quantiphi

Solving What Matters

Google Cloud

Data Readiness for Gen AI

A Prerequisite for Digital Success in Retail

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Data plays a pivotal role in the ever-evolving digital landscape, serving as the bedrock of transformation. It acts as both a catalyst and a guiding force, propelling organizations into an era of profound change. Despite the exponential growth of data, often ensnared within complex silos and diverse formats, it presents a dual challenge and opportunity. While its sheer volume can appear as a formidable obstacle to progress and innovation, data holds the potential to lead organizations toward unprecedented achievements.

Nowhere is this transformative power of data more evident than in the retail industry. The retail sector, a dynamic and highly competitive landscape, thrives on real-time decision-making, personalized customer experiences, and the ability to forecast ever-changing consumer demands. The significance of data-driven transformation has taken center stage, as retailers strive to navigate the complexities of real-time inventory management, create hyper-personalized shopping journeys, and anticipate shifts in market demand.

Today, data-driven digital transformation and the integration of AI technologies stand at the forefront of business evolution, especially in retail. The decisions made in terms of data strategy and AI investments have a lasting impact on future leadership. The pace at which organizations recognize the significance of data and AI investments is accelerating, as evidenced by **a recent study by HBR. A staggering 92% of firms acknowledge this acceleration, yet only 30% report having a well-articulated data strategy. Further, just 24% consider their organizations truly data-driven in the past year.**[1]

In this pivotal moment, the maturing AI technology promises to deliver tangible business value across the retail industry, reshaping the competitive landscape. The choices made today concerning data and AI investments will determine the future leaders in the digital realm. Data's role is not just pivotal; it's transformational, charting the course towards uncharted horizons of success.

Is your retail organization facing these data complexity challenges?

Data Proliferation: The rapid surge in customer data, sales records, and supply chain information generated from in-store and online channels, e-commerce, loyalty programs, and IoT devices, result in intricate silos and fragmented information, hindering efficiency.

Diverse Data Formats: Data comes in varied formats and from multiple sources across retail operations, from sales data to customer reviews, complicating integration and analysis.

Impeded Decision-Making: Data complexity in retail hinders the derivation of actionable insights. Pricing strategies, stock replenishment, and marketing campaigns, among others, rely on data-driven insights. Inefficient data management can lead to inaccurate demand forecasts, pricing discrepancies, and poor inventory management, hampering effective decision-making.

Innovation Hurdles: Complex data environments stifle innovation and the ability to adapt quickly to market changes.

Data Security and Compliance: Managing data security and regulatory compliance in retail becomes more complex when data is dispersed across platforms and locations.

These challenges can be turned into strategic opportunities, paving the way for a competitive edge in the retail world:

Compliance Management:
Develop a comprehensive compliance management framework to ensure data privacy and regulatory adherence

Data Integration:
Invest in robust data integration tools to streamline data access and consolidate information sources.
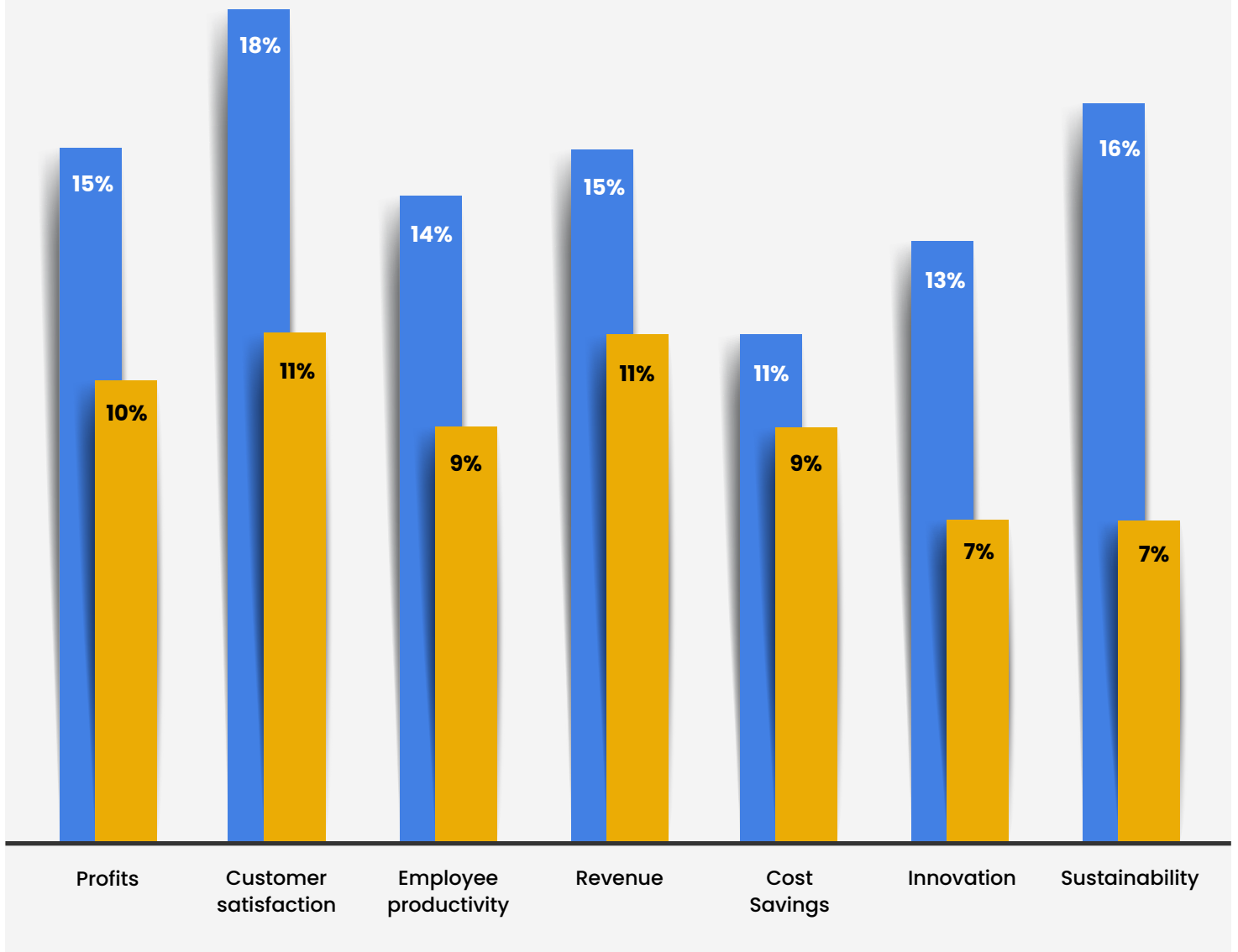
Data Governance:
Implement effective data governance strategies to improve data quality and enforce compliance.

Unified Data View:
Utilize technologies that offer a unified view of data, simplifying analysis and decision-making.

Innovation Focus:
Encourage a culture of innovation within the organization to leverage data for strategic advantages.

Annual Business Outcome improvement Over Last Two Years[2]

Digital Resilient ■ (blue) **All others** ■ (yellow)

Category	Digital Resilient	All others
Profits	15%	10%
Customer satisfaction	18%	11%
Employee productivity	14%	9%
Revenue	15%	11%
Cost Savings	11%	9%
Innovation	13%	7%
Sustainability	16%	7%

Today, data and AI solutions empower retailers to enhance their strategic goals:

Seamlessly connect in-store and online channels through advanced web and mobile applications to deliver omnichannel experiences

Boost revenue by anticipating your customers' preferences and needs

Optimize operations with real-time access to critical business metrics

Elevate workforce productivity with tailored data and insights

Reduce costs and enhance IT spending predictability

Google Cloud's Data and AI Solutions: A Trusted Foundation for Innovation in Retail

Google Cloud's Data and AI Solutions stand as a cornerstone for data-driven digital transformation, proving instrumental in addressing the unique challenges faced by retailers. These offerings present a trusted, unified, open, and agile foundation that retailers can leverage to supercharge their strategic objectives.

Trusted
Google Cloud's Data and AI Solutions are underpinned by Google's steadfast commitment to security and reliability. In a sector where consumer trust is essential, Google Cloud's robust security framework fosters confidence among retailers and their customers. This trust allows retailers to focus on innovation and growth, unburdened by security concerns.

Unified
Google Cloud's approach unifies the diverse facets of data management, analytics, and AI into a seamless ecosystem. This integration enables retailers to access, analyze, and leverage data efficiently, fostering collaboration, elimination of data silos, and accessibility of insights across the organization.

Open
Google Cloud's solutions embrace openness, facilitating interoperability with a broad range of tools and systems. This open architecture empowers retailers to choose the best solutions for their unique needs. Google Cloud's Data and AI Solutions work cohesively within this open ecosystem, allowing retailers to build a tailored data strategy.

Agile
The agility of Google Cloud's offerings is key to their success. They enable retailers to swiftly adapt to changing market dynamics and consumer demands, scale their operations, and innovate with precision. This agility is pivotal in achieving data-driven digital transformation and staying competitive in the dynamic retail landscape.

Google Cloud's Data and AI solutions are distinguished by their unparalleled speed, scalability, and security, all seamlessly integrated with advanced AI capabilities:

Speed

Google Cloud's Data and AI solutions empower retailers to process and analyze data at an unprecedented pace - **nearly 110 terabytes of data per second**[3] - delivering real-time insights and driving faster decision-making. This accelerated data processing is particularly invaluable in an era where rapid responses to market changes can make all the difference.

Scalability

Google Cloud's solutions are designed to scale with the organization's needs. Whether a company is a startup looking to grow or an established retail brand expanding its operations, Google Cloud provides the flexibility to scale resources up or down as required. This scalability ensures that retailers can adapt to changing circumstances and seize new opportunities without the constraints of infrastructure limitations.

Security

Security is a paramount concern for retailers in the digital age. The ability to protect sensitive data is especially crucial in retail, given the vast amounts of customer and transaction data at stake. Google Cloud takes this concern seriously with industry-leading security measures to safeguard sensitive data. Google Cloud's advanced security protocols and constant vigilance protect against data breaches and ensure the confidentiality and integrity of information.

AI Integration

Perhaps one of the most transformative aspects of Google Cloud's offerings is the seamless integration of AI. Advanced AI capabilities are embedded within the data solutions, enabling retailers to extract meaningful insights from their data. These insights, derived through AI, empower retailers to make more informed decisions, personalize customer experiences, and optimize operations for greater efficiency.

Quantiphi: Your Data Cloud Transformation Partner

Quantiphi takes pride in its role as a premier Google Cloud partner, offering unparalleled expertise to empower retailers in their data-driven pursuits. As organizations stand at the crossroads of digital transformation and AI-driven technologies, Quantiphi emerges as the guiding light, ensuring their success in an era where data plays a pivotal role in shaping the future.

Our range of services encompasses:

Future-Forward Applications:
We excel in crafting cutting-edge applications that use Google databases as their foundation. These applications are primed for the digital future, offering robust, scalable, and high-performance solutions that keep you ahead of the curve.

Database Modernization:
Regardless of your databases' current location-on-premises or in the cloud-Quantiphi facilitates smooth homogeneous and heterogeneous migrations into Google-managed databases and data warehouses like BigQuery for improved performance and scalability. This ensures minimal disruption to your operations while harnessing the full potential of Google Cloud's capabilities.
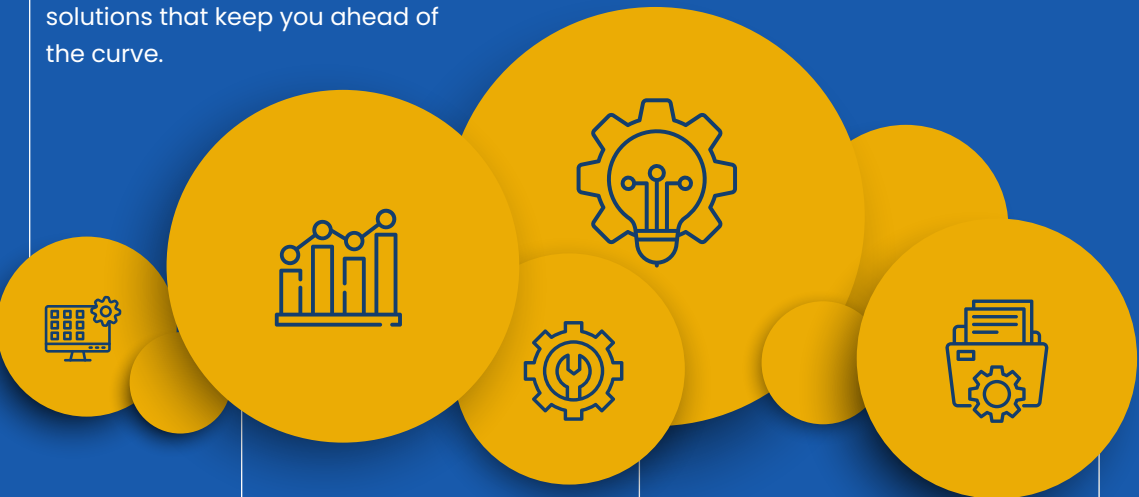
Knowledgeable Insights:
Data is only as valuable as the insights it provides. Quantiphi transforms raw data into actionable knowledge, facilitating data-driven decisions through interactive visualizations and advanced analytics.

Managed Services:
Our support doesn't end with migration. Quantiphi offers 24x7 managed services to ensure the optimal performance, security, and efficiency of your data systems, allowing you to focus on your core business activities.

Data Governance and Management:
We uphold the highest standards of data governance, ensuring sustainable, responsible data management. This approach not only secures your data but also enables compliance with evolving regulatory requirements.

In summary, Quantiphi's role as the premier Google Cloud partner is built on a foundation of expertise, experience, and a dedication to guiding retail organizations through the complexities of data migration, modernization, and beyond. With a suite of services spanning data management, analytics, and AI, Quantiphi is the trusted ally for retailers embarking on their data-driven journey.

The Quantiphi Difference: Powering Data Estate Transformations in Retail with Google Cloud

Retailers that take the lead in the realm of data and AI outperform their competition by maintaining a constant focus on enhancing operational efficiency. This applies irrespective of their size or complexity. As a direct consequence, these frontrunners are adept at cost management, keeping expenditures at bay while achieving unparalleled results. Here are a few examples of how Quantiphi empowered our retail customers on their path to data mastery:

Success Stories

Multinational Fashion and Retail Brand

When a fashion and retail client faced inefficient and expensive query performance with their existing on-premise Netezza setup, Quantiphi executed direct query translation to BigQuery in order run jobs and accelerate analysis of the client's marketing data. As a result, Quantiphi enabled the client to improve their query performance by **82.9%** and reduce execution duration of jobs from approximately **three hours to under 30 minutes.**

Data and Insights Platform for Retail Customer

The client, a subscription-based platform powered by retail measurement and consumer panel data, aimed to utilize market insights to empower customers with informed decision-making. However, they encountered challenges using Looker for data modeling, visualizations, and managing a data pipeline spanning Azure and Google Cloud.

Quantiphi, in response, created 40+ dashboards on Looker, including scorecards, promotion, pricing, and assortment dashboards. We efficiently migrated data from Azure to Google Cloud and optimized ETL processes. The solution featured an on-demand auto-scaling approach for delivering weekly alerts. The outcome not only streamlined data storage and the pipeline but also led to a **50% reduction** in storage costs, saving the client **$8,000 monthly.** This optimization directly benefited the client's 170+ customers, enabling informed in-store planning with actionable insights and weekly alerts on market share, product distribution, pricing, market performance, and promotion efficiency, driving substantial growth and success.

Why Quantiphi and Google Cloud Matter

A premier Google Cloud partner and ISG Provider Lens™ Leader in data analytics, machine learning, implementation, and integration services, Quantiphi serves **50+ Fortune 500 customers** and **12 Fortune 50 customers** across the globe. We have been humbled to have achieved **10 Google Cloud Partner of the Year awards** consecutively and are the first partner in the Google Cloud Ecosystem to be a specialization launch partner globally in **AI and ML, Data and Analytics, and Contact Center AI.**

Together, Quantiphi and Google Cloud put people at the center of **responsible** and **human-centric AI** and **data** solutions. We create **hyper-targeted** solutions that accelerate your time-to-value, create measurable outcomes, and transform experiences. Together, we help you visualize, strategize, and implement AI-first solutions that are **sustainable, ethical,** and **value-driven.**

As enterprises enter the new technology revolution, Quantiphi continues to be the preferred Google Cloud solution launch and implementation partner. This essentially means our clients get to be the first ones to launch and scale new programs, products, and services such as **generative AI, Discovery AI, Retail API, Document AI, Vertex AI, and more** - allowing them to be at the forefront with cutting edge technology.

With more than a decade of experience and **2,000+ Google Cloud-certified professionals**, Quantiphi continues to deliver exceptional AI-powered experiences to **300+ clients and their customers** across the globe.

Modernize your Retail Data Estate

Our Retail Solutions	**Learn More**
Our Data Mastery	**Learn More**
Transform your Retail Data Estate to become Gen-AI ready	**Watch Video**
Get in touch with a Data & Cloud Expert	**Let's Talk**