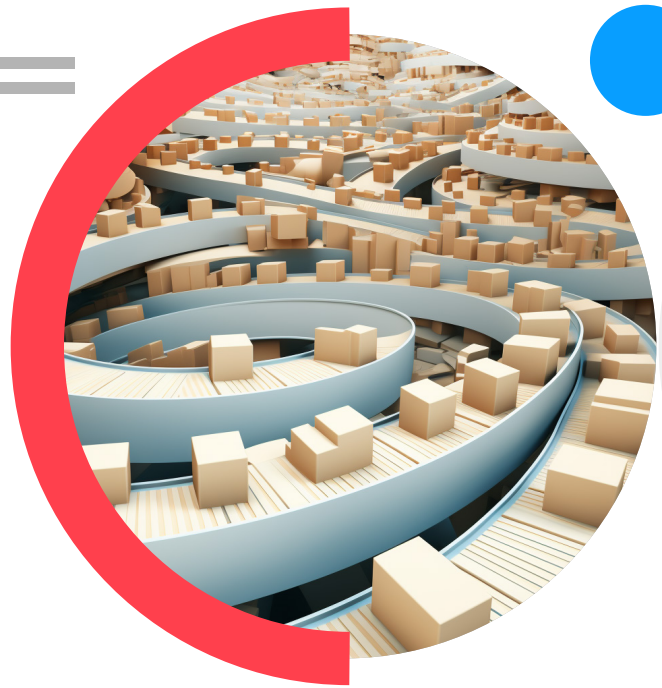


Digital Commerce

Supply Chain Optimization & Order Management



Offering summary

Deliver products to your customers fast, free, conveniently, personalized and safely. Keep pace with rising demands by optimizing your supply chain operations. Publicis Sapient enables end-to-end visibility of products—from manufacturer to customer—and we use machine learning to help you make informed decisions and self-correct supply chain issues. We connect strategy, vision and capabilities to help you manage and optimize your entire supply chain.

Solving digital business transformation challenges

Meet customer demands by optimizing your supply chain network.

The supply chain is inherently complex and already a profitability challenge for most businesses, and it will only grow bigger as the digital mix increases. However, businesses are often busy putting out fires rather than solving supply chain issues. A few of the key supply chain challenges we see businesses facing today are:



Limited visibility

Lack of end-to-end visibility across the supply chain makes it harder to holistically diagnose and solve issues.



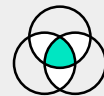
Lack of timely access to KPIs

KPIs are not holistically updated in (near) real time in a dashboard, which hinders the ability to identify problems and take preventative actions.



Minimal predictive capabilities

Many organizations don't have artificial intelligence (AI) and machine learning deployed to optimize the supply chain and customer intelligence is not acted on in real time.



Lack of collaboration

Current operating models and interaction models are not codified, making ongoing collaboration challenging.

Three solutions to help you achieve supply chain optimization:

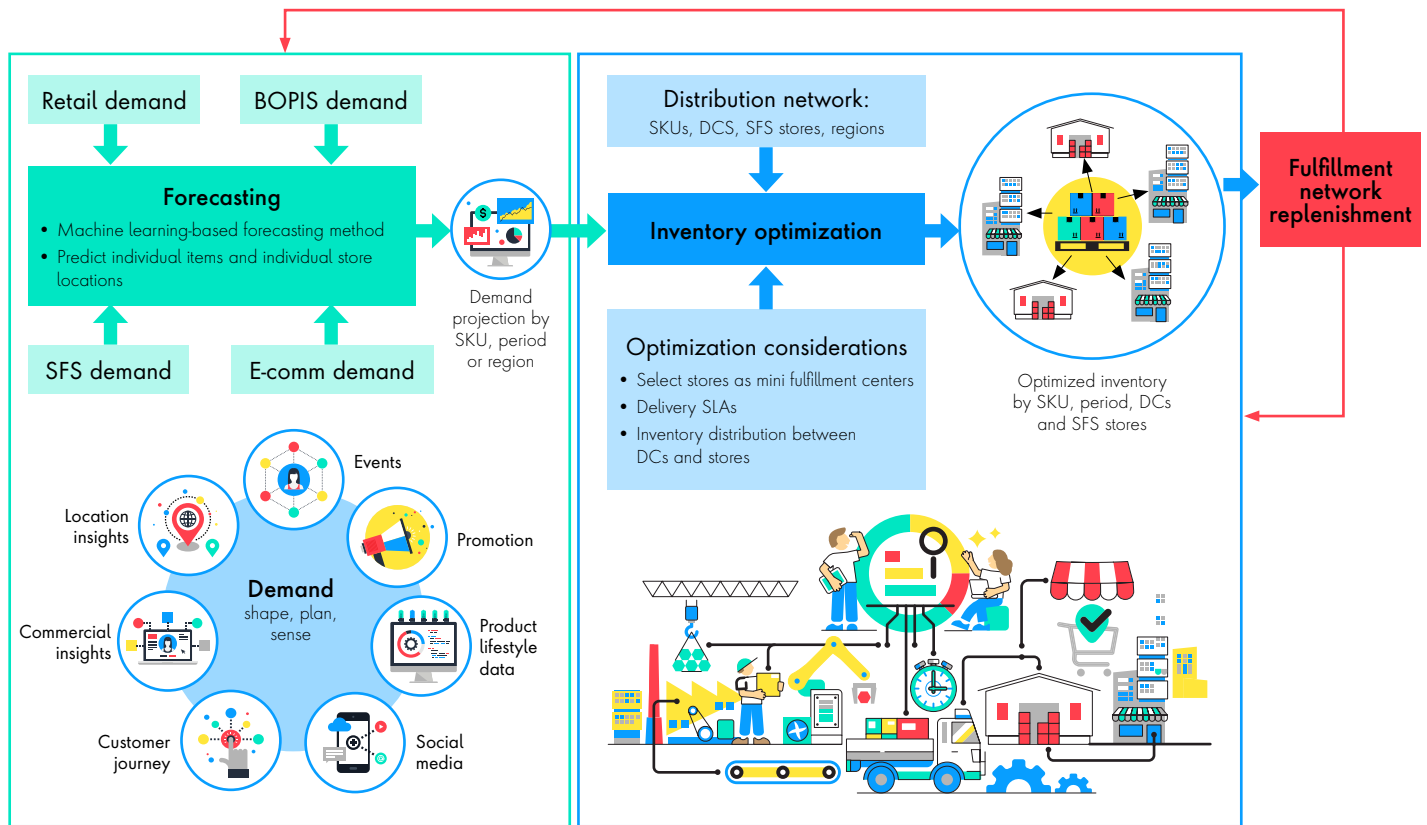
1 Customer Intelligence-Driven Inventory Planning

Customers want fulfillment choices. In response, retailers offer a variety of options: Buy online and pick up in store, ship to store, ship from store, lockers and more. This puts the onus on supply chain managers to optimize inventory placement throughout the distribution network to enable fast and effective order fulfillment, from anywhere and to anywhere.

Meeting customer demand profitably and effectively requires visibility of granular-level demand forecast, knowledge of what fulfillment centers are available for fulfillment and insight into how to optimally place inventory across the fulfillment network.

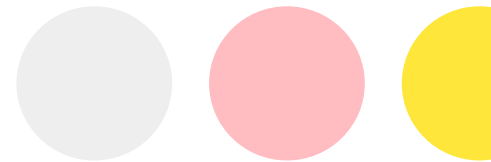
Our forecasting and inventory optimization framework uses customer intelligence to help you maximize value across your ecosystem.

Solution framework for forecasting and inventory optimization



Our inventory planning services include:

- ➔ Demand Forecasting
- ➔ Fulfillment Network Optimization
- ➔ Inventory Placement Recommendations

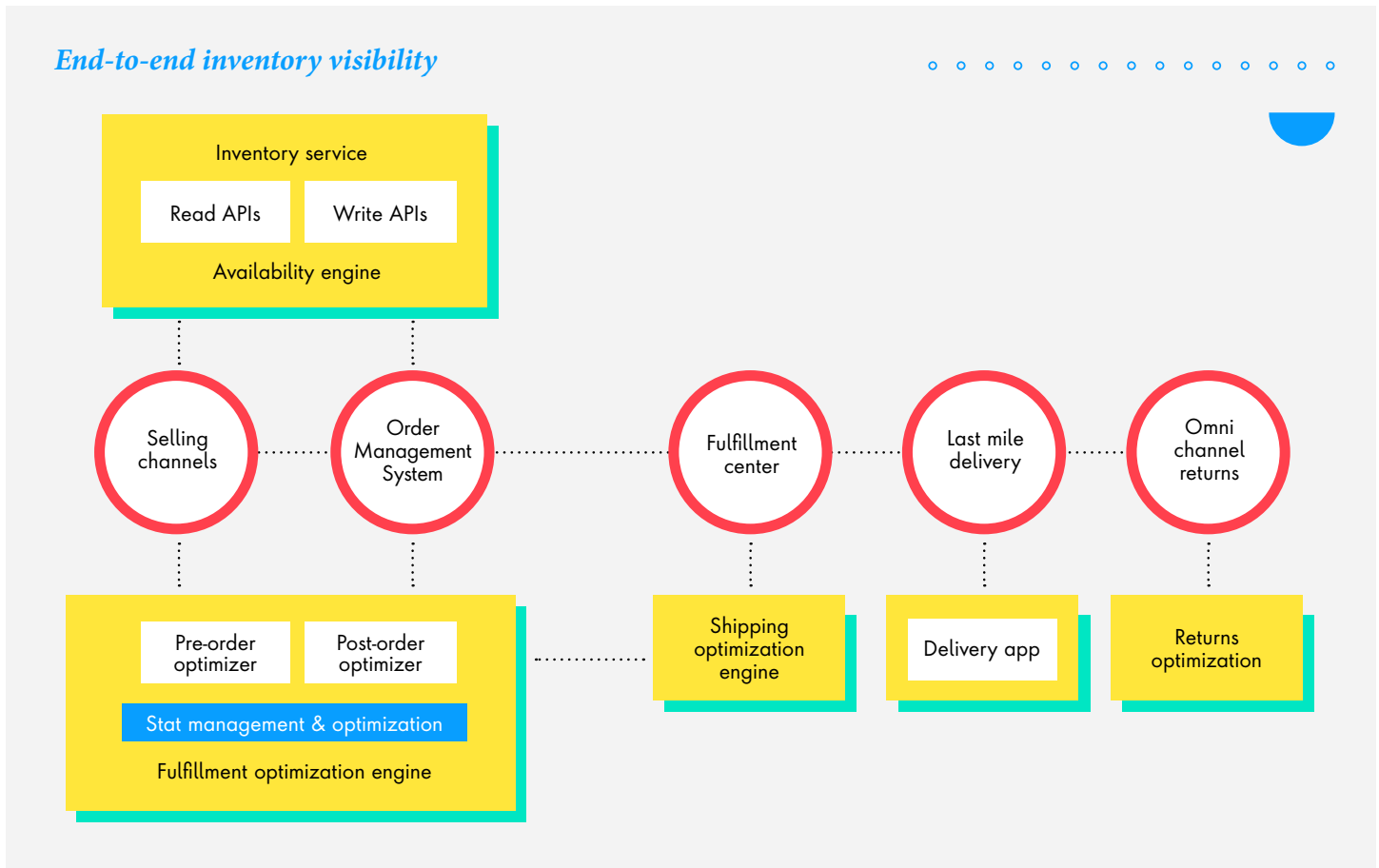


2 Promise to Delivery

Fast, free, convenient, personalized and safe delivery have all become essential to doing business. We bring a holistic approach that addresses customer expectations and impacts on the profitability and performance of the supply chain.

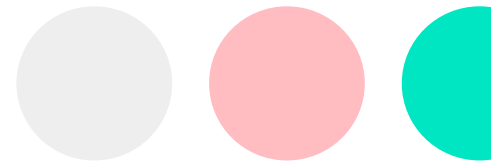
Promise to Delivery provides end-to-end visibility across your logistics network through a tightly integrated mix of supply chain products and services. This allows you to make effective use of inventory for selling across channels, optimize and guarantee delivery dates/slots, allocate inventory to optimize delivery times and orchestrate the orders for effective management of the fulfillment lifecycle.

Our optimization engine considers pre- and post-order factors and uses a continuous learning model to optimize fulfillment. Fulfillment optimization combined with end-to-end visibility enables you to achieve better inventory accuracy, near real-time inventory visibility and near real-time inventory capture.



Our Promise to Delivery services include:

- ➔ Inventory Visibility & Optimization
- ➔ Omnichannel Order Management
- ➔ Order Promising & Fulfillment Optimization
- ➔ Shipping & Last Mile Delivery Optimization
- ➔ Fulfillment Models Enablement
- ➔ Returns Optimization
- ➔ Warehouse Management



How we've made an impact



MULTINATIONAL BEAUTY COMPANY

The imperative for change:

- Build a centralized and scalable forecasting engine for precise forecasting for this company's various products

The transformative solution:

- Created an inventory planning model that uses factors such as historical data, product attributes, seasonal factors and macroeconomic indicators to generate precise forecasts

The business impact:

- **10%+ uplift on existing client forecasting engine across 900 top SKUs in just 6 weeks**



CANADIAN LUXURY GOODS RETAILER

The imperative for change:

- Improve order management and enhance fulfillment options for customers

The transformative solution:

- Implemented an order management system and added new fulfillment capabilities such as ship from store, pick up in store, same-day delivery and estimated delivery dates for customers

The business impact:

- **Up to 48% fulfillment from stores**
- **Improved customer conversion based on accurate estimated delivery dates**



LEADING LATIN AMERICAN RETAILER

The imperative for change:

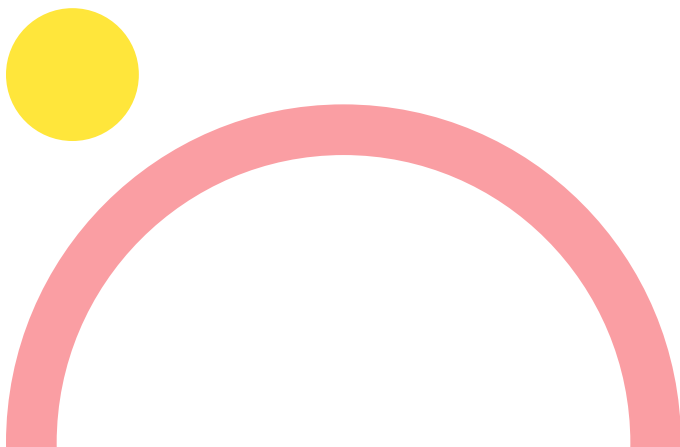
- Need a supply chain control tower to improve visibility into inventory and cost

The transformative solution:

- Gained visibility into overall fulfillment cost per order, including reverse logistics cost and metrics of logistic cost per order (e.g., warehouse operations, transportation)

The business impact:

- **\$145M estimated savings in reverse logistics, including markdown and logistics costs**
- **Immediate \$2M by item level transportation cost calculation enabling optimization of routes**

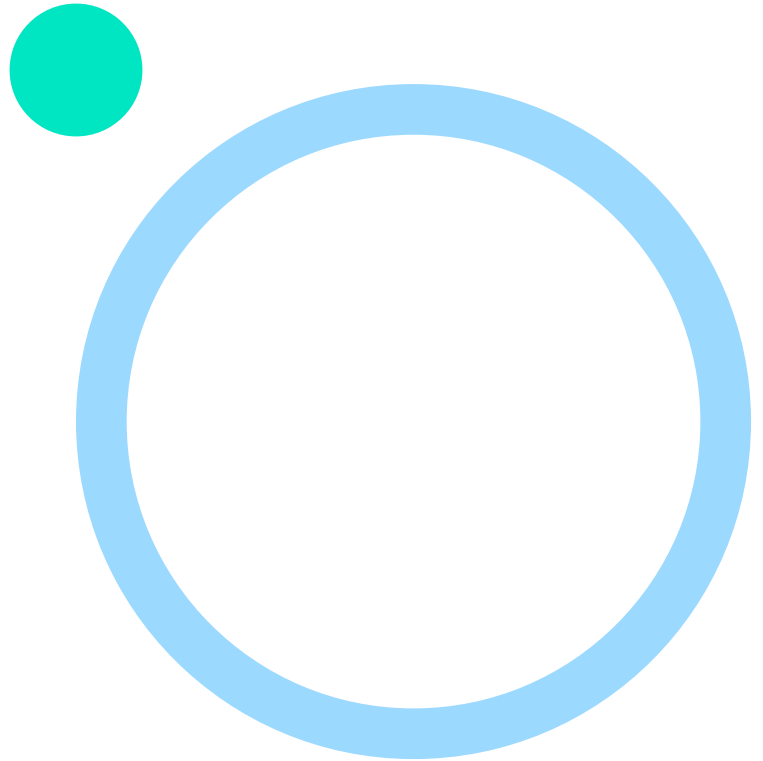


What sets Publicis Sapient apart?

Publicis Sapient helps clients define a strategy, vision and required capabilities to optimize the supply chain. Using our tools and capabilities, we help them address their customer expectation challenges, remove the silos that inhibit innovation and optimize their cost of servicing customers.

Access these advantages:

- 300+ passionate supply chain specialists across NA, EMEA & APAC
- 31 of the global 2020 Internet Retailer Top100 choose Publicis Sapient
- 500+ retail domain experts
- 50+ retail accelerators
- World-class technology partnerships and expertise in order management and fulfillment



LET'S CONNECT

For more information, visit publicissapient.com/solutions/digital-commerce.

WHY PUBLICIS SAPIENT

Publicis Sapient is a digital business transformation company. We partner with global organizations to help them create and sustain a competitive advantage in a world that is increasingly digital. We operate through our expert SPEED capabilities: Strategy and Consulting, Product, Experience, Engineering and Data, which combined with our culture of curiosity and deep industry knowledge, enables us to deliver meaningful impact to our clients' businesses through reimagining the products and experiences their customers truly value. Our agile, data-driven approach equips our clients' businesses for change, making digital the core of how they think and what they do. Publicis Sapient is the digital business transformation hub of Publicis Groupe with 20,000 people and over 50 offices worldwide. For more information, visit publicissapient.com.