

Digital capability-maturity model for Retail

How does your strategy measure against your competitors ?

Are you making pragmatic technology investment decisions ?

Who is the best in class ?

Are you digitising your core business ?

Ten key assessment areas

Integrated
business
planning

Assortment
optimisation

Working
smarter
team

Value
proposition

Product
lifecycle
management

Supply chain
optimisation

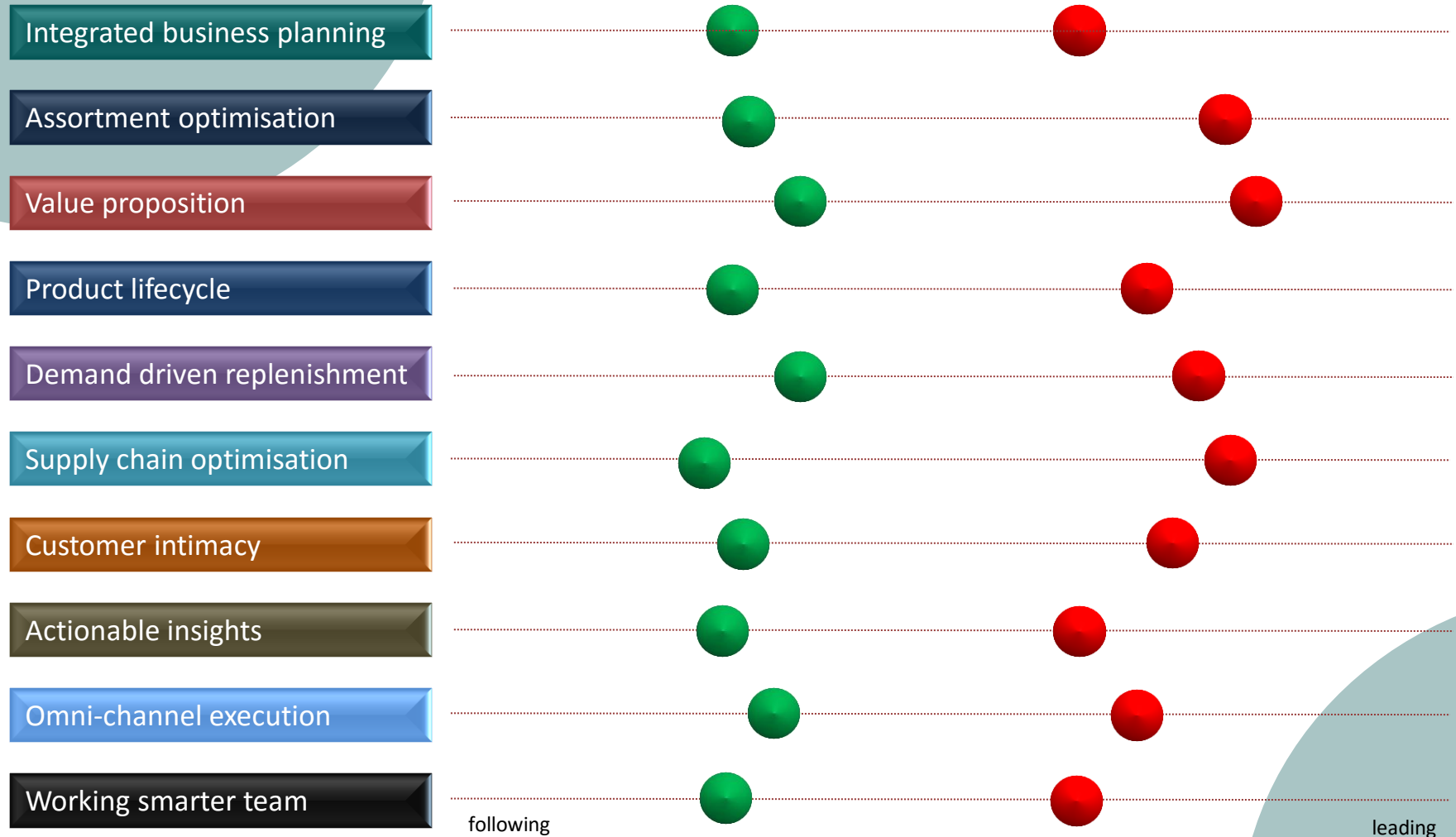
Omni-
channel
execution

Customer
intimacy

Anytime
anywhere
insights

Demand
driven
replenishment

Industry median & benchmark



Integrated business planning scorecard

Basic capability

- ✓ Distributed business units and functions
- ✓ Focused in local market and products
- ✓ Market share & revenue metrics
- ✓ Financial planning

Advanced capability

- ✓ Integrated front and back office
- ✓ Outward facing demand focus
- ✓ Supplier scorecards

Intermediate capability

- ✓ Consolidated and standardised business processes
- ✓ Integrated transaction platforms and core metrics
- ✓ Direct product profitability

Expert capability

- ✓ Joint value creation
- ✓ Upstream and downstream network planning
- ✓ Partner relationships and process metrics

Industry median

Best in class

Your competition

Your company

following

leading

Strategic enablers

Assortment optimisation scorecard

Basic capability

- ✓ In-store determination for range
- ✓ Independent floor plans

Intermediate capability

- ✓ Consumer demographics
- ✓ Merge assortment planning and space execution
- ✓ Centralised range management
- ✓ Category planograms

Advanced capability

- ✓ Marketing and merchandising integration
- ✓ Store specific planograms
- ✓ Store feedback for range and space
- ✓ Product assortment linked to value proposition

Expert capability

- ✓ Space and range store compliance monitoring
- ✓ Assortment performance analytics

Industry median

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Strategic enablers

Value proposition scorecard

Basic capability

- ✓ Store based pricing
- ✓ Simple discounting strategies

Advanced capability

- ✓ Promotional planning
- ✓ Pricing optimisation
- ✓ Integrated pricing across all channels
- ✓ Shopper segmentation, what if analysis

Intermediate capability

- ✓ Centralised pricing and promotions
- ✓ Complex discounting strategies
- ✓ Pricing architecture
- ✓ Promotional effectiveness measurement

Expert capability

- ✓ Demand shaping
- ✓ Price elasticity analysis
- ✓ Promotional optimisation
- ✓ Segmented channel management

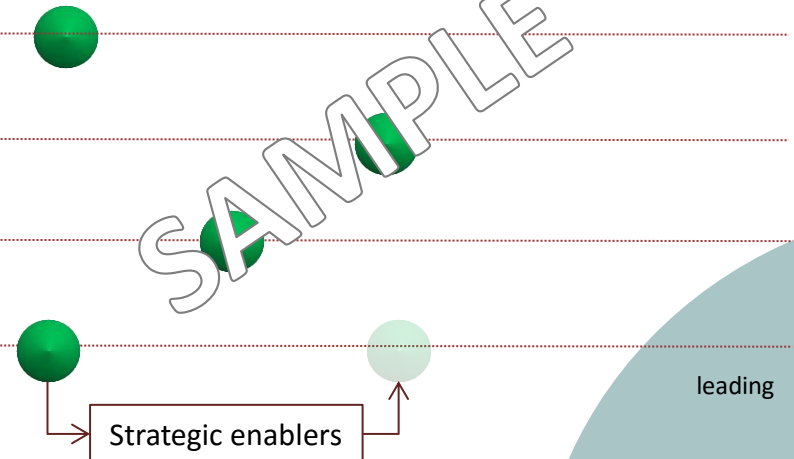
Industry median

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Your company

following



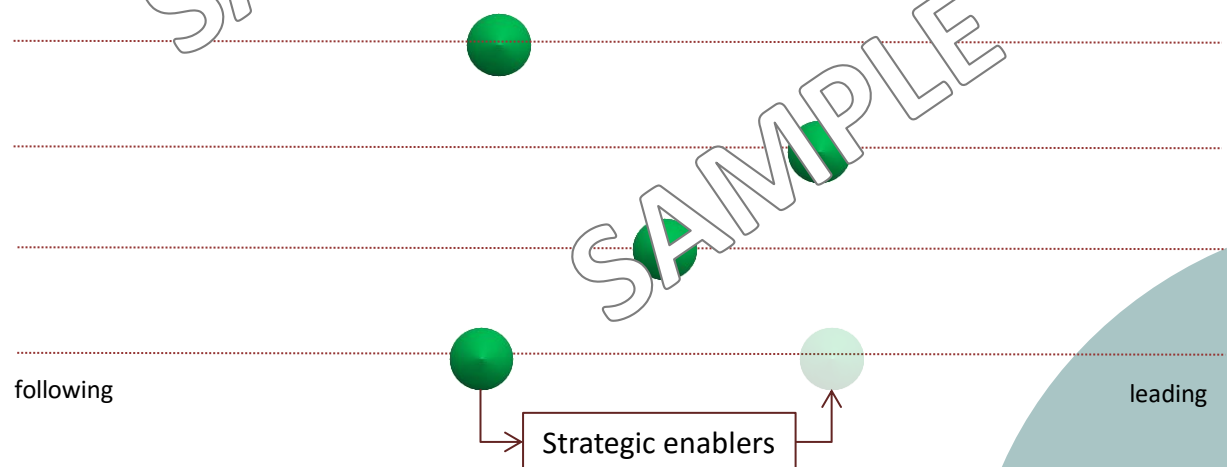
Product lifecycle scorecard

Basic capability
<ul style="list-style-type: none">✓ Regulatory compliance✓ Supplier catalogue sharing✓ Basic product information management
Intermediate capability
<ul style="list-style-type: none">✓ Automated supplier catalogues✓ Integrated Product Information Management (PIM)

Advanced capability
<ul style="list-style-type: none">✓ Private label product development and traceability✓ Product information publishing and analytics✓ Integrated product information for all channels

Expert capability
<ul style="list-style-type: none">✓ Product portfolio management✓ Customer needs management✓ Integrated product and process design✓ Collaborative product development

- Industry median
- Best in class
- Your competition
- Your company



Demand driven replenishment scorecard

Basic capability

- ✓ Demand forecasting
- ✓ Automated store replenishment
- ✓ Integrated store inventory management

Advanced capability

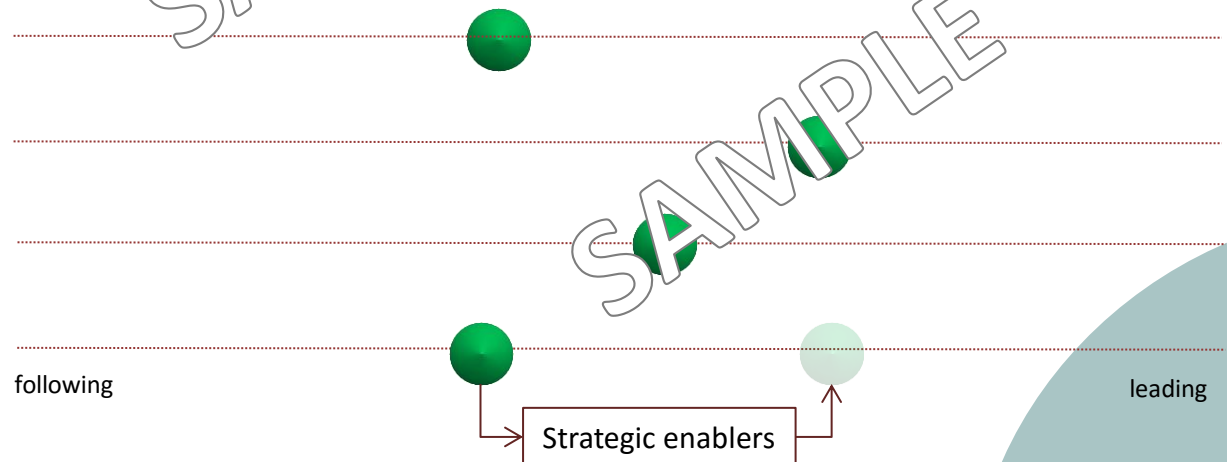
- ✓ Integrated event management
- ✓ Integrated omni-channel fulfillment
- ✓ Integrated trading partner planning and execution

Intermediate capability

- ✓ Information sharing with trading partners
- ✓ Integrated warehouse inventory management
- ✓ Automated warehouse replenishment

Expert capability

- ✓ Home pantry replenishment
- ✓ Customer mission planning



Supply chain optimisation scorecard

Basic capability

- ✓ Trading partner visibility
- ✓ Transport management
- ✓ Warehouse management

Advanced capability

- ✓ Integrated workforce planning
- ✓ Integrated performance management
- ✓ Warehouse & transport automation

Intermediate capability

- ✓ Integrated planning and execution processes
- ✓ Trading partner (B2B) automation
- ✓ Centralised transport and warehouse operations

Expert capability

- ✓ Value-chain optimisation
- ✓ Supplier network modelling

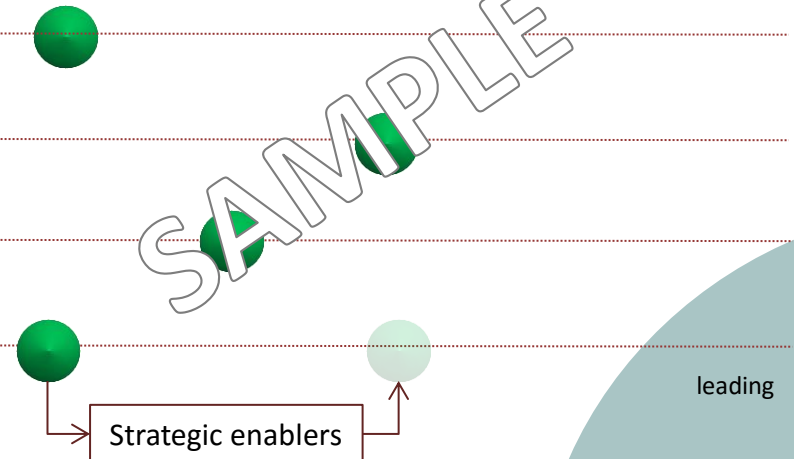
Industry median

Best in class

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following



Customer intimacy scorecard

Basic capability

- ✓ Customer loyalty programme
- ✓ Customer analytics and insights
- ✓ Targeted rewards

Advanced capability

- ✓ Single-view of customer
- ✓ Advanced customer insights
- ✓ Share customer insights with suppliers

Intermediate capability

- ✓ Integrated cross-channel shopping experience
- ✓ One-to-one customer relationship management
- ✓ Integrated service catalogue

Expert capability

- ✓ Tailored customer experiences

Industry median

Best in class

Your competition

Your company

following

leading

Strategic enablers

Actionable insights scorecard

Basic capability

- ✓ Consistent & accurate reporting
- ✓ Domain specific information models
- ✓ Data visualisation

Advanced capability

- ✓ Near-real time insights
- ✓ What-if and scenario driven analytics
- ✓ Advanced business modelling

Intermediate capability

- ✓ Any time any where insights
- ✓ Single source of the truth data warehouse
- ✓ Common enterprise information model

Expert capability

- ✓ Advanced (big-data) analytics
- ✓ Integrated semi-structured and un-structured data

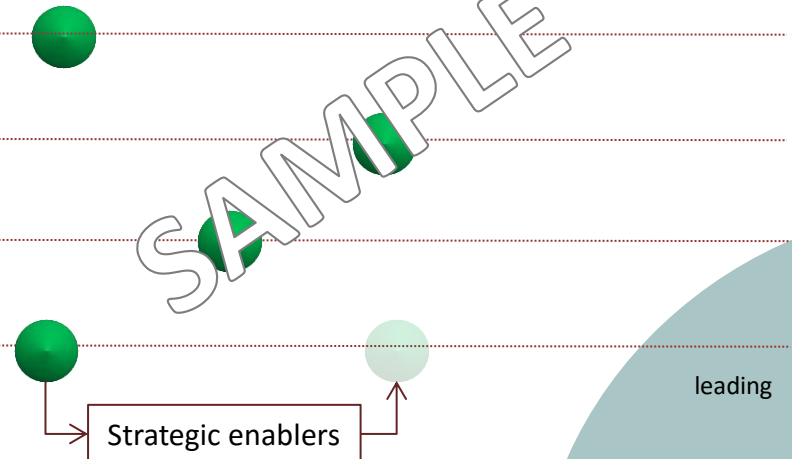
Industry median

Best in class

Your competition

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following



Omni-channel execution scorecard

Basic capability

- ✓ Co-ordinated omni-channel experiences
- ✓ Consistent value proposition
- ✓ Customer service levels
- ✓ Manual information provision

Advanced capability

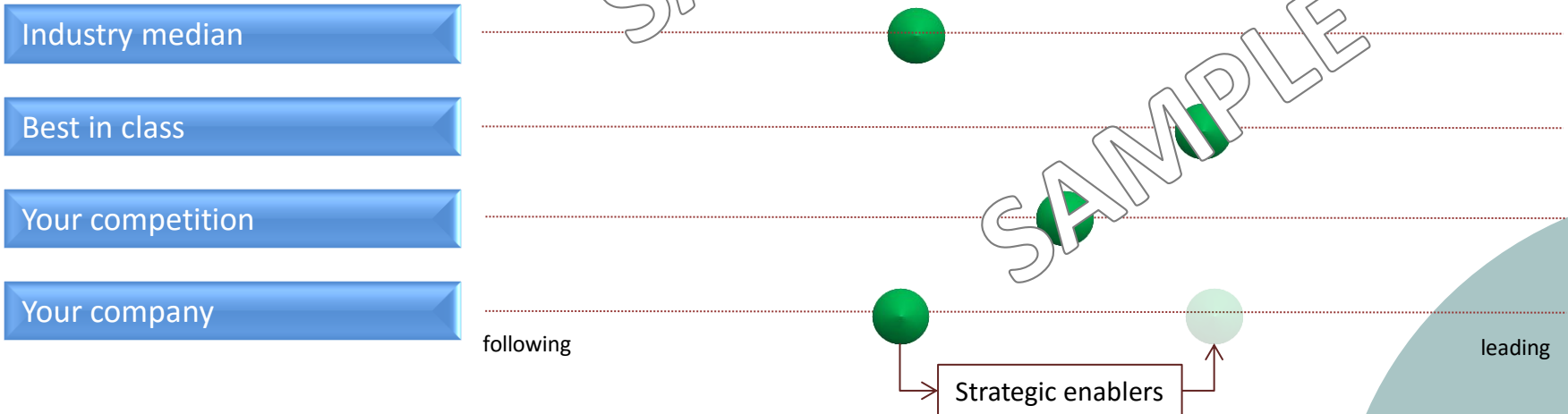
- ✓ Integrated products and services experiences
- ✓ Tailored customer experiences
- ✓ Marketplace value proposition

Intermediate capability

- ✓ Responsive on-line experience
- ✓ Integrated master data management
- ✓ Integrated customer loyalty
- ✓ Integrated replenishment & order management

Expert capability

- ✓ Integrated DIGICAL customer experiences
- ✓ Home pantry replenishment



Working smarter team scorecard

Basic capability

- ✓ Common financial processes and systems
- ✓ Common payroll and HR Administration
- ✓ Master data management

Advanced capability

- ✓ Integrated Human Capital Management
- ✓ Integrated budgeting & forecasting
- ✓ Enterprise knowledge management

Intermediate capability

- ✓ Integrated financial and HR process and systems
- ✓ Enterprise wide workflow & process automation
- ✓ Integrated trading and financial processes and systems

Expert capability

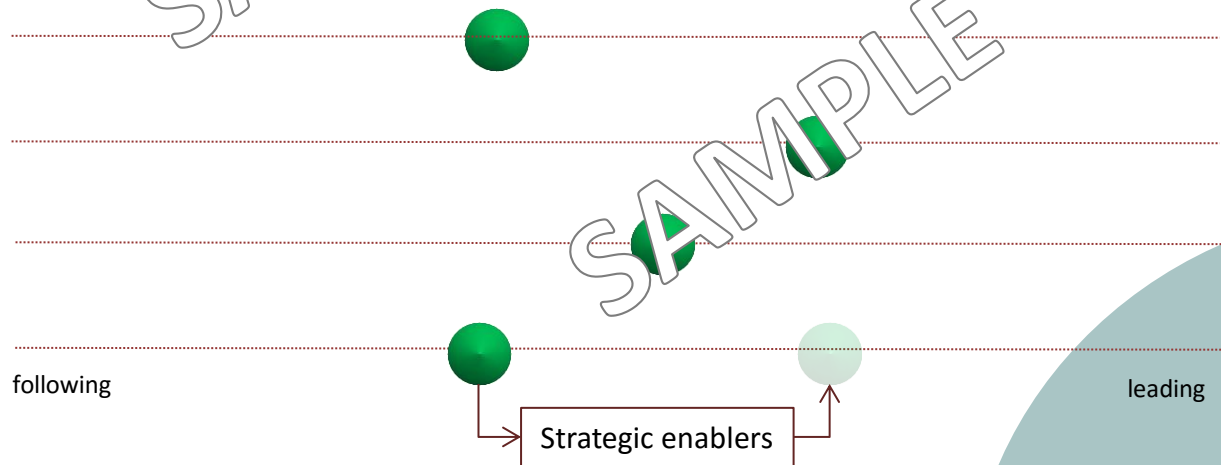
- ✓ Team member social participation
- ✓ Community social integration

Industry median

Best in class

Your competition

Your company



Forth Solution Business Architects



**DIGITISING
YOUR
CORE
BUSINESS**

Forth Solutions Business Architects