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Best Buy wins CIO 100 Award; on "purchase path" to supply chain transformation with Accenture's help

Accenture's work with Best Buy on its Purchase Path solution has earned the client a CIO 100 award from *CIO* magazine, one of the IT industry's leading publications. Accenture developed Purchase Path to help Best Buy translate customer insights into merchandising action.

According to *CIO*, this year's honorees "embraced IT innovation as a tool for transformation, their winning projects motivated by critical business needs and the conviction, backed by solid analysis, that technology-enabled change can create new value. The CIOs at these companies define themselves not as technology suppliers but as facilitators of corporate growth."

Consistent with this assessment, Bob Willett, Best Buy's chief information officer, said corporate growth is inextricably linked to customer-centricity—the main focus of Purchase Path. "You don't get good sales or performance if customer satisfaction is going backward," he said. "One breeds the other."

Putting the customer first

The Purchase Path project began in June 2005 as a way to increase sales, profits and customer satisfaction by tracking customer purchases across multiple transactions. Best Buy and Accenture examined millions of sales transactions to identify meaningful relationships between product categories and different demographic groups. Launched in June 2006, the Purchase Path capability analyzes these data and aggregates the results, which Best Buy then applies to its business practices.

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Renato Scaff, senior executive—Products

In particular, the solution studies what customers buy after a major product purchase so that Best Buy can improve product assortment and in-store placement, create unique bundles and increase replenishment and in-stock levels. Ultimately, Purchase Path will enable customers to purchase everything they need at the same time or over multiple visits, with fewer hassles and return visits.

Accenture played a pivotal role on the project. "We drove the planning, requirements gathering, design, build and deployment," said Renato Scaff, senior executive-Products and responsible for Best Buy's merchandising transformation. "With our IT outsourcing, we also run the capability now that it is live."

The overall relationship between Best Buy and Accenture has been evolving for the last 10 years. Currently, Best Buy and Accenture plan to team up for the hundreds of projects in flight at Best Buy, explained Scaff, all of which will focus on driving growth through customer-centricity and achieving cost efficiencies.

"This award is great recognition for not only the Purchase Path team but for all the innovative work that we have done and continue to do at Best Buy," Scaff said. "The work is driving significant business value and positioning Best Buy to be stronger for the future."

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Accenture Information Management Services is a global cross-industry organization focused on bringing clients solutions to better manage their business, interact with customers and make strategic, financial and operational decisions. Working across Accenture's service lines and industry groups, this network of 16,000 professionals specializes in information management services, including business intelligence, portals and content management and

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