right time, with the right price.



Drive great customer experiences

A UK grocery retailer increased loyalty, market basket and product profitability by changing store assortments to match customer need. They created a 360° customer view for common use across the enterprise and realised **10%+ profit growth for 2 consecutive years**.

The retail industry is changing

Transform your customer journeys to create unique omnichannel experiences.

Retail transformation is being driven from unprecedented changes in consumer behaviour, intensified pressure on margins and a radically changed competitive landscape.

The most successful retailers are deploying world-class analytics, artificial intelligence and an enterprise data architecture. This core foundation empowers future operating models to:

“Our online sales are growing. But we still make most of our business in traditional brick and mortar stores. To optimize our sales in both areas, we had to be able to connect data from our stores with the online sales data. We knew that analysing a combination of both could give us a complete view of our customers.”

– N., CIO/President Apparel and Retail business, Major Emerging Market Retailer

Grow revenues through real-time decisioning	A large U.S. retailer achieved better ROI from a single promotion with 30% of the target group buying twice within a 30-day period, resulting in sales that were 110% over initial goal	Radically improved sales via contextually aware insights and real-time decisioning, based on a complete view of consumer activities, their buying patterns and predictive analytics of market trends
Improve efficiency by understanding individual behaviours	A 24-hour Facebook promotion accounted for 15% of one-day's sales on a large international retailer's e-comm site, while promotional reminders improved sales by more than 40%	Rapidly analyse key processes and determine how to optimise them, personalising the dialogue across the customer journey to drive improved outcomes
Drive great customer experiences	A large UK retailer integrated non-traditional with traditional data (merchandising, marketing, customer services, credit and IT) generating £4M incremental customer purchase revenues in one year	Establish how poor experiences contribute to lost revenue and increased costs, and use insights to deploy easier, simpler, more effective client interactions

Why Teradata

We have a long history, working with the world's largest, most complex companies. They have confidence in our ability to meet their short, medium and long-term analytical requirements.

We deliver against our promises, supporting our customers in confidently embracing their most complex analytical ambitions, while driving hundreds of millions of dollars in value.

We are recognised for our superior technology vision and capability based on integration of Teradata and open source technologies deployed in the public or Teradata cloud and/or on-premises across Teradata and commodity hardware.

We provide high performance analytical ecosystems, experienced data scientists, industry and implementation experts that empower our clients to increase revenue and drive operational efficiency.

Our Objective

Help remove technical barriers that hinder success

Our Philosophy

Enable the discovery and operationalisation of new insights, at scale, across any business

Our Focus

Deliver ROI, enabled by the best analytics platform and optimal cost/performance mix

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