

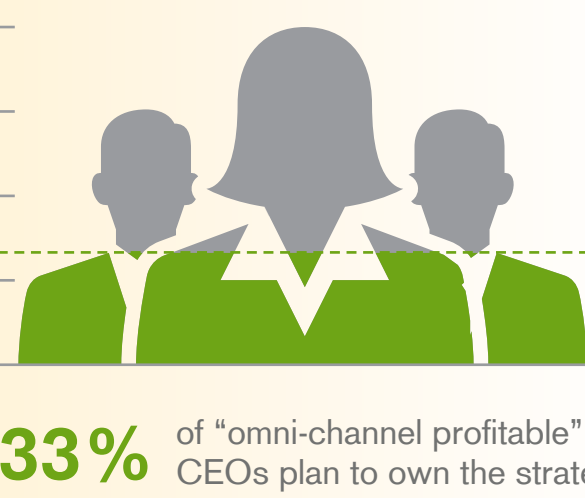
Drive Retail Omni-Channel Performance With Visual Analytics

What is Omni-Channel?



See the Whole Story in Your Data

Unite customer, marketing, sales, inventory and supply chain data into a seamless view.



Mobile Matters

Smart phone owners are active consumers:

- 45%** make a mobile purchase every month⁵
- 87%** browse before a store visit
- 79%** browse during
- 35%** browse after a visit⁶



Clicks + Bricks = Higher Sales

The Omni-Channel Conversion Opportunity:

Average e-commerce conversion rate =	Average in-store conversion rate =	Retailers that combine channels through click and collect can increase their transaction values by
2%	30%	300%⁴

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¹ https://www.accenture.com/us-en/~/media/Accenture/Conversion-Assets/DotCom/Documents/Global/PDF/Industries_14/Accenture-Hybris-Alliance-Final.pdf
² <http://guides.retail-week.com/116/guide>
³ http://now.jda.com/rs/jdasoftware/images/PWCExecutiveSummary_D.PDF
⁴ <http://www.latimes.com/fashion/allherage/la-ig-0526-fashion-diary-20130526-story.html>
⁵ <https://www2.deloitte.com/content/dam/Deloitte/se/Documents/technology/Omni-channel-2015.pdf>
⁶ https://think.storage.googleapis.com/docs/digital-impact-on-in-store-shopping_research-studies.pdf
⁷ <http://o8solutions.com/blog/omni-channel-series-2>
⁸ <http://www.ey.com/GL/en/Industries/Consumer-Products/ey-omni-channel>