


Cost Reduction Initiatives For Retail

-  [Rising Costs in Retail](#)
-  [Cost Reduction Options](#)
-  [Benefits and Assessment](#)
-  [Acuma in Retail](#)

www.acuma.co.uk

Escalating Costs in Retail

The ability to effectively report upon business performance is a key requirement for any organisation; this is no truer than for the fiercely competitive Retail industry.

The nature of retail does however present some unique challenges as important and useful data is often trapped in a variety of operational systems, systems which may be relatively old, or have been acquired through a period of mergers and acquisitions. In addition, there are challenges with integrating external market data and data provided by 3rd party vendors and suppliers.

It is crucial that all of these challenges are addressed in order to gain insight into your core business processes and to understand how your business is performing, especially against the competition. This is especially true for monitoring leakage which is estimated to cost the UK retail industry between **£750 Million and £1 Billion per year** either through customer or staff thefts and fraudulent activity.

All of this comes at a cost of course. Acuma understand the tight margins and highly competitive nature of the retail industry and the focus currently upon driving down overheads and optimising existing processes to achieve bottom line growth.

Acuma's Cost Reduction Options for Retail

Acuma's Cost Reduction Option for Retail aims to deliver real value and true tangible benefit through our proven methodology in conjunction with our breadth of skills in all areas of Enterprise Information Management within the retail sector. In addition our dedicated offshore resources will help drive down the cost of your Business Reporting and Information Management solutions and help to reduce the cost of managing these applications without compromising the quality of service to your end users. So you can have your cake and eat it!

As part of our cost reduction option, we can offer the following activities and services:

- ■ ■ Information Management Assessment
- ■ ■ Platform and Application Consolidation
- ■ ■ Data Quality and Data Migration Services
- ■ ■ User Profiling and License Reduction
- ■ ■ Offshore Delivery Capability
- ■ ■ Managed Services

Information Management Assessment

The key to realising such promises of reduced TCO is through the application of Acuma's proven IVM methodology. Using the IVM methodology, Acuma will be able to assess your current Information Management architecture and suggest tangible ways to rationalise people, process and technology in order to drive down costs. From this we can, if desired, undertake the following activities:

Platform and Application Consolidation

Consolidation will allow real cost saving through enabling a shared single infrastructure to support your information management needs, whilst allowing re-use of redundant hardware for other initiatives. In addition, this will drive down the maintenance and support costs. This in conjunction with standardisation of the application architecture, will enable further cost savings in licensing, training and expertise required in-house to support the end users and additional development requirements.

Data Quality and Data Migration Services

As part of this overall consolidation process, Acuma's data quality and migration services will provide seamless migration from disparate applications and platforms into an easy to maintain, single point of truth for information management purposes. As part of this process, Acuma can provide data quality assessment activities and standardisation services to ensure data is of the highest quality enabling you to leverage your information assets. Acuma also run a Data Quality Overview Day.

Rationalisation

Rationalisation will provide you with a clear view as to the typical usage of your reporting environment. You will truly understand the user base by providing such information as access frequency, type of user, typical searches and queries and most demanded reports and key performance indicators. This will allow Acuma to provide you with suggestions as to how and when you can reduce licensing costs through the provision of more targeted information delivery and generally enable a truly cost effective IM strategy to support your organisation.

Managed Services

Acuma offer a low cost alternative to managing and supporting your applications. Through the utilisation of our mixed onshore and offshore delivery capability, Acuma can save you money not just now but in the longer term. In addition, combined with our offshore CMMI level 5 accreditation, you can be guaranteed of quality service and repeatable results.

Offshore Delivery Capability

Acuma's fully integrated offshore facilities offer real value to your organisation and enable you to organically evolve the Information Management capability cost effectively by reducing your organisations reliance on costly agency or contract resources. This cost effective delivery model will allow you to respond rapidly and with appropriate investment to changing business demands for information and reporting within your organisation.

Benefits and Assessments

By utilising Acuma's Retail Information Management Cost Reduction proposal, retail organisations will see a truly cost effective migration plan, application delivery and support model, and in the longer term will be able to build and enhance their Information Management capabilities to provide real competitive advantage. In today's fiercely competitive retail sector this can provide the distinction between success and failure within your sector. Tangible benefits at the outset may include:

- ■ ■ Reduced hardware and infrastructure costs
- ■ ■ Reduction in training and support costs
- ■ ■ Lower software licensing
- ■ ■ Lower costs due to more accurate information
- ■ ■ Reduced delivery costs

Free Assessment

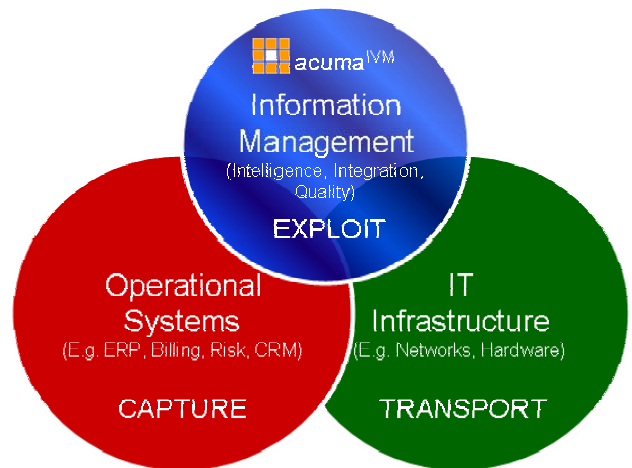
To enable you to get an initial assessment of quantifiable cost reduction opportunities within your own organisation's IM environment, please contact Acuma to arrange for one of our consultants to perform a one-day initial assessment, **completely free of charge**. This will provide you with details of specific areas to target for short term cost savings, plus more strategic, long term initiatives you can consider to ensure your IM investment really delivers bottom line benefit within your organisation.

Acuma – The Information Management Specialist

Acuma is Europe's largest dedicated provider of Information Management* solutions & strategic consultancy. Headquartered in the UK, with offices in the USA, Germany, Singapore and India, Acuma draw on a 20 year track record and an integrated on and off-shore consulting and solution implementation capability, certified to SEIO-CMMI level 5.

**Information Management is the delivery of the right information, which is of the right quality, to the right people, in the right format, at the right time and of course at the right cost. In technology terms, it draws on the integration of Business Intelligence, Data Warehousing, Data Integration, Data Quality Improvement and Enterprise Content Management. In human terms, it combines both process and organisation improvement to support the exploitation of information and ensures that solutions are effectively integrated into the business environment.*

Acuma's business approach and key differentiator is based upon its own methodology – **IVM** – *The Information Value Model*. **IVM** can be described as the collected knowledge of several hundred person years of experience in information management solutions. It is a proven and repeatable implementation approach that draws together the strategy, technology and methods of information management into a single philosophy. IVM then drives Acuma's robust capability to deliver complex solutions, combining domain knowledge and working direct with customers and their outsourcing partners such as Capita, Siemens and Xansa.



Acuma is a truly global company having implemented information management solutions on behalf of its clients in over 20 countries worldwide including UK, USA, France, Germany, Spain, Italy, Netherlands, India, Singapore, Saudi Arabia and Russia.

Customers include Government departments, as well as many 'blue-chip' and high street brands, including Vodafone, HBOS, Barclays, GlaxoSmithKline, Aviva (Norwich Union), Morgan Stanley, AstraZeneca, E.ON (Powergen), Coca-Cola, ABN Amro., Wolseley Centres, William Hill, Virgin Atlantic, Vernons, TransUnion, River Island, Riyadh Bank, Opodo, Megabowl, Leo Pharma, Learning and Skills Council, Interflora, H.M. Revenue and Customs, First Choice, Development Bank of Singapore (DBS), Colt Telecom, Citibank, Brakes. BNFL, Aeroflot.

■ **Three characteristics**

- Quick response
- Highly professional
- Quality delivery

■ **Two differentiators**

- End-to-end offering
- Integrated solutions

■ **One focus**

- Total dedication to information management

Call us today on 0870 789 4022