Appian for Retail

A low-code automation platform to improve efficiency and visibility across retail operations

PRIORITIES FOR RETAIL COMPANIES
The retail industry is growing 4% a year. The sector represents 31% of the world’s GDP and employs billions of people throughout the globe.¹ To drive continued progress, retailers need to deliver a stellar, consistent customer experience that’s consistent across digital and physical channels. In the pursuit of offering products in more innovative ways, retailers are focusing on:

- **Speed.** Retailers must identify ways to more quickly develop and take new tactics to market. The ability to innovate across the supply chain and streamline processes internally across merchandising, supply chain, stores, finance, and human resources is key.

- **Evolving business models.** To compete with Amazon’s “anything engine,” retailers must explore creative ways to drive store visits and diversify product offerings while staying true to their brand.

- **Technology and digital disruption.** From artificial intelligence to automation and predictive analytics, solutions must consolidate siloed data and empower organizations to better understand their customers’ life cycle and drive personalization.

- **Simplicity.** To achieve efficient, data-driven decisions, retail businesses must simultaneously mitigate the complexity of legacy systems.

- **Customer demands.** In addition to increasing their propensity for online purchases and seamless delivery options, consumers are more loyal to brands that make commitments to sustainability.

Retailers across the globe are striving for seamless, omni-channel customer experiences, made possible by intuitive, efficient processes, end-to-end visibility—and the support of a robust technology solution.

“According to WBR Insights, more than half (57%) of retailers intend to invest in AI over the next five years to solve logistical problems and improve the customer experience.”²

**The Appian Difference:**

- **Extend enterprise and legacy systems.** Use easy-to-configure connectors and APIs to quickly unify and extend virtually any system or data source—including ERP, CRM, systems for warehouse, inventory, transportation, and human capital, and other existing retail systems.

- **Orchestrate B2B network connectivity.** Automate processes and workflows across organizational silos and external business partners, with real-time action to improve communication, execution, and supplier validation.

- **Simple design.** Accelerate app development with drag-and-drop functionality, reusable components, and the ability to access data anywhere. Modern user interfaces improve employee experiences and drive organizational change and adoption.

- **Automated processes.** Swiftly collaborate across people, robots, machines, and multi enterprise networks. This means the right processes and data insight to ensure the right inventory is on shelves and orders are fulfilled to customers quicker.

- **Future-proof applications.** Incorporate leading technology into your operations, including AI, machine learning, robotic process automation, IoT, blockchain, and more.

- **Worry-free development.** Keep customer and business data safe with the most secure, reliable and scalable cloud platform for the retail enterprise.

Guided by the belief that companies need a simpler way to create powerful software, Appian pioneered the low-code market. Our low-code automation platform allows organizations to deliver modern applications 20 times faster, with fewer resources.

“We are keenly focused on the needs of our customers. Appian gives us the ability to see all of the data we need to make smarter decisions, and execute the processes required for faster action, allowing us to stay ahead of the competition.”

– ADNAN MATBOULI, CHAIRMAN OF UNITED MATBOULI GROUP

UMG is the largest retail distributor of electronics and home appliances in Saudi Arabia. Appian is used on mobile devices across 14 departments, including customer service, after market service, and supply chain groups. By improving processes, UMG has seen 300% faster resolution of customer issues and the time to create a new service case cut in half.


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**Highlighted Solution Areas**

**Claims Investigation and Compliance.** A leading supermarket chain leveraged the Appian platform to improve its claims investigation processes with distributors. By automating 90% of its compliance team processes—and eliminating spreadsheet tracking and error-prone steps—the organization reduced claim processing time from four hours to 15 minutes, saving tens of thousands of hours each year.

**Vendor and Supplier Management.** One of the largest food distribution companies in America, relies on Appian to manage their store promotional programs with vendors. By easily tracking campaigns, managing program funding, and understanding performance to contract, the company has strengthened vendor relationships, store programs, and contract execution.

**Campaigns and Promotions Management.** Global digital media company Triad executes programs for retailers like Sam’s Club, CVS, and Wayfair. Appian gives the organization full visibility into initial orders, campaign execution, program history, and measurement. They delivered their first application in just 3 months and have seen a 30% increase in efficiency.

**EXPLORE APPIAN’S APPLICATIONS FOR RETAIL**

**Marketing and Promotion**
- Campaign Tracking
- Category Management
- Display Auditing
- Promotions Management
- Loyalty Program Management
- Product Launch and Lifecycle Management
- Vendor Program Delivery

**Customer Service**
- After Sales Service
- Customer Project Management
- Customer Relationship Management
- Customer Lifecycle Management
- Omni-channel Customer Engagement
- Product Returns Management

**Operations**
- Asset Management
- Direct Store Delivery (DSD)
- Logistics Management
- Merchandise and Inventory Planning
- Product Web Image Content Management
- Real Estate and Leasing Management
- Returned Stock Management
- Store and Franchise Management
- Supply Chain Orchestration
- Vendor and Supplier Relations Management
- Warehouse and Yard Management

**Corporate Services**
- Contract Management
- Employee and Contractor Onboarding
- Human Resource Management
- Internal Help Desk
- IT Asset Lifecycle Management
- Merger & Acquisitions
- Order Fulfillment Lifecycle
- PMO Management
- Revenue Recognition & Billing Management
- Sourcing and Procurement Processing

**Safety, Risk, and Compliance**
- Compliance Management
- Consumer Privacy Management
- Enterprise Risk Management
- Incident Management
- Loss Management
- Product Registration and Compliance
- Shipping Compliance
- Store Inspections

**WITH APPIAN, CUSTOMERS CAN:**

- Improve Customer Service
- Drive Marketing Efforts
- Streamline Business Operations
- Implement New Business Models

**CUSTOMERS TRANSFORMING RETAIL OPERATIONS WITH APPIAN:**

**Office Depot, OfficeMax, John Lewis, enterprise, Lavazza, EDENS.**

Appian provides a leading low-code automation software development platform that enables organizations to rapidly develop powerful and unique applications. The applications created on Appian’s platform help companies drive digital transformation and enable competitive differentiation. For more information, visit appian.com/retail