

Value proposition

RETAIL

GSIT Value Proposition for companies in the Retail Market

Introduction

- With the ongoing economic and financial crisis, companies from all sectors are focusing on searching for a solutions that helps reduce general costs and, in particular, those relevant to the field of IT solutions. The retail sector is characterized by the continues erosion of margins and to maintain an acceptable level of profitability one must work primarily on the organization. This often leads to technological investments, so it is important to find solutions that help expand the organization with the idea of cost saving.
- The information system that assists Retail companies is divided mainly into two major areas : systems supporting the management of purchases and sales on the one hand and all that does not relate to this field (personnel, administration, marketing, investments...) on the other. In the first area there are vertical systems on the market that have an extremely effective functional coverage, but often insufficient in the non-goods areas. In the second area the needs of the Retail companies are the same as any other type of company.
- Matters of concern that often appear to those seeking software solutions in this industry are generally based on two questions : Will the system be able to handle this amount of data ? and How do my competitors work in this area?
- Faced with these two dilemmas, often one tends to seek predominantly solutions with more of a technological approach, whereas others rely on ' specialists in the retail world ' for processes that are not specifically related to retail but whose management is completely in line with what other types of companies do.
- From a Business point of view, the real challenge is to plan and control the company taking into account the complex multidimensional models that describe it (channel, organization, territory, product, timetable, advertising campaign,...) by linking the operational areas with the capital and financial ones by using a consolidated logic. In particular, the following objectives need to be achieved:
 - Develop the planning of sales and margin in a more detailed way by introducing the actual parameters that influence these phenomena, in particular the promotional campaigns and the effects of timetabling
 - Create integrated planning models that are able to manage in a single application both the strategic plans and the various forms of budgets
 - Collaboratively link the budget costs (sales with HR, marketing expenses, leasing, maintenance and investments in new openings and renovations). This allows you to simulate the impact of each component on the p/l account, but above all it allows you to have a provisional overview of the effects on the balance sheet and cash flow.
 - Manage discounts and premiums both in a final balance and in forecasting for both administrative and management processes (management of accrued period for item/supplier)
 - Pay closer attention to the closure of operational periods by keeping in mind not only the economic component but also the capital and financial ones too. One needs to link in a structured way the feeder systems and reconcile management data with the accounting system.

Our Solution

- The solution proposed by Akeron does not interact with the area of transactional systems but in departmental ones and can be fully integrated with any ERP/Goods system.
- GSIT's offer, thanks to the collaboration with Tagetik in CFO, has been developed following two main aspects:
 - **Unity, collaboration, built-in.** This is a complete and integrated CPM solution for the management of cross industry processes. This is the top Solution on the market with worldwide acknowledgments and high level ratings given by analysts like Gartner and Forrester. All of which has created the following benefits:
 - The use of one sole database and dimensional module allows processes to be unified and integrated making collaboration among contributors easier. An example of this could be, a product from sales planning is in close correlation with the input for those who do the staff planning.

- Using the same platform per the actual and provisional data provides perfect conditions for the analysis of variances
 - The presence of a native built-in function (Cost Allocation and Fast Closing, Financial Planning, consolidation, budget) which allows a significant reduction in project deadlines avoiding errors in the analysis and design of the solution. Some of the most useful retail built-ins available are Cost Allocation and Fast Closing, the functions of Financial Planning, consolidation and the functions for budgeting.
 - A fully integrated solution for financial planning/forecasting and sales/operational planning.
 - The capabilities of management process integrated with modern tools of collaboration : dashboards, workflow (process, phase, operation) , submit/reject functions, and emailing and messaging, calendar management process.
- **Specific features.** Specific applications for the management of typical processes of the Retail market. Within the same software proposal we develop specific applications which respond promptly to Retail needs such as: planning and management related to promotional discounts and premiums, (calculation of accrued, accounting, settlement, analysis of the p/l account of the supplier) planning and management of costs and investments (Marketing area, Maintenance area, Technical area, IT area,...) management of real estate with reference to active/passive leasing and utilities.
- All of this allows you to have one product, one maintenance service, an integrated expertise for managing the entire business process and, therefore, a real cost reduction in the continuing quest for greater business profitability.

Advantages

- **Strategy and efficiency:** The model we propose permits an extremely efficient management of forecasting processes in terms of integration and unification of the three-year plan and the planning and control of costs and investments (also by contract) on a single application.
- **Model management:** The control model is centrally managed on a single application guaranteeing coherence among the various project areas. Example: the master data used for budget are the same used for the final balance, so if a new point of sale is planned or modeled with a different responsibility, actual data can be already collected and analyzed and vice versa
- **Budget reconciliation:** The entire planning process is managed on a single platform, therefore the reconciliation and collaboration among the various parts of the company is guaranteed. Whoever plans the purchases or the staff is linked to with those who have planned the sales, and their output is at the same time related to the process of financial planning. Each activity and phase of the process are implemented in the same software. Same concept regarding the validation of the sustainability of a budget from a financial point of view (cash flow) and especially in relation to investments that were budgeted in the various areas (IT, Maintenance, New Openings, Marketing).
- **Built in and vertical competences:** Our product is one of a kind as it completes Tagetik's offer by adding to the advantages of its built-in modules specific skills of our vertical products. Therefore, making it possible to manage the whole business process from "close to disclosure", which includes sales/cost/investment planning and control, consolidate statutory statements, notes to the final statement, financial and estate planning, Fast Close, cost allocation and financial reporting. Tagetik offers the following vertical applications (not in CPM): Akeron Trade and Promotion for the management of off-invoice discounts and promotions and Akeron Real Estate for the management and planning of real estate costs like active/passive leasing and utilities. These products have a powerful product built-in which helps reduce implementation costs and project risks.
- **Performance and Technological platform:** Akeron proposes the Tagetik platform which has a native function for managing complex multidimensional models and with the presence of integrated third party technologies (Microsoft Olap, SAP HANA) it can cover massive data processing.

- **Cost-effective approach:** The solution we propose is able to manage the complex matters of company growth by reducing in a significant way all operating costs, such as hardware infrastructure, licenses, fees, consultancy services and application maintenance. This is possible because our solution can:
 - be integrated with existing business processes, without requiring disposal in the event that they are already well-functioning or alternatively they can replace those that are near termination
 - cover all of the planning and control of the CFO with a single solution which is the leading solution on the market today.
 - reduce or eliminate custom solutions in this area and the use of spreadsheets that represent liable and unstructured solutions
 - reduce project deadlines thanks to a built-in feature
 - make it easier to create one's own centers of competence reducing the need for external assistance
 - natively create a connection between economic forecasting and capital/financial forecasting

www.akeron.com

Akeron S.r.l

Via Farnesi 14, 55100 Lucca

t. +39 0583 96811

f. +39 0583 492024

info@akeron.it