

## Retail Store Execution

### STREAMLINE END-TO-END VISIBILITY AND COMPLIANCE

- Improve store level visibility and control to take strategy to action
- Streamline manual processes and in-store activities to ensure execution
- Empower better collaboration between corporate and field teams
- Increase sales margins with improved promotion strategy and compliance

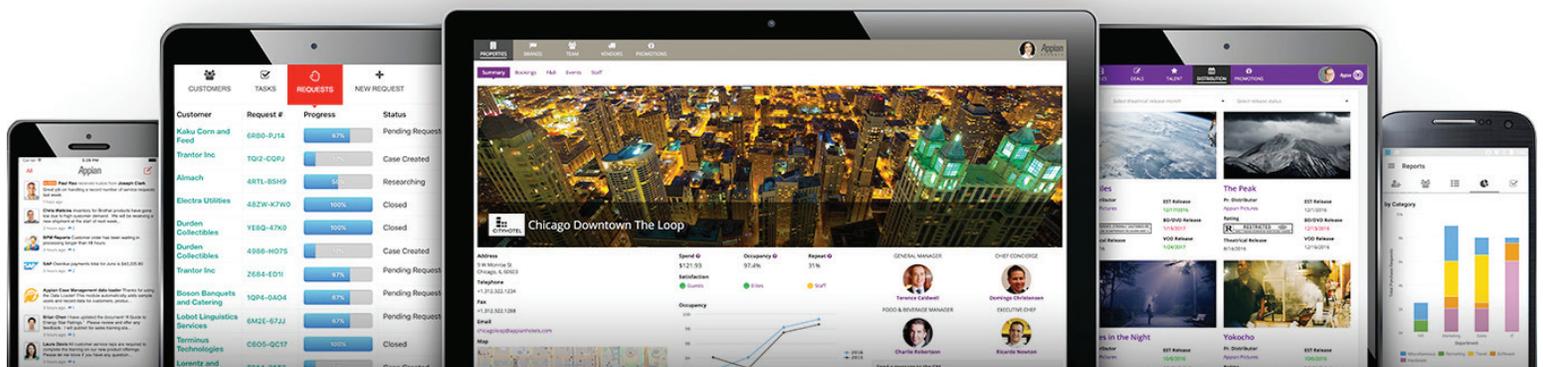
Store level execution is imperative for sales growth and customer satisfaction. However, retailers often lack visibility on how stores are implementing strategies, including those for seasonal resets, promotional marketing, end caps, and planograms.

Reliance on emails and spreadsheets impacts the ability to execute effectively and fails to provide the real-time data needed to shift strategies—and improve the bottom line. Retail organizations can benefit from an integrated solution to streamline store execution processes, while empowering better collaboration between corporate and the field.

### OPTIMIZE SALES STRATEGY AND PERFORMANCE

Appian's low-code platform allows retail organizations to effectively manage end-to-end shelf strategies with improved store-level visibility and promotion compliance to increase sales margins.

- **Automated work:** orchestrate processes across people, robots, and machines, including task distribution, compliance tracking, and automated alerts and actions
- **Intelligent decisioning:** track execution with real-time reporting and audit trails to improve visibility into store operations and the ability to pivot strategy
- **Intuitive mobile experience:** mobile apps for image verification, document and video management, and real-time communication between stores and corporate
- **Unified data:** extend and connect enterprise systems and data, including SAP, TMS, WMS, point of sale and customer information



*Native mobile applications power social collaboration, image and content capture, and dynamic store reporting.*

### FOCUS

Take a proactive, automated approach to effectively managing retail compliance:

- Increase transparency across the retail execution lifecycle, from strategy to implementation and compliance
- Optimize in-store execution activities by eliminating manual processes
- Improve decision making with a centralized application to track retail execution across stores
- Empower better collaboration between corporate and field sales teams with intuitive mobile apps
- Ensure compliance with store-level reporting, performance monitoring, and audit trails

### TAKE CONTROL

Using Appian, you can quickly build, deploy, and scale new applications across the enterprise, including:

- Compliance Management
- Consumer Privacy Management
- Contact Center Automation
- Facility Maintenance
- Fleet Management
- Merchandise and Inventory Management
- Order Management
- Revenue Recognition
- Store and Franchise Management
- Supply Chain Management

### PREPARE FOR THE FUTURE

Effectively planning and executing retail strategies leads to improved margins—and in turn, business growth and impact.

It takes speed and power to transform the retail execution process. The Appian low-code development platform provides both.

With Appian, organizations can build web and mobile apps faster, run them on Appian cloud, and manage complex processes end-to-end, without limitations.



Appian provides a low-code development platform that accelerates the creation of high-impact business applications. Many of the world's largest organizations use Appian applications to improve customer experience, achieve operational excellence, and simplify global risk management and compliance.

For more information, visit [www.appian.com](http://www.appian.com)