The Executive Guide to Agile BPM for Retail
A readiness assessment

shaping tomorrow with you
Retailers have traditionally organized their operations by sales channels (store, Web and catalog), with supporting business processes and technology developed in separate silos. The error of this model has never been more apparent than now, with customers expecting and demanding a consistent brand experience across all channels. Retailers are responding by embracing unified commerce, which is the elimination of these legacy silos to offer a holistic customer experience.
Agile BPM enables unified commerce
Retailers understand that to deliver next-generation customer engagement, they must have technology that supports the seamless convergence of in-store and digital experiences. Today’s customers can quickly, but not yet as effortlessly as needed, navigate multiple touch points, and expect instant feedback to personalize their experience. In order to seamlessly deliver experiences consistent with expectations, retailers need the ability to gather, analyze and disseminate customer, product, pricing and inventory data in real-time.

The problem is that legacy retail technology hasn’t been architected to handle these real-time requirements and the harmonizing of business processes across all customer touch points. A business process management (BPM) solution is a vital element to solving this key challenge.

Though BPM has historically handled static and routine tasks and activities, solutions have been forced to evolve along with consumer demands. To remain viable in today’s competitive retail landscape, process management must be integrated, dynamic and instantaneous, requiring:

- Continuous process optimization across multiple touch points
- Collaborative workflows with seamless integration
- Real-time retrieval of data on product, pricing, customer and inventory

To be most effective, BPM should monitor and respond to real-time customer and product information across all retail channels. After all, visibility inward at your organization and outward at your customer has never been more important to maximize opportunities for selling product. Leading retailers recognize that adopting a best-in-class agile BPM solution sets them apart by offering the flexibility and transparency needed to support their evolving technological needs.

Industry research shows that traditional BPM alone is no longer enough to stay competitive. By 2016, Gartner predicts 70 percent of the industry’s most profitable companies will be managing their business processes using advanced real-time predictive analytics. Retail organizations must evolve to remain viable by incorporating real-time analytical capabilities that anticipate business needs and adjust processes to meet the ever-changing retail marketplace dynamics.

Agile BPM will give your organization a superior edge, providing flexible enhancements to traditional capabilities to help you achieve the ultimate in process optimization. Its application extends across all elements of store operations, providing impactful new opportunities to engage the customer at the point of sale and beyond.

**Agile BPM – Above and beyond traditional BPM**
A BPM solution is the backbone for enabling definition, execution, monitoring and optimization of business processes across the retail enterprise. Innovation has upped the ante, with modern solutions able to systematically improve both structured and unstructured processes.

System and human interactions now have the potential to span internally and externally to suppliers of goods and services, adding significant value across multiple systems, channels and touch points. Your BPM solution must keep pace with innovation by gathering, analyzing and disseminating customer, product, pricing and inventory data – in real-time.

Agile BPM goes a step beyond, offering systemic features that surpass the traditional BPM capabilities of process modeling, simulation, automation, analysis and optimization to include: the ability to quickly modify retail workflows, facilitate enhanced collaboration and efficiently manage process ambiguity.

**Continuous process optimization across multiple touch points**
To truly reduce systematic errors and maximize profits, a system is needed that identifies, automates, and unifies processes. Agile BPM has all these capabilities. Through its rapid identification and targeting of inefficiencies and bottlenecks within retail processes, Agile BPM allows you to quickly make impactful adjustments that can positively contribute to your bottom line.

**Collaborative workflows with seamless integration**
The needs of today’s consumers are rapidly changing, requiring new and innovative processes to be consistently created to meet evolving expectations. Agile BPM
enables business users to promptly collaborate on and construct new flows—with processes able to be extended among diverse audiences inside and outside of the retail organization to customers and business partners.

**Real-time retrieval of data**
Agile BPM delivers the ability to make more informed decisions, improve performance and ultimately deliver a unified, continuous customer experience. Real-time actionable data relating to sales, inventory, promotions, trends, and loss prevention can be obtained and acted upon to best meet organizational demands.
### Agile BPM best practices: Are you up to par?

The following checklist illustrates best-in-class uses for BPM, and can help you gauge current gaps and opportunities relative to industry leaders. Completing this exercise will reveal where you presently stand, as well as set roadmap future goals for your next BPM solution.

<table>
<thead>
<tr>
<th></th>
<th>Question</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Can you use your BPM system for guided selling and clienteling to better arm employees with the knowledge and tools needed to drive sales and improve customer service?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Can you enable the endless aisle with a BPM workflow, allowing employees to locate inventory not in store and directly ship it to the customer in the same transaction?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Can your BPM system alert an associate when a customer walks into the store and suggest next steps using customer data on purchase history, rewards, and other preferences?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Do you have digital signage or kiosks that are customized based on recognition of a specific customer and his/her preferences in order to make complementary sales?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Does your BPM system facilitate the offering of geo-locational promotions, with real-time sense and promotional analysis across all data points?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Is tracking of key performance indicators (KPIs) done at the store and associate level to empower management to respond quickly to inventory and sales opportunities?</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Question</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>---</td>
<td>----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
<td>-----</td>
<td>-----</td>
</tr>
<tr>
<td>7</td>
<td>Can store walks be done using a mobile solution that provides information on store floor plan, required signage, store checklists, and store performance by in-store fixture?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>When opening a new store, can a mobile work plan be composed that sets deadlines and alerts for completing required checklists?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>Does your BPM system provide access to a planning calendar setting forth merchandise forecasts and automatically tying them to promotions for inventory planning purposes?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>Can you utilize a plan-o-gram for customized execution of store design layout and monitoring of in-store inventory and assortments?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>Does your solution send real-time loss prevention alert messages when an associate completes too many price overrides or multiple cash or blind returns?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>12</td>
<td>Can your solution provide real-time visibility to inventory in the supply chain?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>13</td>
<td>Can your BPM system facilitate time-sensitive promotions (e.g. 4-hour promotion)?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>14</td>
<td>Can your BPM system identify opportunities and provide coaching for sales associates to improve their sales performance?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>15</td>
<td>Does your BPM solution offer comparative real-time rankings to understand which stores are best performers?</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Assessing your BPM scorecard

If the answer to 13-15 questions was “Yes”, congratulations for selecting a superior Agile BPM solution that meets the ongoing needs of your organization and your customers.

If the answer to only 10-12 questions was “Yes”, re-evaluate all areas where you replied “No”. Can you afford to get by in this competitive marketplace without these key abilities? Will your organization’s growth plans and initiatives be adequately supported with your current solution?

If the answer to fewer than 10 questions was “Yes”, your organization is leaving a considerable opportunity on the table and is at an enormous competitive disadvantage in a retail marketplace.

Why Agile BPM is a retail imperative

Choosing Agile BPM is no longer just optional—your technology simply must deliver the capabilities needed to support today's unified commerce mandates. Customers perceive the brand experience in its totality and not through single channels, requiring organizations to adopt the same mindset when implementing their systems. Individual channel silos no longer offer the support necessary to successfully maintain a unified commerce retail operation.

A best-in-class agile BPM system operates in an environment made up of unified retail touch points, technologies, and processes. A single centralized commerce platform with harmonization across an enterprise promotes maximum efficiency and flexibility at the time of the transaction, whether at the POS or via mobile or web. It’s the key to operating in a dynamic and complex environment where the holistic customer experience reigns superior.
Operating from one platform further enhances your organization’s ability to collect advanced analytics. BPM will be empowered to identify critical stages and intersections for process improvement, setting controls to track business performance. Real-time customer engagement will also be facilitated with plentiful opportunities for personalized service offerings.

BPM in action: Monitor and respond in real-time

BPM allows retailers to proactively monitor and react to in-store performance metrics. An example is a retailer running a special on a high-margin item devoted to a specific end-cap in all stores. With real-time KPI visibility enabled by BPM, the retailer has access to all stores to ensure the product receives the intended sales lift. By setting systemic rules, a store manager can be notified if performance is below a certain threshold and can immediately take corrective action instead of recognizing issues after the damage is done.

Retailers can also use BPM to identify local demands and trends. Traditionally, promotions were driven by batch information and not associated to specific locations. However, BPM can utilize data from other systems, via Web services, to determine when a store has sold all their most popular sizes (specific to demographics of the area). This location is then prompted to markdown the remaining sizes in that style to more proactively manage demand and profit margins.

Similarly, retailers can use real-time data to improve loss prevention efforts by setting rules to detect exceptions falling outside normal ranges. For instance, a retailer sees increased volume in post voids occurring hours after sales are recorded. Using a BPM tool, loss prevention agents can be instantly alerted when post voids occur after a certain time threshold. By identifying anomalies, retailers can actually catch the thief in the act.
Let Fujitsu INTERSTAGE® Retail Agility take you to the next level

Fujitsu INTERSTAGE Retail Agility goes above and beyond your conventional BPM solution, giving your organization the tools to effectively navigate unified commerce environments. It offers cutting edge retail features for quick and flexible management of your enterprise-wide sales processes, fulfilling the current and future needs of all organizational channels and departments, and customer touch points.

Fujitsu focus on knowledge-based workflows promotes a high level of customization that will enable you to surpass rigid boundaries set for structured tasks and processes. It facilitates collaboration with its web-based community framework and hybrid process scenarios for ultimate flexibility to invent and alter processes on an ongoing basis. The sharing and refinement of information has never been made so easy!

Fujitsu Automated Process Discovery (APD) technology will provide you with an even further edge in the marketplace. Advanced technology highlights inefficiencies and process bottlenecks to promote the utmost in process efficiency. Taken together with Fujitsu INTERSTAGE Retail Agility, the system automates proactive identification of critical process intersections and stages ripe for performance improvement.

Enhanced with a variety of available configurable options, the solution boasts process modeling, simulation, automation, analysis, and optimization engines to make the unified commerce simply work. With its superior capabilities, no wonder it’s the leading BPM solution for a variety of retailers across the globe.

Agile BPM will provide your organization with the cutting edge tools it needs to achieve the ultimate in process optimization. In this era of the endless aisle, your customers expect nothing less than a fully unified experience that transcends individual channels and silos. Don’t be left behind—INTERSTAGE Retail Agility can help you eliminate inefficiency and stay competitive in today’s ever-evolving retail landscape.
About Fujitsu Americas

Fujitsu America, Inc. is the parent and/or management company of a group of Fujitsu-owned companies operating in North, Central and South America and Caribbean, dedicated to delivering the full range of Fujitsu products, solutions and services in ICT to our customers in the Western Hemisphere. These companies are collectively referred to as Fujitsu Americas. Fujitsu enables clients to meet their business objectives through integrated offerings and solutions, including consulting, systems integration, managed services, outsourcing and cloud services for infrastructure, platforms and applications; data center and field services; and server, storage, software and mobile/tablet technologies. For more information, please visit: http://solutions.us.fujitsu.com/ and http://twitter.com/fujitsuamerica