



## Appian for Retail

A Low-Code Automation Platform for improved processes and visibility across retail operations.

*"It seems one of the most discussed topics coming out of the pandemic is digital acceleration...Only three in 10 executives rated themselves as having mature capabilities within digital and, as such, are planning "major" e-commerce, contactless capabilities, and store technology upgrade investments"*

Deloitte, 2021 retail industry outlook: The new rules of retail, 2021

### Priorities for Retail Companies

To drive continued progress, retailers need to deliver a stellar, consistent customer experience that's consistent across ecommerce, stores, and new fulfillment options. In the pursuit of offering products in more innovative ways, retailers are focusing on:

- **Speed.** Retailers must "fail fast" as they develop and try new tactics for customer engagement. The ability to innovate across their supply chain and streamline processes internally across merchandising, supply chain, stores, finance, and human resources is key.
- **Evolving business models.** To compete with Amazon's "anything engine," retailers must explore creative ways to drive store visits and diversify product offerings while staying true to their brand.
- **Technology and digital disruption.** From artificial intelligence to automation and predictive analytics, solutions must consolidate siloed data and empower organizations to better understand their customers' life cycle and drive personalization.
- **Simplicity.** To achieve efficient, data-driven decisions, retail businesses must simultaneously mitigate the complexity of legacy systems.
- **Customer demands.** In addition to increasing their propensity for online purchases and seamless delivery options, consumers are more loyal to brands that make commitments to sustainability.

Retailers across the globe are striving for seamless, omni-channel customer experiences, made possible by intuitive, efficient processes, end-to-end visibility—and the support of a robust technology solution.

*"AI investment is particularly important right now because of margin compression. By investing more in AI, it could create efficiencies while reacting to customers' needs more quickly."*

Deloitte, 2021 retail industry outlook: The new rules of retail, 2021

### Digital Retail, the Appian Low-Code way

Digitize retail operations faster with an automated low-code application development platform. Build multi-experience applications to orchestrate processes that span your retail network and leverage intelligent automation to drive innovation. With Appian, you get:

- **Simple design.** Accelerate app development with drag-and-drop functionality, reusable components, and the ability to access data anywhere. Modern user interfaces improve employee experiences and drive organizational change and adoption.
- **Automated processes.** Swiftly collaborate across people, robots, machines, and multi enterprise networks. This means the right processes and data insight to ensure the right inventory is on shelves and orders are fulfilled to customers quicker.
- **Future-proof applications.** Incorporate leading technology into your operations, including AI, machine learning, robotic process automation, IoT, blockchain, and more.
- **Worry-free development.** Keep customer and business data safe with the most secure, reliable and scalable cloud platform for the retail enterprise.

Guided by the belief that companies need a simpler way to create powerful software, Appian pioneered the low-code market. Our low-code automation platform allows organizations to deliver modern applications 20 times faster, with fewer resources.

*"We are keenly focused on the needs of our customers. Appian gives us the ability to see all of the data we need to make smarter decisions, and execute the processes required for faster action, allowing us to stay ahead of the competition."*

-Eng. Adnan Matbouli, Chairman of United Matbouli Group, distributor of home appliances and consumer electronics

### The Appian Difference

- **Extend enterprise and legacy systems.** Use easy-to-configure connectors and APIs to quickly unify and extend virtually any system or data source—including ERP, CRM, systems for warehouse, inventory, transportation, and human capital, and other existing retail systems.
- **Orchestrate B2B network connectivity.** Automate processes and workflows across organizational silos and external business partners, with real-time action to improve communication, execution, and supplier validation.
- **Improve auditability and compliance.** Gain control and visibility with better traceability, end-to-end tracking, and real-time insights. Regulation compliance, safety improvements, risk mitigation—it's all baked in to daily workflows.
- **Accelerate digital innovation.** Quickly deliver apps where they're needed to drive efficiency, responsiveness, and sustainability across the supply chain.

## Highlighted Solution Areas:

### Transportation Visibility Management

A leading Canadian retailer's award winning application digitizes driver check-in and load pickup at distribution centers. They have saved over \$1 million in the first 6 months, reduced driver turnaround by 10 minutes per trip, and reduced 3PL invoice reconciliation issues by 50%.

### Campaigns and Promotions Management

One of the largest food distribution companies in America, relies on Appian to manage their store promotional programs with vendors. By easily tracking campaigns, managing program funding, and understanding performance to contract, the company has strengthened vendor relationships, store programs, and contract execution.

### Vendor Onboarding

A large food service distributor implemented an intuitive vendor onboarding solution that validates data, integrates with several existing systems, and provides visibility and auditability throughout. Teams can now efficiently work together around requests to ensure a streamlined vendor experience.

### Leasing and Project Management

With Appian, Punch Taverns has streamlined how they secure signatures on legal and other documents throughout pub investment & leasing, rehabilitation projects and operations. They have reduced the time it takes from one week to 10 minutes, eliminating the more than 100 pages of documentation previously generated.

## Explore Appian's Applications for Retail:

### Merchandising Management

- Category Management
- Demand & Supply Planning
- Licensing Management
- Marketing & Campaign Execution
- Pricing & Promotions Management
- Product Launch Management
- Vendor Onboarding & Collaboration

### Supply Chain Orchestration

- Asset Management
- Claims Management
- Digital Dispatch
- Inbound & Outbound Management
- Inventory Control
- Logistics Management
- Track & Trace
- Warehouse & Yard Operations

### Store Operations

- Franchise Management
- Inbound Delivery Visibility
- Labor Management
- Order Fulfillment
- Performance Assessments
- Real Estate & Leasing
- Store Execution Compliance

### Customer Experience

- After-sales Service
- Contact Center Automation
- Customer Lifecycle Management
- Loyalty Program Management
- Order Management
- Returns Management
- Voice of the Customer

### Safety, Risk, and Compliance

- Audit & Inspection Management
- Consumer Privacy Management
- Cybersecurity Compliance
- Enterprise Risk Management
- Loss & Fraud Prevention
- Regulatory Management
- Third Party Risk Management

### Corporate Systems

- Employee Lifecycle
- Finance Transformation
- HR Management
- Internal Help Desk
- IT Asset Lifecycle
- Legal Matter Management
- Order-to-Cash
- Project Management
- Procure-to-Pay

## With Appian, customers can:

 Ensure Customer Satisfaction and Loyalty

 Streamline Business and Store Operations

 Improve Merchandising and Sales Execution

 Enhance Supply Chain Visibility

## Customers transforming retail with Appian:

**Office DEPOT**  
**OfficeMax**

**John Lewis**

**enterprise**

**LAVAZZA**  
TORINO, ITALIA, 1895

**Punch**  
TAVERNS

**Sisal**

**PANDORA**

**Liverpool**

**EDENS**

**appian**

Appian helps organizations build apps and workflows rapidly, with a low-code automation platform. Combining people, technologies, and data in a single workflow, Appian can help companies maximize their resources and improve business results. Many of the world's largest organizations use Appian applications to improve customer experience, achieve operational excellence, and simplify global risk management and compliance.

For more information, visit [appian.com/retail](https://appian.com/retail)