## snowflake®

# RETAIL DATA CLOUD PARTNER
# SOLUTIONS GUIDE

Optimize Supply Chain Operations with the Snowflake Partner Ecosystem

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# OPTIMIZE SUPPLY CHAIN OPERATIONS WITH THE
## SNOWFLAKE PARTNER ECOSYSTEM

The Retail & CPG Data Cloud helps retail, ecommerce, and consumer processed goods (CPG) companies leverage data to deliver more personalized customer experiences, optimize supply chains, and make data-driven merchandising decisions. Industry organizations are taking advantage of Snowflake's platform, as well as our extended partner network, to achieve borderless data access, secure data sharing capabilities, and stringent data security and governance.

With constant fluctuations in consumer demand and supply, operations leaders need granular and timely insights to predict demand and optimize inventory. However, with product sales information spread across silos and channel partner systems, they're stuck using stale data and end up with excess out-of-stocks and inefficiencies across warehouse and store inventory. Retailers need a way to measure and respond to shifts in consumer demand by gathering real-time insights from every corner of their supply network.

With Snowflake's Data Cloud, operations leaders can access their SKU-level inventory and sales data in near real time. They can enrich this data with regional insights about consumer demographics and other factors that may influence demand. As a result, they can make smarter inventory allocation decisions and drive fulfillment innovation, such as operationalizing click and collect or reducing delivery windows from weeks to days—or even the same day. With Snowflake Data Marketplace, they can also conduct robust inventory forecasting, which requires integrating second- and third-party data from channel partners and other systems. In addition, they can ingest critical real-time information such as weather, social media sentiments, inflation, and labor workforce trends to understand macro cross-industry trends. This is essential in predicting supply chain disruption and driving supply chain efficiency.

Snowflake's partners are an indispensable part of our ability to help retail, ecommerce, and CPG companies drive supply chain efficiency with the Retail & CPG Data Cloud. Here are a few ways partners are offering unparalleled knowledge and expertise to customers looking to optimize the supply chain.

![BlueYonder — Fulfill your potential™]

# PREDICT AND RESOLVE SUPPLY CHAIN **DISRUPTIONS**

**STAY AHEAD OF DISRUPTIONS WITH REAL-TIME VISIBILITY AND ORCHESTRATION POWERED BY AI/ML**

Blue Yonder's Luminate Control Tower is an intelligent SaaS solution powering end-to-end visibility of your supply chain for faster, more accurate, and more informed decision-making. It gives you the insights to see, understand, learn, and act on real-time information from the entire digital ecosystem. Luminate Control Tower's capabilities are enhanced by Snowflake's data analytics.

AI/ML empowers users with prescriptive resolutions to disruptions and challenges, taking prioritization and impact analysis into account to reduce supply chain risks, optimize inventory positions, reduce logistics costs, and maximize revenue.

### REAL-TIME, END-TO-END SUPPLY CHAIN VISIBILITY

Visualize the entire flow of goods upstream and downstream with one version of the truth.

### COGNITIVE INSIGHTS AND RESOLUTIONS

Leverage AI/ML to surface recommended actions, weigh impacts, and prioritize with what-if scenarios.

### CONTINUOUS LEARNING

Gain increasing insight as your supply chain evolves to improve future recommendations with AI/ML.

### GLOBAL COLLABORATION

Share and discuss issues and insights with internal stakeholders and trading partners to resolve situations quickly and effectively.

### SUPPLY CHAIN INTELLIGENCE

Augment visibility with diverse data sources to offer more accurate intelligence.

### ABOUT BLUE YONDER

Blue Yonder is the world leader in digital supply chain and omnichannel commerce fulfillment. Our intelligent, end-to-end platform enables retailers, manufacturers, and logistics providers to seamlessly predict, pivot, and fulfill customer demand. With Blue Yonder, you can make more automated, profitable business decisions that deliver greater growth and reimagined customer experiences. Blue Yonder—**Fulfill your Potential™** blueyonder.com

# Capgemini

# THE POWER OF PREDICTIVE ANALYTICS
# FOR PROFITABLE GROWTH

**CAPGEMINI'S PREDICTIVE REVENUE OPTIMIZATION SOLUTION BUILT ON SNOWFLAKE ACCELERATES COMMERCIAL AND DIGITAL TRANSFORMATION**

## SNOWFLAKE AND CAPGEMINI DELIVER

Consumer products and retail industry customers are increasingly looking for predictive ways to optimize the revenue and sales growth. Snowflake, in collaboration with Capgemini as an "elite" partner, has developed a key offering to address the need for intelligent, predictive revenue optimization for the consumer products and retail industries. Snowflake data sharing, clean rooms, and exchange enable secure, seamless, real-time third-party data integration and analysis across multiple accounts. Through "identity stitching" between data providers and applied domain expertise, Capgemini builds a foundation to analyze a variety of sales attributes. Leveraging this PRO Engine, Capgemini offers accelerated, outcome-based innovations for targeted campaigns, supply chain optimization, consumer segmentation, and more.

### CAPGEMINI'S PRO FRAMEWORK FOR PRESCRIPTIVE ANALYTICS ROI

Market execution and RGM use cases backed by a robust approach for generating business value through transformative capability.

### DATA EXCHANGES FOR HARMONIZING HETEROGENEOUS DATA SOURCES

Seamlessly acquire, ingest, and unify disparate data sources to drastically streamline data catalog development.

### CLEAN ROOM FOR ANALYTICS COLLABORATION WITH CHANNEL PARTNERS

Protect privacy while pursuing co-op loyalty, marketing and promotions optimization through deeper data sharing and analytics.

### STACK AGNOSTIC AND FLEXIBLE PLATFORM FOR ANALYTICS

Your stack or ours, Snowflake analytics engines are extensible and interoperable with prevalent cloud solutions.

### QUICK PROTOTYPING AND SCALING

From design to MVP to full-scale, global platform—deploying Capgemini solutions on Snowflake brings rapid value.

### UI/UX + BUSINESS CASE FOR ADOPTION AND VALUE

Integral focus on augmenting human decisions at point of value via user-centric design, tied to corporate KPIs.

### ABOUT CAPGEMINI

Capgemini is a global leader in partnering with companies to transform and manage their business by harnessing the power of technology. The Group is guided everyday by its purpose of unleashing human energy through technology for an inclusive and sustainable future. It is a responsible and diverse organization of 270,000 team members in nearly 50 countries. With its strong 50 year heritage and deep industry expertise, Capgemini is trusted by its clients to address the entire breadth of their business needs, from strategy and design to operations, fueled by the fast-evolving and innovative world of cloud, data, AI, connectivity, software, digital engineering, and platforms. The Group reported 2020 global revenues of €16 billion.

# data iku

# EVERYDAY AI,
## EXTRAORDINARY PEOPLE

**SCALING AI WITH DATAIKU AND SNOWFLAKE**

With Dataiku and Snowflake, retail and Consumer Packaged Goods (CPG) companies can build and deploy AI at scale to increase personalization, predict consumer behavior, forecast supply chain operations, and optimize merchandising decisions.

Dataiku provides an easy-to-use, visual interface where coders and non-coders can analyze data stored in Snowflake and collaborate to build production-ready data products, data pipelines, and explainable AI and machine learning applications. Dataiku offers industry solutions for market basket analysis, demand forecasting, buying behavior prediction, data-driven recommendations, and omnichannel marketing.

### SCALE AI IN THE DATA CLOUD

With Dataiku and Snowflake, retail and CPG companies build and scale trusted AI by getting more models into production faster.

### LEAVE YOUR DATA IN SNOWFLAKE

Dataiku uses Snowflake compute, so you can build AI but leave the data in a governed Snowflake environment for data integrity, security, and compliance.

### FORECAST DEMAND AND OPTIMIZE SUPPLY CHAINS

Retailers need accurate forecasts of demand and revenue per store to optimize inventory and staffing. Dataiku offers industry solutions with sophisticated, AI-based time-series forecasting.

### MARKET BASKET ANALYSIS FOR PERSONALIZATION

With Dataiku's Market Basket Analysis solution, retailers can model purchase history, build relevant cross-sell and upsell business scenarios, and start the personalized recommendation process.

### RUN AI MODELS IN SNOWFLAKE

With Dataiku and Snowflake, you can prepare and enrich data, build data pipelines, and score AI models in a single, integrated, and governed environment for MLOps.

### MAKE YOUR PEOPLE EXTRAORDINARY

Dataiku offers an easy-to-use, visual interface for coders and non-coders to analyze data stored in Snowflake for real-time insights into consumer behavior, demand, and sales.

### ABOUT DATAIKU

Dataiku is the platform for Everyday AI that enables companies to leverage one central solution to design, deploy, govern, and manage AI and analytics applications. More than 450 companies worldwide use Dataiku to integrate and streamline their use of data and AI, including MandM Direct, Showroom Prive, Pricemoov, and JTI. Click here to learn more about Dataiku and Snowflake.

# DataRobot

## POWERING THE FUTURE
## OF INTELLIGENT RETAIL

**ANTICIPATE DEMAND SPIKES, PREDICT AND PREVENT SUPPLY CHAIN DISRUPTION, AND DELIVER DEEPLY PERSONAL ENGAGEMENTS WITH AI**

The DataRobot AI Cloud is designed specifically for today's retail challenges and opportunities. With the AI Cloud you can extract deep signals from the Snowflake Data Cloud to foresee changing demand patterns before they occur, anticipate and prevent potential supply chain shocks, and retain brand loyalty through hyper-personalized offerings. Retailers globally use DataRobot as their AI backbone to build, deploy, monitor, and manage any AI model—even those built outside of DataRobot—and ensure a single source of AI-truth across every department.

### HYPER-PERSONALIZED CUSTOMER ENGAGEMENTS

Combine the Data Cloud and AI to deliver hyper-personalized offerings. Drive growth and retention, predict customer lifetime value, next-best-offer, churn probability, and more at the individual level.

### MULTI-LEVEL, MULTI-CHANNEL, SKU-LEVEL FORECASTS

Gain a complete picture of demand across every channel with hyper-granular, AI-driven demand forecasting. Prevent shocks by foreseeing demand spikes with automated monitoring and alerting.

### INTELLIGENT OPERATIONS

Build AI-driven optimization models across the entire supply chain, then share these insights with suppliers, fulfillment centers, and distribution teams to prevent and predict disruption.

### ACTIONABLE AI FOR ALL

Quickly and easily deploy, monitor, and manage any AI model—even those created outside of DataRobot—into existing applications, business tools, and processes.

### TRANSFORMING THE FUTURE OF RETAIL WITH THE AI CLOUD

| Saving **+$300M** annually from demand forecasting | Delivering **1 billion** personalized offers | Increasing targeted marketing revenue by **+$1M** |
|---|---|---|

### ABOUT DATAROBOT

DataRobot AI Cloud is the next generation of AI. DataRobot's AI Cloud vision is to bring together all data types, all users, and all environments to deliver critical business insights for every organization. DataRobot is trusted by global customers across industries, including a third of the Fortune 50, delivering over a trillion predictions for leading companies around the world. Learn more at datarobot.com.

# Infosys®

## PROVIDING RETAILERS COMPLETE VISIBILITY INTO THE DEMAND WATERFALL

**CROSS-CHANNEL VISIBILITY ACROSS THE RETAIL VALUE CHAIN FOR AI-POWERED OMNICHANNEL SALES**

Retail customer touchpoints have become free from boundaries. Winning in this new world requires a comprehensive visibility and actionable intelligence across channels. Our solution provides cross-channel visibility across the retail value chain to sense the demand and provide an actionable, personified intelligence for omnichannel shelf placement, planning, inventory management, pricing, and tailored value-adds

The solution is built on the Infosys omnichannel model to cover retail data lifecycle from data acquisition to sharing with autonomous decisioning for omnichannel sales.

### ACCELERATED DATA ONBOARDING

Accelerated data onboarding leveraging Infosys omnichannel retail canonical data model, Data Facade with Snowflake data sharing, and seamless third-party data integration across data domains.

### REAL-TIME DECISIONING

Real-time, omnichannel canonical model-powered AI decisioning for personified cross-functional intelligence across product placements, planning, inventory management, and pricing to grow demand across channels.

### DATA COLLABORATION

Democratization of data across the retail ecosystem (internal, external, and partner), everaging a privacy-first, secure data share and data clean room capabilities.

### AUTONOMOUS DATA ENGINEERING

Autonomous data engineering to leverage AI for digitization of data engineering lifecycle, starting from collecting, curating, harmonizing, and realizing consumption-ready, connected data products.

### OPTIMIZED OPERATIONS

Institutionalize data reliability engineering practices (SRE for data), leveraging Infosys autonomous unified Ops frameworks (Data+Platform+AI) and Snowflake's ecosystem.

### DIGITAL DECISION EXPERIENCE

Personified decision app to guide retail personas with pulse of the omnichannel through prescriptive KPIs and personalized channel foresights to accelerate business decisions.

### ABOUT INFOSYS

Infosys is a global leader in next-generation digital services and consulting. We enable clients in more than 50 countries to navigate their digital transformation. With over four decades of experience managing the systems and workings of global enterprises, we expertly steer our clients through their digital journey by enabling the enterprise with an AI-powered core that helps prioritize the execution of change. We also empower the business with agile digital at scale to deliver unprecedented levels of performance and customer delight.

# nulogy

# DIGITALLY ENABLING SUPPLY CHAIN COLLABORATION

**MULTI-ENTERPRISE SUPPLY CHAIN BUSINESS NETWORK PLATFORM IMPROVES PERFORMANCE OF BRANDS AND SUPPLIERS VIA COLLABORATION**

Today's marketplace is increasingly volatile and unpredictable. Many fast-moving consumer goods (FMCG) brands rely on their external manufacturing and packaging partners to help bring products to market more quickly and cost-effectively. But many of these supply chain communities are shackled by the limitations of ERPs, and hindered by obsolete, single-enterprise strategies.

The Nulogy Multi-Enterprise Supply Chain Business Network (MESCBN) Platform illuminates your supplier ecosystem and enables you to work faster and smarter with your contract manufacturers, contract packagers, value-added 3PLs, and raw and packaging suppliers.

### COLLECT SHOP FLOOR DATA

Leverage Nulogy to capture operational data on the shop floor and gain real-time visibility into in-production inventory and work-in-progress(WIP).

### INTEGRATE WITH YOUR ECOSYSTEM

Coordinate with WMS and ERP systems to collaborate and make data-driven decisions in real time.

### COLLABORATE WITH PARTNERS

Through the Supplier Collaboration Solution, connect and collaborate seamlessly with your brand customers through near real-time data visibility, saving time spent on administrative, non-value-added activities and establishing trust and confidence in customer relationships.
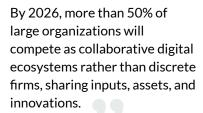
### INCREASE RESPONSIVENESS

Manage and schedule demand across all your brand customers with greater efficiency, giving you the ability to respond quickly to rush or change orders and provide real-time status updates to clients.

### GAIN COLLABORATIVE ANALYTICS

Unlock KPIs such as OTIF, inventory levels, and production metrics to improve network performance.

"By 2026, more than 50% of large organizations will compete as collaborative digital ecosystems rather than discrete firms, sharing inputs, assets, and innovations."

**Gartner Predicts 2022 Supply Chain Strategy**

### ABOUT NULOGY

Nulogy, a leading supplier of digital supply chain solutions, enables consumer brands and their supplier communities to collaborate on a multi-enterprise platform. The Nulogy Multi-Enterprise Supply Chain Business Network Platform optimizes contract manufacturing and co-packing operations, and empowers consumer brands and their external suppliers to accelerate responsiveness and collaborate at the speed of today's market.

# ROBLING

## DESTROY RETAIL DATA SILOS AND UNLOCK POTENTIAL

**PACKAGED RETAIL DATA WAREHOUSE, RAPID IMPLEMENTATION, COMPREHENSIVE AND CONFIGURABLE**

Retail is changing so rapidly. There has never been a more urgent time to understand your business and customers.

Robling's state-of-the-art, fully managed platform is built atop the Snowflake Data Cloud, leveraging all its industry-leading capabilities. With pre-built connectors to best-of-breed retail systems, Robling quickly and efficiently integrates retail data into a central analytical data platform. The system enables unified reporting and analytics across all business subject areas, from marketing and merchandising to ecommerce and supply chain.

### DESIGNED FOR RETAILERS

Field proven, configurable, and flexible for each retailer's uniqueness.

### COMPREHENSIVE

Spans all relevant analytic subject areas for retailers across omnichannel, merchandising, supply chain, customer, and more.

### RAPID IMPLEMENTATION

Packaged retail system connectors, data model, data transformation, and analytic components all standardized for retail best practices.

### FULLY MANAGED

We offer a fully managed service on your instance of Snowflake.

> "With Snowflake and Robling, we can maintain a lean reporting and technical group, even as we unleash all our critical data and support the connected, omnichannel experiences our customers have come to expect."

**Mike Yerkes, Chief Operating Officer | Hot Topic**

### ABOUT ROBLING

Robling helps retailers unite data across silos and unlock insights that generate millions in new revenue, increased margins, and enhanced productivity across the enterprise. Customers such as Belk, Hot Topic, and WiggleCRC use Robling to put data and analytics at the fingertips of everyone who needs it.

# tcs Optumera™

## AI-POWERED, CONNECTED STRATEGIC INTELLIGENCE PLATFORM

**LEVERAGE AI FOR STRATEGIC BUSINESS DECISIONS BY EASILY BUILDING DATA SCIENCE BUSINESS PRODUCTS WITH TCS OPTUMERA™**

TCS Optumera™ is an award-winning, AI-powered, connected strategic intelligence platform which leverages AI for strategic business decisions by easily building data science business products. It helps to unlock exponential value with dynamic, real time, pan-enterprise strategies enabled by a holistic value chain perspective and contextual data models; readily deployable business capabilities and UX components; actionable transparent, simulative, and prescriptive insights; and a composable architecture.

Optumera has helped tier-1 retailers drive a 3-5% increase in sales and profitability, 30%-50% reduction in time spent, execute 5x more strategies, and achieve a 20-30% reduction in costs by leveraging AI in its core business processes.

### INCREASED SALES AND HIGHER MARGINS

Drive 3-5% increase in sales and margins by localizing product mix, rightsizing space, and pricing competitively.

### SHORTER TIME-TO-MARKET

Improve business process efficiency by 30-50% and gain the ability to execute over 5x more strategies.

### BETTER ROI

De-risk investments through quick simulation, analysis, and accurate forecasting.

### INVENTORY COST SAVINGS

Reduce out-of-stock and overstock across channels, lower inventory-holding costs, and improve product availability.

### ENHANCED PRICE IMAGE WITHOUT GROSS MARGIN EROSION

Improve price competitiveness and mitigate margin erosion through strategic, responsive, and pre-emptive pricing.

### SNOWFLAKE INTEGRATION

Pre-built connectors with Snowflake enable seamless integration, making it easy to leverage the Snowflake Data Marketplace for data enrichment.

### ABOUT TATA CONSULTANCY SERVICES

Tata Consultancy Services is an IT services, consulting, and business solutions organization that has partnered with many of the world's largest businesses in their transformation journeys for over 50 years. TCS offers a consulting-led, cognitive-powered, integrated portfolio of business, technology, and engineering services and solutions.

**TEK**systems®
*Own change*

# WIN AT THE SHELF:
## ENHANCE YOUR SUPPLY CHAIN VISIBILITY

**END-TO-END SOLUTION POWERED BY SNOWFLAKE AND TEKSYSTEMS WITH ACTIONABLE INSIGHTS**

Are you a retailer or a CPG manufacturer looking for ways to grow an omnichannel experience in a complex supply chain?

Leverage our solution to enable smarter, faster, and more proactive, data-driven decision-making using the highly scalable Snowflake Retail & CPG Data Cloud to unify various data across your supply chain network and systems.

### REDUCE STOCKOUTS

Reduce persistent out-of-stock scenarios based on near real-time store inventory data. Replenish inventory in a timely, cost-effective manner.

### MONITOR SUPPLIER PERFORMANCE

Track key performance indicators with supplier scorecard to identify suitable partner conforming to your delivery cycle, quantity, timeliness, and quality metrics.

### GAIN VISIBILITY INTO DISTRIBUTION AND LOGISTICS

Track the flow of goods from supplier to end customer, having inventory levels at distribution channels. Improve inbound and outbound logistics performance.

### OPTIMIZE INVENTORY AND GROW ASSORTMENT

Identify top- and bottom-performing products and increase sales by replenishing the right products on shelf at the right time.

### ADAPT TO CHANGING CONSUMER DEMAND

Ride the retail to online consumer journey by using AI/ML powered models to generate demand forecasts based on internal and exogenous factors.

### MAKE BETTER INFORMED DECISIONS

Use prebuilt analytics that provide 360° coverage for retail, merchandising, supply chain, sales, and category managers with 100+ metrics leveraging the power of Snowflake's native data share capabilities.

### ABOUT TEKSYSTEMS

We're TEKsystems. We accelerate business transformation for our customers. We bring real-world expertise to solve complex technology, business, and talent challenges—across the globe. We're a team of 80,000 strong, working with over 6,000 customers, including 80% of the Fortune 500 across North America, Europe, and Asia, who partner with us for our scale, full-stack capabilities and speed. We're strategic thinkers, hands-on collaborators, helping customers capitalize on change. We're building tomorrow by delivering business outcomes and driving positive impacts in our global communities. TEKsystems is an Allegis Group company. Learn more at TEKsystems.com.

snowflake®

**ABOUT SNOWFLAKE**

Snowflake delivers the Data Cloud—a global network where thousands of organizations mobilize data with near-unlimited scale, concurrency, and performance. Inside the Data Cloud, organizations unite their siloed data, easily discover and securely share governed data, and execute diverse analytic workloads. Wherever data or users live, Snowflake delivers a single and seamless experience across multiple public clouds. Join Snowflake customers, partners, and data providers already taking their businesses to new frontiers in the Data Cloud.

snowflake.com

**ABOUT SNOWFLAKE'S PARTNERS**

Snowflake's partners have been essential to helping organizations harness the power of the Retail & CPG Data Cloud to optimize the supply chain. To learn more about how we can help your organization unlock the power of data, visit **Snowflake for Retail & CPG**.