

Rationalise the Complete Retail Value-chain

Leverage Technology. Deliver Business Value



Retail

Driven by changing lifestyles, rapid shifts in consumer demand, the need for global expansion and exploiting unfamiliar segments, the retail sector is undergoing a metamorphosis. An array of customer choices, intense competition, issues in supply chain coordination, pervasive use of the Internet, and a complex global economy are just some of the issues retailers have to contend with.

The retail industry has experienced a remarkable shift from traditional growth models (ie increasing the number of stores and product lines) to investing in the use of interactive technology to enable immersive retailing. Retailers worldwide are looking for innovative ways to respond to rapidly evolving market realities and to achieve a competitive edge.

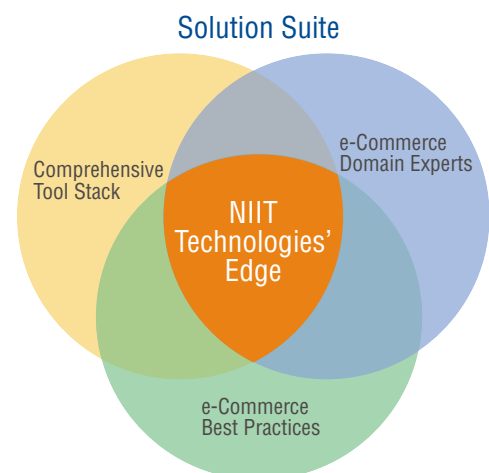
NIIT Technologies' Experience

With years of domain experience in the retail industry, NIIT Technologies has aided retail organisations to leverage technology for streamlining and driving efficient businesses. The innovative IT solutions, harnessed with in-depth knowledge of business processes, enables retailers to optimise operational costs and enhance business competitiveness.

NIIT Technologies' solutions provide end-to-end services right from procurement to post sales analysis, addressing both broad-based and niche requirements.

Today, NIIT Technologies is providing the retail industry with expertise in the key areas of:

- e-Business
- e-Procurement
- SAP Retail
- Business Intelligence
- The ESS Framework
- GIS Solutions
- Market Intelligence
- Customer Support (Voice and Back office)





e-Business

NIIT Technologies spectrum of e-Business applications encompasses e-Business Analysis and Advancement Services, Application Development and Support, Maintenance, Integration, Migration and Testing Services.

To address the pertinent challenges faced by retailers, working on multiple technical platforms, a team of consulting experts perform a detailed diagnosis of existing processes. They address the pain areas with highly analytical business impacting solutions.

Deploying cutting-edge tools from a comprehensive tool stack, NIIT Technologies has built a repository of best-of-breed applications that can be tailored to individual specifications of retailers. These applications empower retailers through customer-centric technology solutions enabling on-time decisions.

Leveraging on experiences from extensive client engagements, robust, feature-rich partially packaged applications have been developed to provide adequate consumer insights, converting visitors from browsers into buyers resulting in increased profitability.

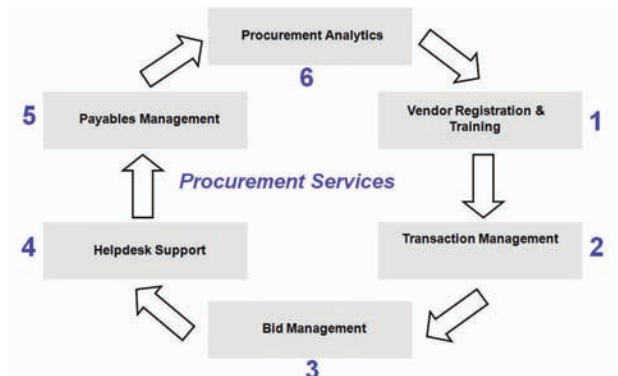
e-Procurement

NIIT Technologies' unique web-based e-Procurement platform, Procure-Easy, is a simple and user-friendly application that supports the entire sourcing value chain involving requisitioning, demand aggregation, bid publishing, response evaluation and purchasing.

Operating on the Opex model, without additional investment in new hardware or software, the solution consolidates sourcing activities of retailers across various formats and geographies, making the procurement process simpler, faster, more transparent and efficient.

Deployed and hosted by NIIT Technologies, Procure-Easy seamlessly aligns both demand and supply parties to provide strategic procurement through improved process efficiencies, better price realisation, increased margins and reduction of inventory costs, while also centralising reporting capabilities. This allows retailers to make informed decisions with ease while simultaneously ensuring compliance to measure business performance.

Procure-Easy facilitates demand aggregation, thus streamlining the procurement chain, improving sourcing coordination with globally dispersed suppliers, driving effective and competitive decisions. Empowering the merchandiser for procurement of non-shelf merchandise, the solution improves productivity of key resources allowing them to focus on other vital business functions. Furthermore, the preconfigured settings enable reverse auctions, reducing costs through negotiations.



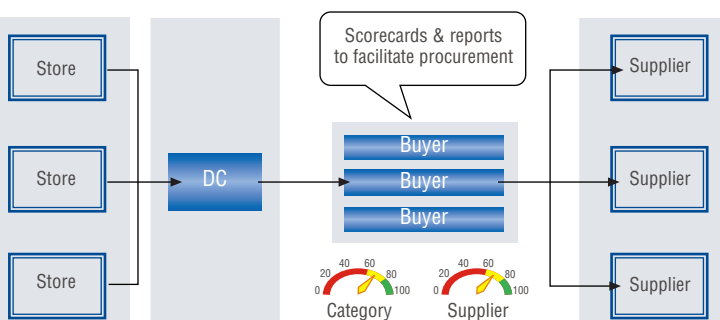
SAP Retail

NIIT Technologies' SAP Retail offering supports both wholesale and retail scenarios by providing customer preference insights to forecasting, planning, procurement, storage and distribution, sale of merchandise, replenishment and store execution.

NIIT Technologies delivers best-in-class Application Management and Support (AMS) Solutions driven by comprehensive methodologies and frameworks. These solutions enable clients to control their application environment on a day-to-day basis, improving process efficiencies and higher productivity.

Business Intelligence

Retailers are constantly striving to increase profitability and maintain a competitive edge through customer-centric initiatives that involve understanding customer requirements and offering personalised services to ensure customer loyalty. Today, retailers need to take faster, smarter decisions based on knowledge, rather than instinct.





NIIT Technologies Business Intelligence framework analyses information harnessing customer intelligence that impact cost and productivity measurably.

The solution features pre-built customisable dashboards addressing major KPIs, strong reporting capability using pre-built data model, and robust ETL functionality to acquire data from existing applications, amongst others.

Employee Self Service Framework

This powerful online framework allows geographically dispersed retail employees to communicate with one another and access the repository of information for documents, presentations, reports and company policies and processes. Authorisation based workflows empower sharing of documents across locations.

Integrated with e-mail and mobile phones, this customised knowledge portal is developed by NIIT Technologies and supports employee training whilst offering a common interactive platform.

GIS solution

NIIT Technologies' Retail GIS solutions provide intelligence based on geography for better decision-making and enhanced efficiency, resulting in high cost savings.

GIS-based solutions provide functionalities of Site selection, Market Analysis, Routing and Logistics, Customer Analysis and Fleet Management.

Driving benefits across all areas of the business – from merchandising, visualising market penetration and zeroing in on the appropriate store location, analysing market potential and gaining a better understanding of customer buying behaviours, to routing and logistics and optimising fleet management schedules – the GIS solutions provides an enriched customer experience, impacting business profitability.

Market Intelligence

NIIT Technologies is a world class provider of BPO services supporting clients by providing highlights and detailed reports on market movements and trends to enhance business models.

Customers benefit from the organisations' extensive expertise in services such as Market Surveys, Data Cleansing, Data Validation, Research, Customer Analytics, Report Writing and Presentations.

Field knowledge on market intelligence has transformed to substantial savings, increased ROI and flexible business models for its customers.

Customer Support and Back Office

Offering a wide range of voice support services including Enquiry Management, Reservation and Ticketing, Technical Helpdesk, Inbound Sales and Helpdesk, Outbound Telemarketing and Order Processing, NIIT Technologies' one stop-shop approach provides customers with dedicated and distinct range of 24X7 services that will never let them lose their prospective customers, allowing them to be there, always.

For supplier administration and back office, NIIT supports customers with Accounts Payable and Receivables, Cash Reconciliations, Revenue Accounting, Data Entry, Order Management, Benefits Administration, Charge Back and Refunds, Policy Administration, and many more.





NIIT Technologies' Edge

- **Domain Knowledge:** Domain knowledge and the expertise of the team, enables clients to reduce knowledge transfer time, time-to-market of products and services, and scale engagements quickly
- **Relationship Focus:** NIIT Technologies' focus on incubating deep, trust-based relationships with clients is evidenced through its long-term and mature engagements across the world
- **Large Resource Base:** Having one of the biggest pools of knowledge professionals and consultants to address the needs of customers, NIIT Technologies can quickly ramp up customer teams with the required skill set
- **Centres of Competence (CoCs):** NIIT Technologies CoCs develop expertise on platforms such as Java, J2EE, .Net, TPF, Web Services, Open Source, Mainframe, Testing and Knowledge Management, enabling clients to build Proof-of-Concepts (POCs) and design application architectures which ensure high usability and performance

- **Mature Knowledge Management Approach:** The Knowledge Portal, 'Matrix' captures existing project knowledge, quickly ramping up the team providing flexibility in switching suppliers without losing critical knowledge of applications, thus adding value throughout the life cycle of the project

About NIIT Technologies

NIIT Technologies is a global IT Solutions major, servicing customers in North America, Europe, Asia and Australia. We offer services in Enterprise Solutions including Managed Services, Application Development and Maintenance and Business Process Management to enterprises in the Insurance, Banking and Financial Services, Travel, Transportation and Logistics and Retail and Distribution sectors. Our subsidiaries NIIT SmartServe Limited and NIIT GIS Limited offer Business Process Management and GIS Solutions, respectively.

The company follows global standards for Managed Services processes. We have been assessed at Level 5 of SEI-CMMi, version 1.2 the highest maturity level of the Software Engineering Institute's Capability Maturity Model as well as Level 5 of the People CMM framework. Our processes conform to the ISO 270001 information security management framework, and certified by KPMG, UK. Our co-located data centre operations at Delhi, Mumbai and Thailand conform to the international ISO 20000 IT management standards.

NIIT Technologies has world class development centres in New Delhi, Kolkata, Mumbai, Bangalore, Atlanta, London and Singapore. We have a sound Business Continuity Plan in place that can address any natural or accidental disasters at its development and operation centres.



Trust us to find the way

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