

# RETAIL INDUSTRY



# TRENDS

- **Retail performance** – Hong Kong's retail sales is contributed by the inbound tourism and mainland China's economy as well as the continued development of other Asian economies.
- **Dynamic customer** – Customers nowadays are better informed and more demanding and they look for personalized and contextualized interaction while with less loyalty. Retailers need to understand consumers' changing preference, ensure availability of right product mix, and respond to customer needs based on rapid and accurate data analysis.
- **Retail format** – Retail industry is evolving to omni-channel, eCommerce, Self-service kiosks. Retailers need to enhance customer engagement through multiple sales and service channels by leveraging big data analytics, mobile communications and advanced CRM systems; they also require advanced core retail operation systems and solutions to handle increasing transactions and demands.
- **Supply chain** – Enterprises are leveraging the value of global supplier network to reduce lead times. The supply chain management and operations can be improved by real-time inventory visibility and accuracy.
- **Employment and regulation** – The retail Industry contributes nearly 9% of the total Hong Kong employment. Retailers need to improve the talent sourcing and HR operation with effective Human Capital Management system.

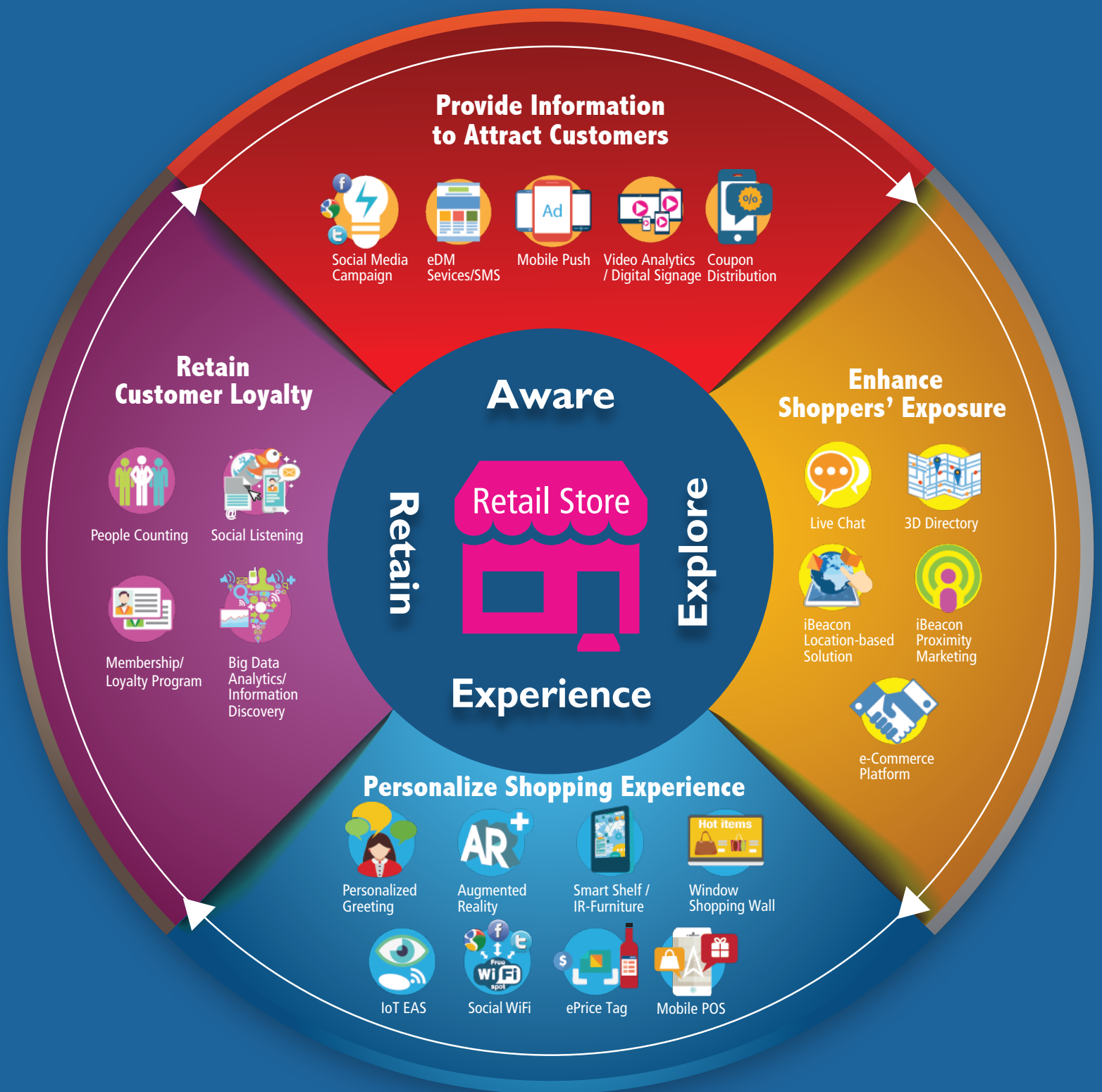


## Supporting Retailers & Consumers throughout the Shopping Journey

With proven track record in information and communications technology (ICT), world-class IT professionals and knowledge and international best practices, PCCW Solutions provides “End-to-End” solutions to improve the retail business, covering the management and operation from stockroom to shop floor to deal with the above challenges. PCCW Solutions supports the retailers to adopt IoT (Internet of Things) throughout the shopping journey, enabling them to better understand the customer behaviour and enhance overall customer experience.

RETAIL STORE

# SOLUTIONS TO ENHANCE THE VALUES FOR RETAILERS AND CUSTOMERS



# Services for Retailers

## CONSULTING

Technology Consulting

Applications Consulting

## BUSINESS SUPPORT

### Ecommerce

Online Store

Payment

Customer Management

### Store Management

POS Operations

Store Operations

Inventory Tracking

### Procurement Management

Vendor Management & Sourcing

Procurement Operations

### Customer Experience

Presence

Customer Engagement

Omni-Channel

Loyalty & Promotion

### Revenue Management

Cost Management

Price & Promotion Management

Sales & Financial Analysis

### Merchandising Management

Inventory Management

Merchandise Planning

Assortment Planning

### Supply Chain Management

Warehouse Management

Demand Management

Merchandise Management

Transportation & Tracking

Supply Chain Monitoring

## BACK OFFICE

Financial Management

HR Management

Business Intelligence & Analytics

## SOLUTIONS SERVICES

Application Development

Application Maintenance Services

Managed Services

IT Outsourcing

Systems & Technical Integration

Business Process Outsourcing

## INFRASTRUCTURE MANAGEMENT

Cloud Computing Services

Data Center – Design, Build & Operate

Hosting & Co-Location

Hardware and Technology Platform Resell

### Retailers Gain Benefits with the Support from PCCW Solutions

- Compete more effectively by boosting speed to market and operation efficiency
- Boost sales revenue by launching online sales channels quickly and easily
- Enhance the services by upgrading the core business systems to conform to international retail operation standards
- Leverage configurable solutions to cope with ever changing market needs and rapid local regulation change
- Managing human resource effectively and conform to local laws and regulations

### About PCCW Solutions

PCCW Solutions is a leading IT services company in Hong Kong and mainland China. We adopt the latest technology to help clients create business value and success in the ever-changing economic environment. We offer a wide range of services including digital solutions, IT and business process outsourcing, cloud computing, system development and solutions integration, data centers, hosting and managed services, e-commerce and IoT solutions. PCCW Solutions is committed to meeting customer needs to help them achieve business goals.

**PCCW Solutions - Hong Kong**

Level 2, The Long Beach Commercial Podium,  
8 Hoi Fai Road, Kowloon  
Solutions Enquiry: Tel : +852 2296 8818  
General Enquiry: Tel: +852 2296 8998

**PCCW Solutions - Beijing**

Floor 15, Tower B, Pacific Century Place,  
2A Gong Ti Bei Road, Chaoyang District,  
Beijing  
Postal Code : 100027  
Tel : +86 10 5732 0888

**PCCW Solutions - Guangzhou**

Rm 707-713, 7/F, Dong Bao Tower,  
767 Dongfeng Dong Road,  
Guangzhou  
Postal Code : 510600  
Tel : +86 20 3832 0123

**PCCW Solutions - Shanghai**

701-704/F, KIC Plaza,  
No. 333 Songhu Road, Yangpu District,  
Shanghai  
Postal Code : 200433  
Tel : +86 21 6065 1788

**PCCW Solutions - Xian**

Room 401, Qinfeng Pavilion,  
Xi'an Software Park, No. 68, Keji 2nd Road,  
Xi'an  
Postal Code : 710075  
Tel : +86 29 6851 8188

**PCCW Solutions - Shenzhen**

2-3/F, Tower A, Building R3,  
Keyuan South Road, Hi-tech Industrial Park,  
Nanshan District,  
Shenzhen  
Postal Code: 518057  
Tel : +86 755 2658 8228

**PCCW Solutions - Wuhan**

20/F, Tower A, Guomao Building,  
562 Jianshe Road,  
Wuhan  
Postal Code: 430022  
Tel : + 86 27 8535 7888