Soul Searching
Digital for Retail?

Digitally Driven

experion
technologies

The Opportunity

Retail industry is at the crossroads today. The imminent shift to digital is driven by the market as the digitally literate consumer is always pushing for better deals, better services, or simply put, an improved shopping experience. There is the threat of ever-shrinking margins thanks to the competition working harder. It is all about drawing consumers to your stores and maintaining their loyalty.

But how do you constantly understand customer preferences and changing behaviours? Customers are empowered with mobile devices. The convergence of Artifical intelligence, Analytics, Big Data, Mobility and so on is an opportunity that needs to be quickly leveraged. The heavy sunk cost in IT is a big dilemma for the business, but in reality, digital dilemma needs to be cracked sooner.

Our Promise

Experion retail team comprising of domain practitioners, architects and digital experts have been at work enabling retail clients to improve the customer experience. Technology is making a paradigm shift and the conventional industry rules are being re-written. We have also been party to effecting digital transformation for retail businesses the agile way shattering the huge IT overhead myth.

The retail business can now explore more intelligent procurement cycles, win better deals from suppliers, craft more appealing merchandising & promotion options and cut inefficiencies all around; with the algorithms written by experienced retailers exposed to both developed and developing markets. And the digital technology that is translating those rules is lighting fast, while being easy to use for dummies.

We have expertise working with multiple PoS vendors, security systems, retail hardware and integrating with various ERP systems to make the digital transition smooth. The emergence of cloud and the associated technologies is making the infrastructure costs a lot lesser. Our promise is all about making it easy for retailers to embrace digital.

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Retail Services

Enterprise Mobility

Smart mobile solutions in retail are some of the basic in digital transformation. From ecommerce applications to payment, mobility plays a key role in the digitization of retail. Over the past decade, Experion has been part of several interesting projects focusing on mobile solutions for global retail players. Many of such solutions went on to accelerate the pace and customer experience for retail business.

Custom Software Development

Retail environment today is so dynamic that there is no staying away from putting new applications to work. Experion helps retail players build applications that helps meet customer aspirations and demands for excellence. Many of these solutions can be realized on digital technologies (for example, Machine Learning) to gain insights into buyer behaviour. Such applications ensure customer loyalty and lasting relations.

Methodology- Experion uses collaboration tools and agile methodology to build software solutions that gain user acceptance. A collaborative approach in development ensures improved communication and comprehension between users and developers, ensuring predictability of results.

Technology Modernization

Legacy systems pose hurdles for retailers who want to adapt to changing customer needs. Any lag on part of the retailer will prove to be costly for the business in the long run. Persisting with a legacy system can create a huge gap between the retailer and their customer.

Experion specializes in re-platforming old software systems and re-hosting/optimizing such systems for speed and agility. Also on the offer are services such as Cloud-enablement, re-architecting and process simplification. Having worked with leading global retail players in the past, we feel well-equipped to handle projects of a more challenging nature.

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Ecommerce Solutions

Ecommerce is gaining prominence in the changing retail scenario because of it's capability to enhance user experience. Ecommerce is accepted as a natural extension of physical shopping experience and creates seamlessness across multiple channels. Experion has partnered with global names in the retail ecommerce sector, focusing on user personalization, encouraging customer loyalty and enhancing in-store experience.

Independent Testing & Validation

Experion offers third party testing services. The importance of quality can never be taken for granted, given that mission-critical systems in retail cannot afford to fail. We offer all mandatory testing services that include functional, performance, load and regression testing. With a host of technologies imminent for the retail sector, we have built expertise on a host of automation tool

Customer Loyalty & Omni-Channel Experience

Customer retention is a better growth strategy. We have always empowered our customers in crafting solutions that facilitate the outcome. We have designed solutions that go beyond conventional loyalty strategies. We have also had the opportunity to work across an entire spectrum of retail services, spanning in-store experience and logistics.

Technology Consulting

Our experience turning around legacy systems, building new products and maintaining solutions during the past decade, coupled with pure play digital approach can be exploited in technology consulting. We understand the business and right technology, processes and architecture in order to extract the most out of your IT landscape.

Optimizing Supply Chains

For the perfect retail experience supply chains have to be managed optimally. Today there are smart technologies combining hardware, IoT and software deployed all along for perfect retail fulfillment. Experion has worked across the spectrum helping customers in retail and supply chains for the highest efficiencies. From facilitating efficient sourcing, maintaining optimal stock levels to advanced analytics, we have assisted our customers in remaining competitive.

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Solutions

Experion worked for over a decade with CPG/FMCG companies servicing the retail sector to make the supply chain most responsive. This was achieved through FieldMax®, our flagship product.

FieldMax® gives a complete retail experience to the retailer and end customer by empowering the former to have an instant view of the market situation.

The biggest challenge for CPG businesses today is not creating market demand, but sensing market requirements and responding to them quickly. It is not just organizational efficiency that stands in between, but knowing the market sentiment in real time, and responding before competition does. Salesforce has to be proactive to retailer aspirations at the right time. In the world of digital technologies, this is a solved problem and FieldMax® is testimony to this.

FieldMax®

FieldMax® is a mobile Sales Force Automation solution to automate key operational functions including sales, marketing and distribution of a CPG/FMCG business. FieldMax® helps the field sales team to efficiently manage and support retail sales operations. Powered by robust technology, FieldMax® is a modular solution highly configurable to suit the business and operational needs of any sales & distribution organization.

FieldMax® has three solution components, FieldMax® Mobile, FieldMax® Office and FieldMax® BI. While FieldMax Mobile takes care of field sales operations, FieldMax Office tightens operational efficiencies, and the BI component gives real-time business intelligence for adopting the best course of action.

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Success Stories

Re-platforming Legacy system for a Retail Major

With a legacy system well-entrenched across 1600+ stores in the Oceania region and over 25 years of deep insight into retail, it was a big decision for our customer to re-platform a full-fledged retail solution on Cloud, Mobile, IoT and Web for an upgrade essential for client retention.

With a large team of architects, UI experts, business analysts and software engineers, Experion took on the task only to expand the customer's global footprint.

Digital services for a Retail food Chain

Our customer's competence was eroding and the position of leadership under question mark. Being in the fast food business and up in competition against global majors, this local retail food chain store in Australia was number one in quality still. Their profitability however, remained low. Our collective analysis led to employing a digital solution for storewise inventory management.

We came out with an ecom extension individualized to stores, and GIS-enabled pickup of orders through JIT. Today they are opening more stores; their profitability is best-in-class and real time intelligence is at work, delivering individualized control for senior management.
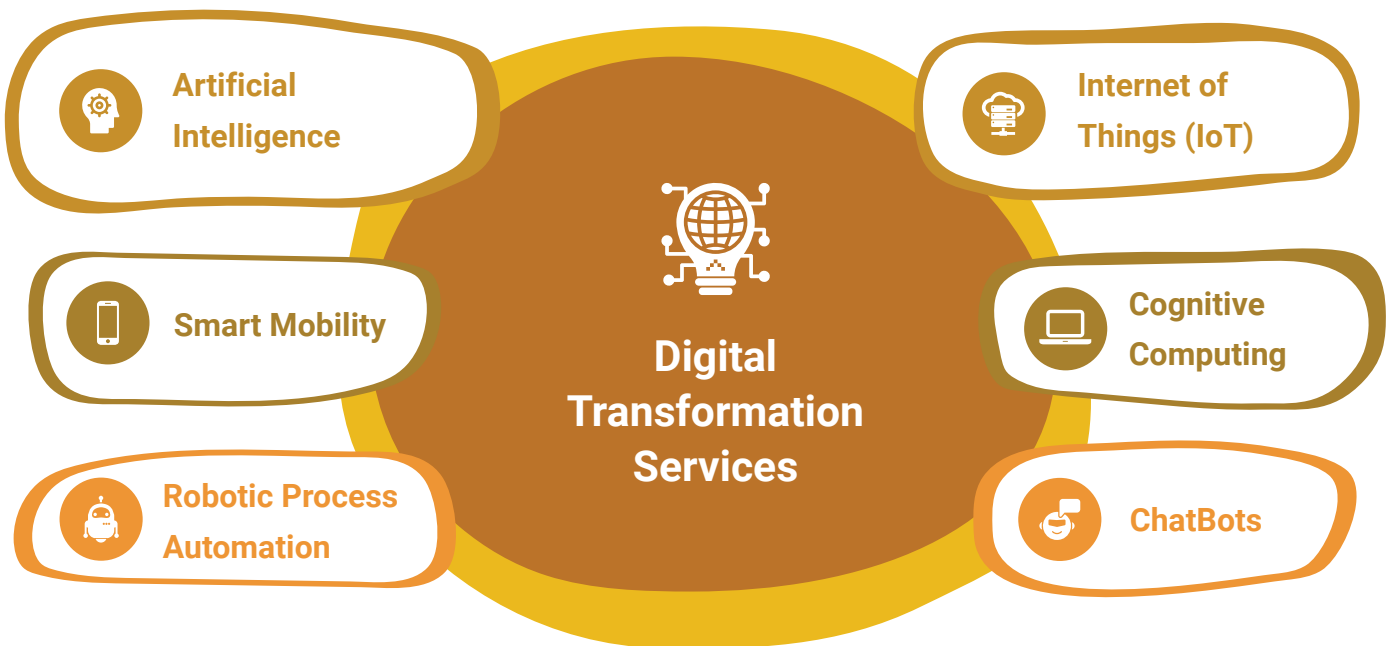
Focus Technologies

The pieces of digital technology that we apply to retail cover the whole spectrum. We have invested a good deal of R&D efforts with technologies such as VR, Sentiment Analytics, Beacons, ML, AI, IoT, RPA, Chatbots, Mobility, Web and Analytics. We propose cloud-based architecture, though some customers have reservations on those, opting instead for on-premise deployment. Starting from in-store retail automation, loyalty management, and ecom extension to real time BI, we have been assisting big and small retail houses tread the digital path.

While dealing with technology is easy, we work on dissecting business challenges and leveraging apt technology components to equip customers to be future-ready. Irrespective of the size, incrementally replacing with digital to a full re-write are possibilities to explore.

Digital Transformation Services

- Artificial Intelligence
- Internet of Things (IoT)
- Smart Mobility
- Cognitive Computing
- Robotic Process Automation
- ChatBots

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About Experion

Built on the foundations of digital technologies, Experion is into products & services in the Retail, Transportation, Healthcare and Financial Services sectors. A global company with direct presence in 8 countries and partners in other geographies, Experion has customers in all continents.

Apart from own IP initiatives with FieldMax® and xPort® in the FMCG/Retail and Maritime transport domains, Experion takes up Product Engineering as a service, securely handling third party IP. This includes building products from the ground up, spanning ideas to product development, or re-platforming products onto the digital domain with proven expertise in product lifecycle services. Today Experion products touch over 3.5 million users across 26 countries worldwide, many of them being part of mission-critical functions.

Over the last decade, Experion has been awarded multiple times for innovation and growth. It was featured in Red Herring's 100 fastest growing companies two years in a row.

In 2013, FieldMax® found its way to the NASSCOM/Frost & Sullivan product quadrant for notable products built in India. The company was rated by Deloitte as one among the top 500 fastest growing technology companies in APAC in 2016 and 2017.

In 2016, Experion also won the IoT Product of the Year award from the US-based IoT Evolution Magazine. In 2017 Experion was ranked among the top 50 fast growing technology companies in India by Deloitte. In 2018, APAC CIO Outlook magazine ranked Experion among the top 25 Retail IT solution providers in the APAC region. We are also rated among the fastest growing companies in America by Inc. Magazine as part of their Inc. 5000 ranking for 2018.

Remaining focused on performance and productivity, Experion believes in delivering RoI to customers, primarily in the enterprise space, by wiring up many unexplored possibilities with help from digital.

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