

Optimize & secure cross-functional processes for the retail sector

Enhance your visibility, compliance and control.

BUSINESS PROCESS SOLUTION

CHALLENGES

PAINT POINT BY RETAILERS
IMPACT I OF NEFFICIENT PROCESS

DANONE FRANCE

10 PROCESSES THAT
CAN BE AUTOMATED

AUCHAN RETAIL FRANCE

ADVANTAGES OF
AUTOMATION

LEVERAGING OF LOW-
CODE SOLUTION

DISCOVER BUSINESS
PROCESS APPLICATION

10 KEY FEATURES

FUTURE OF RETAIL
AUTOMATION

INTRODUCTION

In a sector as dynamic and competitive as retail, optimising cross-functional processes is vital for companies that want to maintain their market position and competitive edge. By refining them, retail businesses can improve their returns and increase their responsiveness.

This white paper explores how innovation and automation can transform retail sales, by improving their efficiency and enhancing the customer experience.

By highlighting these different challenges and suggesting concrete strategies, this ebook seeks to equip sector leaders with the tools required to innovate and excel in a fast-changing business landscape.

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ARE THESE THE CHALLENGES YOU ARE FACING?

Common pain-points faced by retailers

- Creating an omnichannel customer experience
- Siloed infrastructure challenges
- Environmentally sustainable business practices
- Reliance on legacy technology
- Brand Loyalty

Impact of inefficient processes on business operations

- Manual processes lead to wasted time and money
- Working in silos causes inefficiencies in processes
- Poor reporting and analytics
- High turnover

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ARE THESE THE CHALLENGES YOU ARE FACING?

Retailers face a series of challenges that test their agility and resilience and have a profound impact on their business activities.

COMMON PAIN-POINTS FACED BY RETAILERS

CREATING AN OMNICHANNEL CUSTOMER EXPERIENCE

The emergence of digital technology has radically transformed consumers’ expectations and they seek a seamless experience across all sales channels. However, incorporating them to create a consistent experience presents several challenges for any company in the sector. Consistent information must be maintained across all the platforms, which requires robust information systems integration and efficient inventory management to guarantee that the products are available at the customer’s request.

SILOED INFRASTRUCTURE CHALLENGES

Storage infrastructure in the retail sector must be designed to adapt to fluctuating demand, and enable optimal stock management. Retailers must generally juggle with the associated costs, sometimes

overcapacity, and sometimes under-sized storage facilities. What’s more, fast distribution and reduced delivery times require agile logistics and transport solutions. Technologies (robotisation, automation) provide solutions, but their implementation requires significant initial investment, and strategic planning to avoid interruptions.

ENVIRONMENTALLY SUSTAINABLE BUSINESS PRACTICES

Sustainability is becoming a strategic imperative for retailers, driven by environmental regulations, and consumers’ growing demand for greener practices. However, knowing how to reflect and incorporate customer values is essential to be considered a trustworthy brand with greater authenticity. This includes responsible resource management, waste reduction, recycling and the use of sustainable materials in products and packaging. However, these initiatives come up against costs and logistical challenges, and require existing practices to be overhauled.

RELIANCE ON LEGACY TECHNOLOGY

Although technology is an information driver that strengthens their teams’ productivity, many retail companies are trapped by excessive dependence on obsolete systems, which hamper their ability to innovate and adapt rapidly to market developments. This may limit operational agility, and increase maintenance costs. To overcome these obstacles, retailers must envisage strategic investments in modern and efficient technologies, which are conducive to efficiency gains.

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ARE THESE THE CHALLENGES YOU ARE FACING?

IMPACT OF INEFFICIENT PROCESSES ON BUSINESS OPERATIONS

MANUAL PROCESSES LEAD TO WASTED TIME AND MONEY

In the retail sector, manual processes are often synonymous with repetitive and time-consuming tasks that could be automated. Manual data input, for example, not only increases the risk of error, it also delays access to the information necessary to make quick and informed decisions. This waste of time wastes money. Furthermore, manual processes prevent employees from spending time on higher value-added tasks, such as strategic innovation.

WORKING IN SILOS CAUSES INEFFICIENCIES IN PROCESSES

Working in silos is particularly damaging in a business environment that requires agility and responsiveness. When services work in a way that is too isolated, without seamless communication between them, this results in redundancy, delayed responses and overlapping activities and responsibilities, or difficulties accessing the information required to solve a problem on time.

POOR REPORTING AND ANALYTICS

Business decisions must be supported by accurate data and high-quality analyses. However, inefficient processes may compromise the reliability of this data. Erroneous or incomplete reports may lead to poorly informed decisions that may harm the company in the long term. Improving the quality of reports involves integrated and automated information systems that ensure the consistency and accuracy of the data collected throughout the organisation.

HIGH TURNOVER

High staff turnover is often the symptom of ineffective and unsatisfying work. Cumbersome and frustrating processes reduce employees' satisfaction, and increase their tendency to leave the company. This is especially damaging in the retail sector, where employees' experience and product knowledge may directly influence customer satisfaction. Furthermore, frequent staff replacement creates additional recruitment and training costs.

LENGTHY HIRING PROCESSES

Endless hiring processes are not only a source of disappointment for applicants, the company may also lose opportunities to capture the best talent available. On such a competitive labour market, the capacity to recruit quickly and efficiently is crucial. Inefficient

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the capacity to recruit quickly and efficiently is crucial. Inefficient hiring processes often reflect larger issues in the human resources management processes, and may impede the company's adaptability and growth.

BRAND LOYALTY

In a sales environment where customers are spoilt for choice, brand loyalty is becoming increasingly difficult to establish and maintain. To cultivate it, appropriate strategies must be deployed that exceed customers' basic expectations, with attractive loyalty programmes, personalised interactions, and an impeccable after-sales service. In-depth understanding of consumers' preferences and behaviours through data analysis plays a crucial role in this strategy.

“ With over a hundred workflows in production, Dassault Systèmes' BUSINESS PROCESS solution is both an innovative and structuring tool. The solution has clearly accelerated our digital transformation projects. Our teams have fully embraced this "how to do things better" approach.

Christian CHABROL - Product Owner Automation Factory
Auchan Retail France



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DANONE FRANCE

A BUSINESS PROCESS FACTORY TO MANAGE THE GROUP'S KEY DATA AND PROCESSES

As part of its key data management and process optimization strategy, Danone has set up a Business Process Factory, an innovative initiative designed to centralize and standardize business process management across the group. This process factory offers a unified platform where different applications cohabit, from heavyweight systems like SAP to innovative low-code solutions such as Iterop or Power BI. This hybrid approach enables Danone to leverage the benefits of established applications while rapidly integrating new, agile and scalable solutions.

With over 200 processes launched every day, the Business Process Factory offers unprecedented operational agility. What's more, the speed of implementation is underlined by the fact that a new workflow is created every three weeks. This sustained pace enables Danone to continually adapt its business processes to changing market requirements, while maintaining maximum operational efficiency. By unifying data and processes across the enterprise, the Business Process Factory strengthens cross-functional collaboration, accelerates decision-making and improves visibility and control over Danone's entire organizational ecosystem.

200 PROCESSES
LAUNCHED EVERY DAY

1 NEW WORKFLOW
EVERY 3 WEEKS



**HOW DOES THE LEGAL EXPERT
DEPLOY A COMPLETE PLATFORM
THANKS TO THE BUSINESS
PROCESS?**

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PROCESSES THAT CAN BE AUTOMATED

In the retail sector, cross-functional process automation is both an efficiency strategy and a digital transformation driver to remain competitive.

OVERVIEW OF ALL THE CROSS-FUNCTIONAL PROCESSES IN RETAIL

The retail sector is based on multiple cross-functional process that cover different aspect of the company, each essential to ensure operational efficiency and meet customers’ expectations. For example, supply chain management is a fundamental pillar of retail. It encompasses stock and order management among other things. Its optimisation guarantees product availability.

At the same time, good customer relationship management plays a core role in customer retention and prospect acquisition. Similarly, product marketing and promotion are key cross-functional processes to attract customers and foster their loyalty. Within this framework, to be effective, communication campaigns must be coordinated across various channels, such as digital marketing, physical outlets and social media.

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THE PROCESSES THAT CAN BE EASILY AUTOMATED

Process automation, which is booming in the sector, offers significant advantages in terms of efficiency and cost reduction.

1 - PROCUREMENT AND STOCK MANAGEMENT

Automation may transform supplier selection with a rapid and continuous assessment of their performance and compliance. Purchase orders, receipt and shipping can be managed via systems that guarantee accuracy and reduce lead times. In terms of stock management, solutions such as warehouse management systems (WMS) optimise space and logistics. Inventory audits benefit from technologies such as RFID for increased efficiency.

2 - PRODUCT MANAGEMENT

In terms of product selection and range planning, process automation helps optimise the offering using sales data and trend forecasting. Price and promotion management can be boosted by software that adjusts prices in real time according to demand and stocks. Automatic product life cycle monitoring also enables retailers to plan the introduction of new products better.

3 - SALES AND CUSTOMER MANAGEMENT

Online sales processes, including the management of e-commerce platforms and shopping baskets can also benefit from them to

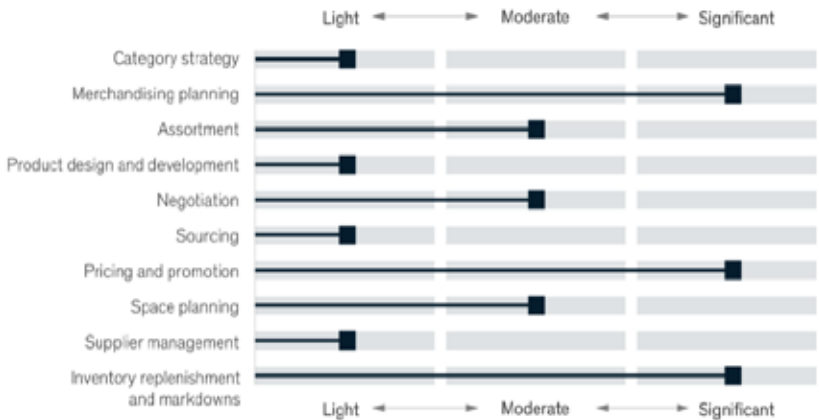
enhance the customer experience. Customer relationship management and loyalty programmes may also be optimised by CRM systems that segment customer data and personalise communications.

4 - LOGISTICS AND SUPPLY CHAIN

The automation of logistics coordination and transport management, and distribution centres improves efficiency and reduces costs. Solutions may help plan delivery itineraries, manage stocks in real time and optimise shipping and receipt processes.

Automation will have an impact on most elements of the merchant role.

Projected impact of automation by core merchandising activity



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5 - HUMAN RESOURCES

In the HR field, innovative services are revolutionising staff recruitment and training thanks to platforms that manage adverts, sort applications and organise training efficiently. Automated staff and timetable management optimises schedules and meets the company’s needs in real time, while employee performance assessment can be facilitated by various tools.

6 - FINANCIAL MANAGEMENT

Financial processes such as sales audits, expenditure management and the preparation of financial reports and forecasts can be greatly improved by automation. Financial software enables companies to monitor cash flow at all times, automate accounting entries and manage detailed analyses to support strategic decision-making.

7 - CUSTOMER SERVICE AND SUPPORT

Customer service automation may include the use of chatbots to manage frequent information requests, as well as systems for return and exchange management. This reduces waiting times and improves customer satisfaction. Furthermore, the collection and analysis of customer feedback may help rapidly identify points for improvement.

8 - IT AND DATA MANAGEMENT

In the IT field, the automation of service requests, changes and incident management improves operational efficiency. The automation of asset management and audit compliance ensures better resource maintenance. And the synchronisation and integration of data through different platforms enables more consistent and accessible information.

9 - COMPLIANCE AND RISK MANAGEMENT

Regulatory compliance and risk management processes can be automated to ensure a constant and responsive watch over potential legal or security problems. This transformation plays a key role in quality assurance and control, guaranteeing that products and services systematically meet the required standards.

10 - STRATEGIC PLANNING

Automation can support the development of business strategies by providing data analysis tools to explore new markets, or assess the viability of different strategic initiatives. Continuous improvement processes can also benefit from collaborative platforms that facilitate the exchange of ideas and accelerate implementation.

“With over 30,000 documents a month to manage, the BUSINESS PROCESS solution has enabled us to automate certain information cycles and save time in processing supplier requests. Today, both suppliers and staff are very satisfied with the way we manage our accounting processes.

Damien DEPASSE - Accounting project manager
Auchan Retail France

Status	Name	Type	Executor	Executed On
	Consulteur document		-	-
	Validation document			3/2/2024 3:40 PM
	Modifier document			3/2/2024 3:30 PM
	Validation document			3/2/2024 3:20 PM
	Document Validation			3/2/2024 3:04 PM

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A BUSINESS PROCESS FACTORY TO MANAGE THE GROUP'S KEY DATA AND PROCESSES

Auchan has demonstrated a strong commitment to innovation by deploying a state-of-the-art business process solution across 250 supermarkets, significantly transforming their accounting and reporting practices. With 124 advanced processes now in production and supported by a continuous improvement cycle encompassing 100 process versions, efficiency and accuracy have been substantially enhanced. Previously, the accounting team dedicated 2,300 hours to manually managing specific invoices. Today, thanks to the robust automation system, this has been reduced to just 150 hours, liberating valuable time for strategic initiatives. Additionally, the rapid development of business applications has further streamlined operations, ensuring

Auchan remains agile and responsive to market demands. This transformation not only optimizes current workflows but also positions Auchan for sustained growth and operational excellence in the dynamic retail landscape.

124 PROCESSES
IN PRODUCTION

250 SUPERMARKETS
CONCERNED



HOW DOES THE ACCOUNTANT
EXPERT DEPLOY WORKFLOWS
THANKS TO THE BUSINESS
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A photograph of a modern retail interior. The space features large, white, cylindrical columns and a polished floor. In the background, there are glass-fronted display cases filled with various items. In the foreground, a small, decorated Christmas tree sits on a white, wheeled cart. The lighting is warm and ambient.

ADVANTAGES OF OPTIMISING CROSS-FUNCTIONAL PROCESSES

Business process optimisation offers multiple advantages to retail companies that seek to improve their performance in this competitive market.

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ADVANTAGES OF OPTIMISING CROSS-FUNCTIONAL PROCESSES

IMPROVED EFFICIENCY AND PRODUCTIVITY

Thanks to optimisation, companies can simplify and improve their daily operations, and gain efficiency and productivity. For example, the automation of repetitive tasks releases employees from these constraints, enabling them to focus on activities that generate more value for the company. Hence better allocation of human resources, a reduction in manual errors and accelerated production lead times, paving the way for a significant increase in performance.

COST REDUCTION AND RESOURCE OPTIMISATION

One of the main advantages is the reduction of operational costs. By streamlining procedures and eliminating inefficiency, companies reduce their unnecessary expenses. Automation enables retailers to reduce labour costs and may help them prevent excessive costs relating to over-stocking or inefficient inventory management. By optimising the use of the available resources, they may make substantial savings that positively affect their bottom line.

AN ENHANCED CUSTOMER EXPERIENCE AND SATISFACTION

Process optimisation also has a direct impact on the customer experience. A company that operates seamlessly can offer a faster and more reliable service. Efficient order management systems guarantee that products are delivered quickly and with no errors, and thereby improve the purchasing experience.

COMPLIANCE AND RISK MITIGATION

In a complex regulatory environment, maintaining compliance is crucial for any company. Here, automation can facilitate compliance by incorporating regulatory checks in standard operational procedures. This can reduce the risk of potential penalties or loss of opportunity.

INNOVATION AND COMPETITIVE ADVANTAGE

By encouraging innovation and creating an environment where resources can be reallocated to R&D instead of administrative or repetitive tasks, retail companies that adopt optimised processes are generally more agile and responsive to changing market conditions, and more able to introduce new products and/or services.

SUSTAINABILITY AND CORPORATE RESPONSIBILITY

Process optimisation can also contribute to the company's sustainability. For example, by reducing production waste or improving energy efficiency, retailers can reduce their environmental impact. This helps protect the planet better at the same time as improving the company's brand image with customers.

MORE VISIBILITY AND OPEN COLLABORATION

Finally, automation is an opportunity that must be grasped to strengthen transparency, through the organisation. With integrated systems and clearly defined processes, teams and managers can gain a better understanding of workflows and performance data. This is essential for quick, informed decisions.

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LEVERAGING LOW-CODE SOLUTIONS FOR PROCESS OPTIMISATION

AS SIMPLE AS BUILDING WITH LEGO

Although revisiting or designing new cross-functional processes may seem intimidating to retail companies, in particular those which do not have staff with the required profiles – designers or developers – in house, ‘low-code’ development tools, associated with good **business process management** (BPM) software, are a major innovation in helping non-specialists in the field to create complex business solutions.

Low-code is a software development approach that enables companies to create applications through simple graphic interfaces and configurations instead of intensive traditional coding. This method is based on drag and drop and makes application development accessible to a much wider range of users. Thanks to a low-code approach, process optimisation is speeding up a lot and is above all within the reach of any retail sales company.

BPM, on the other hand, is a management solution aimed at the continuous improvement of operational processes, using various methods to model, analyse, measure, improve, optimise and automate business processes. The integration of low-code in BPM software enables companies to **quickly develop customised solutions that meet their specific business process** management needs, without depending on traditional IT resources too much.

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BUSINESS PROCESS APP

KEY FEATURES

THE RIGHT TASK, AT THE RIGHT STAKEHOLDER, WITH THE RIGHT INFORMATION, AT THE RIGHT TIME.

For business teams & for developers

Draw your processes as simply as on a whiteboard and bring them to life easily, simply, in a low-code, fun and interactive way. By deploying a tailor-made application, each actor in the process carries out his tasks as defined by the designer, on a modern, multi-support responsive interface, from his computer, tablet or smartphone.

10 key features to have in your future platform

Low-code/no-code process modeling: save time to develop your next workflow

Integration capabilities: make sur you can work with core application

Security measures: in the cloud, of course

Reporting feature: a mandatory basic element

Automation capability: automate that you don't want to do

Mobile access: available everywhere

Collaboration and communication: keep in touch with your colleagues

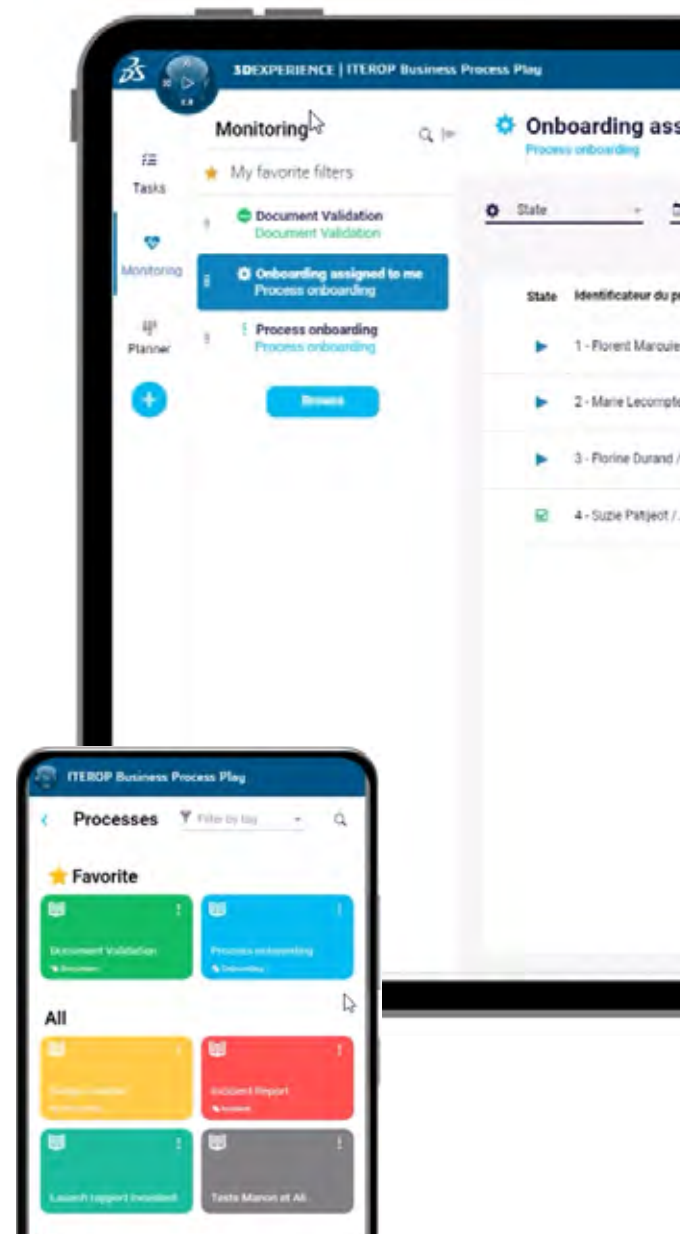
Notifications and triggers: don't miss your next task

Customization: not too much, but just a little bit

Artificial intelligence: use AI to be more predictive

For your next project, choose:

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FUTURE OF RETAIL AUTOMATION AND INNOVATIONS

THE FUTURE OF THE RETAIL SECTOR IS INEXTRICABLY LINKED TO AUTOMATION AND TECHNOLOGICAL INNOVATION, WHICH NOT ONLY REMODEL SALES OPERATIONS, BUT ALSO THE CUSTOMER EXPERIENCE. AS THE MARKET DEVELOPS, ADAPTATION IS NECESSARY.

Emerging trends

Artificial intelligence and automatic learning: These technologies are at the heart of the retail transformation, enabling personalisation of the customer experience by analysing behaviour, needs and consumer preferences. What's more, AI optimises stock operations by predicting trends and automatically adjusting stock levels.

Internet of Things (IoT): IoT connects devices throughout the shop, providing effective inventory management and improved customer interaction. Smart sensors and devices can monitor products throughout the logistics chain, guaranteeing that popular items are constantly available.

Augmented reality (AR) or virtual reality (VR): Revolutionising the shopping experience by enabling customers to try products virtually from the comfort of their own homes, virtual or augmented reality also offers opportunities for immersive in-store experiences, improving customer engagement.

Point of sale automation: Automatic cash registers and mobile checkout solutions reduce waiting times, improve service efficiency and reduce labour costs, while enabling employees to focus on customer service instead of transactions.

For your next project, choose:

BUSINESS PROCESS SOLUTION

RECOMMENDATIONS FOR STAYING AHEAD OF THE CURVE

Investing in training and skills development: While automation is gaining ground, training employees on how to use these new technologies is essential. Investing in continuous training guarantees that your staff can use technological innovations effectively.

Adopting a data-focused approach: As data is the pillar of any strategic decision in a modernised retail environment, retailers must implement robust data collection and analysis systems to keep up to date with market trends and consumers' expectations. Strategic partnerships with technology suppliers: Collaborating closely with technological leaders, such as Dassault Systèmes, offers you access to cutting-edge innovation and customised solutions that are able to meet your company's specific needs.

Continuous assessment of technological efficiency: Regular assessment of the technologies adopted enables you to identify areas for improvement and ensure that investments contribute to a tangible rise in performance.

Prioritising sustainability: With the growing awareness of environmental challenges, incorporating sustainability in the company's practices is not only ethical, it's also beneficial from a commercial point of view. Green technologies can reduce long-term operational costs.

By exploring the multiple facets of cross-functional process optimisation in the retail sector, this white paper emphasises the importance of innovation and automation to maintain a competitive edge in a market that is constantly being reconfigured. The challenges encountered by retailers are all opportunities for improvement thanks to business process management and low-code.

These innovations and advanced technologies provide the possibility for cost reduction, improved efficiency and customer satisfaction and better regulatory compliance.

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STAY CONNECTED

Learn more about how BUSINESS PROCESS solution enable people at all levels of the enterprise to make better business process.

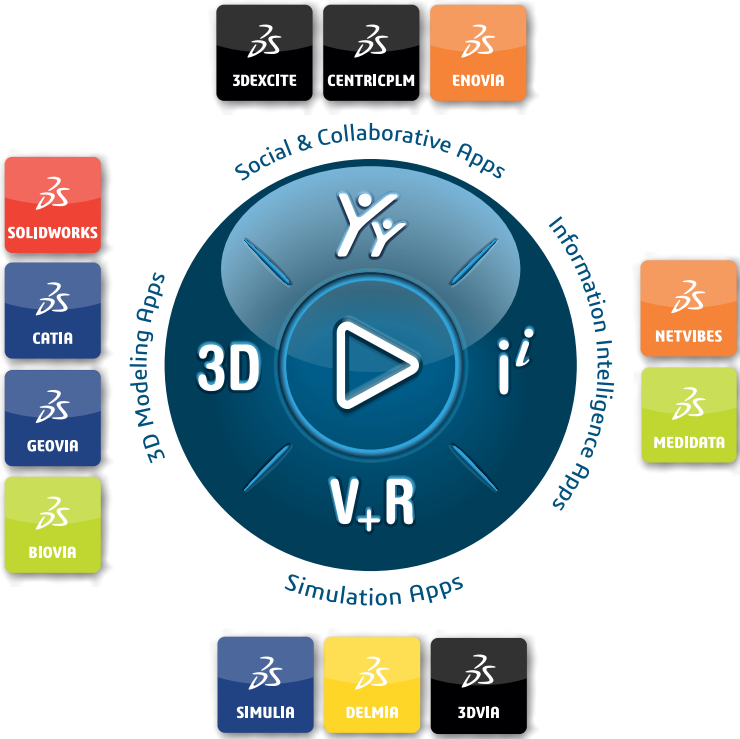
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Our **3DEXPERIENCE®** platform powers our brand applications, serving 12 industries, and provides a rich portfolio of industry solution experiences.

Dassault Systèmes is a catalyst for human progress. We provide business and people with collaborative virtual environments to imagine sustainable innovations. By creating virtual twin experiences of the real world with our **3DEXPERIENCE** platform and applications, our customers can redefine the creation, production and life-cycle-management processes of their offer and thus have a meaningful impact to make the world more sustainable. The beauty of the Experience Economy is that it is a human-centered economy for the benefit of all – consumers, patients and citizens.

Dassault Systèmes brings value to more than 300,000 customers of all sizes, in all industries, in more than 150 countries. For more information, visit www.3ds.com.



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