Remember the old retail game? Well, it’s changed and now, the new retail game is tougher than ever.

Retail customers are no longer the same. Social networks and other channels are influencing once loyal customers and new entrants are making tempting offers.

New ways of doing business. Ecommerce and mobility are critical channels and online purchases are forecast to double in the next two years.

Many traditional retailers are struggling to keep up—in fact, some are already on the sidelines. Store sizes are decreasing—along with margins.

Customers are spending less and prices are going up—pushing total products sold downward. The game has changed and we must change as well. The question is “How do we change?”

The answer? Next generation collaboration. It can help your company increase profits and improve the customer experience.

And the value to retailers and suppliers? We estimate hundreds of billions of dollars in the first year alone.

So, what is next generation collaboration? Simply put, instead of thinking like two separate organizations, two partners work together so they think like one organization—what we call a virtually vertical mindset...

working together from one version of the truth.

It starts with strategic planning—creating joint goals and objectives, so everyone pulls together.
Four key elements keep the collaboration productive—and support the joint strategic planning.

First, innovating together. This helps partners to get more ideas in and out of the innovation funnel—and faster, too. Result? Better, customer-tailored solutions.

Second, driving demand. Tailored promotions offer the customer the right product through the right channel at the right price.

Third, managing supply. The key is jointly predicting the customers’ behavior and forecasting using both partner’s data reducing inventory and operational expenses.

Fourth, assuring execution. The partners merchandise and manage the stock together, thus improving customers’ in-store experience.

Historically, collaboration has been difficult because of data security concerns, a lack of resources and missing skill sets.

However, the potential of next generation collaboration can be unlocked by using a managed collaboration service provider and avoiding the barriers of the past.

Accenture’s Managed Collaboration Services provides this solution, using what we refer to as the “3 P’s” Process, Platform and Predictive Modeling.

Our Process is how Accenture manages the collaboration.

From helping select partners who are forward thinking and willing to commit, through the key steps—planning, innovation, driving demand, managing supply and assuring execution.

We listen with a focused ear.. to all parties and the voice of your customers. Our broad cross-industry experience makes sure nothing is missed.

Our Platform provides the technology to support the process, and create one version of the truth for joint use.

Predictive Modeling provides the analysis measuring, validating, tracking and refining. Our clean room methodology takes care of data confidentiality concerns.

And since everyone gets the same information, time is spent focused on the right areas and things that need the most attention.

Next generation collaboration—Scalable, sustainable and successful.

Contact us today to see how Accenture can help you unlock new value.