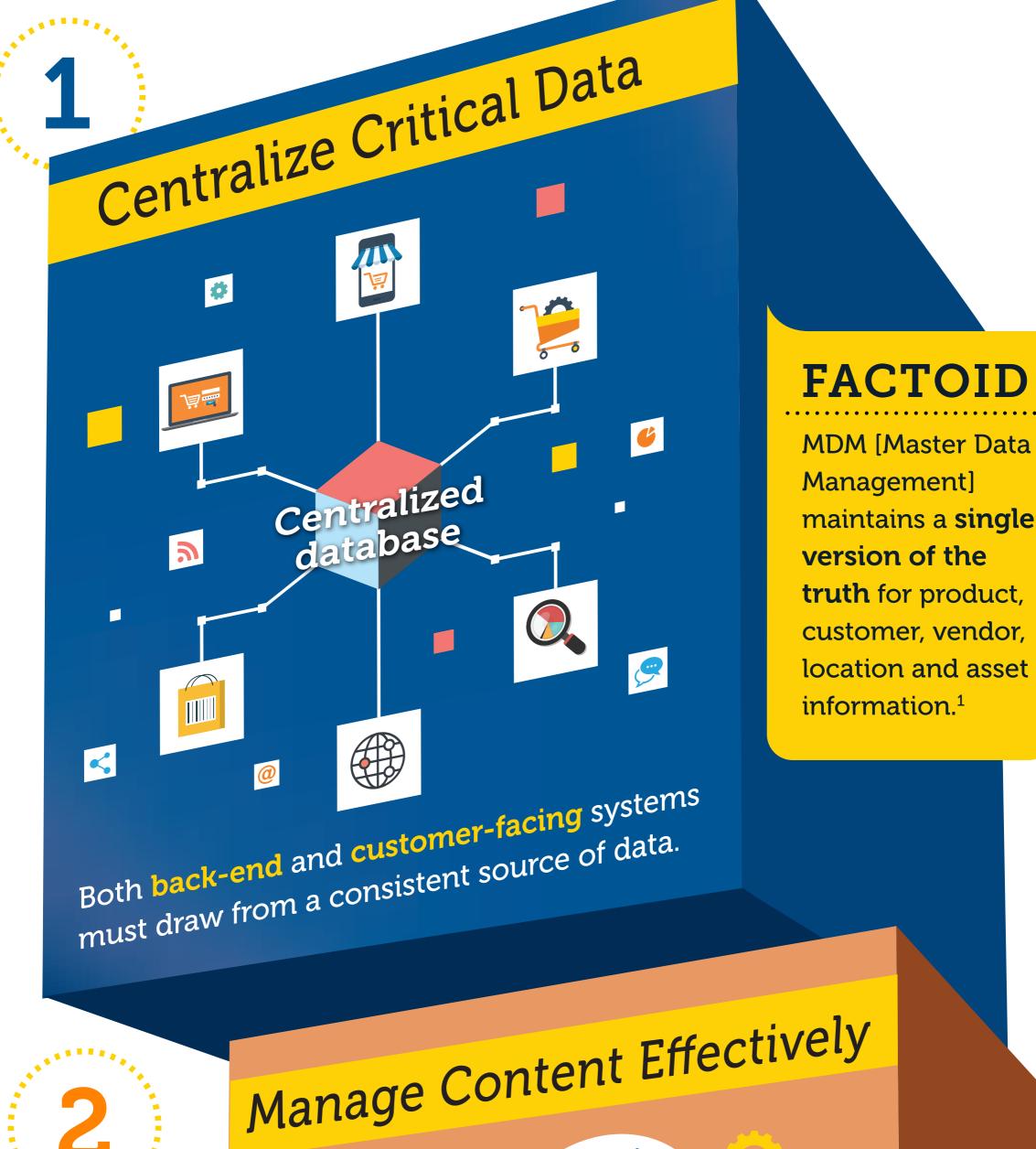
4 Best Practices

TO FOSTER CONNECTED OMNICHANNEL EXPERIENCES

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



FACTOID

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



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

Utilize Open APIs



"We can only

FACTOID

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

Expand Use of Analytics

Dashboards and

FACTOID

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.

- - 1 Achieve Unified Commerce With The Right Technology, Boston Retail Partners, Oct. 2015 2 RSR Research Omni-Channel 2015 Report, Sept. 2015
- 3 Ibid

Sources:

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