



# THE BEAUTY OF CLOUD

## VIDEO TRANSCRIPT

The rules of competition are being redefined, creating opportunities for those that move fast, and challenges for those that don't

Beauty and Personal care brands have tried to keep pace with evolving **consumer demand** and **personalized experience** that blends physical and digital.

But many struggles to reach this new future, with hard-wired businesses that are unable to rapidly and affordably respond to constant change

With the cloud at the core, beauty retailers can cost-effectively, continually and sustainably innovate to provide the right retail experience in the moment.

We've identified 3 powerful growth strategies for Beauty and Personal care brands. 3 value plays to guide you through your strategic transformation helping you grow by remaining a Relevant, Reliable partner to every type of customer.

1. **The Hyper-personalization** – Understanding each customer as an individual, with their own set of behaviors, expectations, and preferences.
2. **The Multi-channel experience** - Whether it's web, app, store pickup, or in-store purchase, the whole end-to-end experience needs to be fast, personalized, and seamless.
3. **The Agile and responsive supply chain** - This is about accelerating the switch from traditional mass production models and manufacture to stock towards manufacture to order and on-demand D2C fulfillment.

With disruption comes opportunity, but the window is closing. So, which plays will help you thrive, how are you combine them for success?

Accenture can help power your transformation and scale up cloud adoption so that you can **RESET. REINVENT. And REBOND.**

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