

4 Best Practices

TO FOSTER CONNECTED OMNICHANNEL EXPERIENCES

Unbox these best practices to **ensure system optimization** and support **truly connected omnichannel experiences**.

1

Centralize Critical Data



Both **back-end** and **customer-facing** systems must draw from a consistent source of data.

FACTOID

MDM [Master Data Management] maintains a **single version of the truth** for product, customer, vendor, location and asset information.¹

2

Manage Content Effectively



Use cloud-based delivery systems to **boost scalability** and **shorten time to market** for disseminating consistent content throughout your enterprise.

FACTOID

39% of retailers recognize the value of enterprise content management to omnichannel, but **only 18%** have satisfactorily implemented it.²

3

Utilize Open APIs



Developer-friendly **open APIs** expand options for accessing unique, innovative solutions.

FACTOID

"We can only encourage purchasing the type of technology that allows for change and growth – in today's world those technologies are called **API-driven**."³

4

Expand Use of Analytics



FACTOID

Dashboards and scorecards are the **top-requested tools** by business intelligence software buyers, according to Gartner.⁴

Gain a true corporate-wide view of your business by **gathering the right data** and feeding it into **actionable, user-friendly dashboards**.

Conclusion

Creating a **flexible, scalable IT architecture** and ensuring operations are **synchronized and streamlined** will allow you to unbox your retail organization's potential, supporting **truly connected omnichannel experiences**.

Sources:

1 Achieve Unified Commerce With The Right Technology, Boston Retail Partners, Oct. 2015

2 RSR Research Omni-Channel 2015 Report, Sept. 2015

3 Ibid

4 Business Intelligence Software Buyer Report, Software Advice, A Gartner Co., 2014