Accenture Interactive Boutique Solution:
Experience-Driven Commerce to Empower the Luxury Brand

High performance. Delivered.
Digital is changing the luxury industry. It is not uncommon for the typical luxury consumer to own at least three connected devices, and digital channels now effect at least 50 percent of in-store sales.\(^1\) As digital increasingly influences behavior, the luxury customer’s successful shopping experience becomes a sophisticated path to purchase where communication and commerce are inextricably interconnected. For luxury retailers an omni-channel strategy is a necessity.

Yet, despite the influence of digital, the core levers for attracting the luxury customer remain the same. The luxury customer is highly influenced by brand perception, has an affinity toward emotional decision-making and impulsive purchasing, and highly values the tactile experience. This means that the omni-channel strategy of fashion retailers and luxury brands must provide experiences that empower the brand to engage and delight even the fussiest of customers.

Powering Luxury Brand Commerce with Accenture Interactive Boutique

Accenture Interactive Boutique is a powerful, cloud-based Platform-as-a-Service (PaaS) solution that simplifies the development, execution and measurement of digital marketing and commerce for fashion retailers and luxury brands. It helps to lower the total cost of ownership and time to market for retailers looking to offer leading edge shopping experiences across any channel. Our solution aids retailers to quickly and easily scale their content and commerce to new channels and geographies via an established, high-end performance platform.

Why Accenture Interactive Boutique?

- Purpose-built to address the particular, “high-touch” requirements of fashion and luxury retailers
- Simplifies and accelerates digital marketing and contextual selling
- Magazines, shoppable images, and other fashion content
- Cloud-based for extreme scalability, reduced risk, and lower total cost of ownership

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Accenture Interactive Boutique was purposefully built to address the particular requirements of the high-touch fashion and luxury retail industries, where the omni-channel commerce experience must accommodate individual customer purchasing styles. To do so, it integrates successfully demonstrated leading edge technologies to provide merchandising, monetization, customer management, powerful data analytics, contextual selling capability and seamless integration between commerce sites and physical stores. Finally, since it is offered as a usage-based model, retailers can easily ramp up or down according to business requirements and opportunities.

Turning Commerce Upside Down for Luxury Brands

Typically, omni-channel commerce solutions are composed of two types of platforms working side-by-side: a commerce engine that manages the product catalog and transactions, and web content management (WCM) that drives the experience and interaction with clients. The Accenture Interactive Boutique Solution leads with content management – enhancing the presentation, branding and experiential elements so important to luxury retail. With the WCM as the front end, performing all the functions it is designed to do, the commerce engine then delivers its capabilities through a set of restful web services. This new experience-driven approach yields significant advantages including:

- Integrated customer experience
- Single tool set for experience management
- Clear separation between structured and unstructured content

The 4 Pillars of the New Approach for Fashion

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<tr>
<th>1. Experience - Driven</th>
<th>Bring the boutique experience online to delight your customers</th>
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<td>2. Customer - Centric</td>
<td>Build unique relationships tailoring the experience through personalization</td>
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<tr>
<td>3. Business @ Scale</td>
<td>Follow customers everywhere, even to the furthest markets</td>
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<td>4. Omni - Channel</td>
<td>Provide a seamless customer experience regardless of channels and devices</td>
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To learn more about how the Accenture Interactive Boutique Solution can provide fashion retailers and luxury brands with experience-driven, customer-centered, omni-channel commerce at scale, please contact:

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### About Accenture Interactive

Accenture Interactive helps the world's leading brands delight their customers and drive superior marketing performance across the full omni-channel customer experience. As part of Accenture Digital, Accenture Interactive works with over 28,000 Accenture professionals dedicated to serving marketing and digital clients to offer integrated, industrialized and industry-driven digital transformation and marketing services. Follow @AccentureSocial or visit accenture.com/interactive.

### About Accenture

Accenture is a global management consulting, technology services and outsourcing company, with more than 358,000 people serving clients in more than 120 countries. Combining unparalleled experience, comprehensive capabilities across all industries and business functions, and extensive research on the world's most successful companies, Accenture collaborates with clients to help them become high-performance businesses and governments. The company generated net revenues of US$31.0 billion for the fiscal year ended Aug. 31, 2015. Its home page is www.accenture.com.