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# Make the shift to SaaS your winning move

Retail cloud leaders set the example  
for the industry

Over the past decade, retailers and consumer brands have been under pressure to become “digital-first” in response to evolving customer behaviors and new digital technologies. The pandemic supercharged that pressure, requiring retailers to shift their model for serving customers entirely to online channels—some almost overnight.

While many retailers were able to adapt quickly, for others, the transition was more difficult. Some made a partial transformation in specific areas of their business—such as contactless payments; curbside pickup; and buy online, pick up in store (BOPIS). But as the pandemic subsided, the changes did not, and it soon became clear that a siloed approach couldn’t meet the new demands of consumers for a personalized, seamless experience that delivers on all their expectations. Retailers who want to succeed in today’s marketplace and future-proof their business must bring end-to-end agility and business model flexibility into their enterprise.

The migration to ecommerce has been monumental and pervasive. Retail and consumer brands are leading the charge in enacting customer engagement, transactions, and operations in the cloud. And they’re doing so with software as a service (SaaS)—the best (and only) way to meet consumer demands for faster delivery and greater personalization.

## Post-pandemic retail trends are driving the business case for SaaS

The need to quickly deliver new services to consumers and reduce costs has reinforced the business case for SaaS—and those organizations that were not ready for the model in 2020 are now looking at ways to make the shift.

The post-pandemic trends emerging in the retail world are making SaaS an inescapable imperative. As today’s retailers struggle with already low margins and increased competition, new challenges are developing:

- Consumers increasingly expect seamless and hyper-personalized experiences, such as touchless checkout, contactless and fast delivery, and improved direct-to-consumer communication.
- Digital adoption continues for both consumers and retailers, blurring online and offline channels and making ecommerce a top priority.
- Ongoing supply chain issues continue to drive the need for a flexible supply chain that’s capable of fast delivery. Out-of-stock items in any channel translate into lost customers.
- Sustainability has become a priority as investors, regulators, and customers demand greater transparency around brands’ environmental and social impact.
- Record-high inflation means that retailers will need greater insight into data that can help them continually adjust and readjust pricing to create a balance that doesn’t drive the consumer away while still protecting margins.

Today, the importance of leveraging the cloud and SaaS to address pressing business demands and capture the attention of valuable customers is greater than ever—and the business case for retail SaaS couldn’t be stronger.

SaaS solutions are uniquely suited to help retailers become future-ready, improve experiences for both customers and employees, and drive streamlined business operations with end-to-end digital processes. Through SaaS, retailers and consumer brands have the opportunity to rapidly reinvent their businesses so they can address both current and future challenges while increasing revenue and accelerating growth.

# Three best practices distinguish retail and consumer brand cloud leaders

As more businesses look for ways to make a SaaS model work for them, many are finding that there is a path to follow—and it is a path that cloud leaders have paved.

Retail and consumer brand “cloud leaders”—the top 20% in cloud maturity—are achieving an average return on investment (ROI) of approximately 100%.<sup>1</sup>

Retail and consumer brand cloud leaders see the cloud as a growth engine that can drive better returns in multiple areas. According to Wipro’s recent report, “**The Big Shift: How Retailers and Brands Drive Revenue and Growth with Cloud,**” three best practices distinguish these cloud leaders from others who have not yet reached cloud maturity:<sup>2</sup>

- **Create a future-ready business strategy.**

“Cloud-first” businesses are able to embrace new business models and develop the agility and resilience that allows them to successfully weather whatever disruption comes along. In fact, 56% of surveyed companies recognize the value of the cloud in driving more efficient and agile processes, while 51% acknowledge the cloud’s ability to improve business continuity and resilience.<sup>1</sup> SaaS enables retailers to rapidly respond to change, creating a future-ready, scalable, and agile model. Retailers looking to engage SaaS successfully should look for a proven retail SaaS solution from experienced partners that is flexible enough to quickly bring to life the changes that the market demands, such as clienteling and offers optimization.

- **Improve customer and employee experiences.**

The cloud offers capabilities that are essential to developing the seamless, personalized experiences customers want while helping employees be more efficient and productive. More than half of surveyed firms agree that the pandemic elevated the importance of using the cloud to improve the customer experience, though only one-third have made noteworthy progress in that direction. Additionally, half of the firms surveyed identify improving the employee experience as one of the most effective uses of cloud, and cloud leaders are engaging cloud-based technologies such as robotic process automation and workflow process automation to gain those improvements.<sup>4</sup> SaaS solutions that provide omnichannel experiences and automation for streamlined processes offer enhanced experiences for both customers and employees.

- **Create intelligent and interconnected operations.**

The artificial intelligence (AI), machine learning (ML), automation, data analytics, and Internet of Things (IoT) capabilities made possible by the cloud make it a performance multiplier across the retail value chain. Eighty percent of cloud leaders cite AI as their most frequently used cloud technology, followed by data management warehouses (73%) and workflow automation (61%).<sup>5</sup> An end-to-end solution that leverages these capabilities ensures that you’re getting all the power of the cloud you need in all the right places. The best SaaS solutions include a foundational AI piece that enables intelligent automation and advanced analytics, streamlining processes for employees and enabling quick and informed decision-making.

Cloud leaders are setting the example for other retailers and consumer brands that are ready to make the journey to the cloud and SaaS but aren’t sure how to optimize their effort. By deepening your understanding of what it takes to be a leader in the cloud, you can better prepare your business to make that leap and reap the benefits.

According to retail and consumer brand cloud leaders, the key benefits of investing in the cloud include:<sup>6</sup>

- Greater innovation and new business models (35%)
- Accelerated time to market (35%)
- Streamlined operations (20%)

## Key success factors that can help put you in the lead

Cloud leaders know that harnessing the power of the cloud means taking a holistic approach to SaaS adoption, and this includes engaging your people when considering how to overcome challenges. These leading enterprises have recognized several key success factors that go hand-in-hand with implementing the right technology, all of which can help you make a successful move to the cloud and get the greatest benefit from your cloud implementation:



Garnering and maintaining C-suite support



Appointing an executive to oversee cloud deployment



Taking a change management approach to facilitate the transformation and ensure that people are engaged



Aligning cloud development and investment initiatives with other digital transformation initiatives



Establishing clear roles and responsibilities, along with metrics to measure progress

By making these success factors a foundation for your SaaS strategy and working with experienced partners who understand your business needs, you can accelerate your transformation and harness SaaS to build your business and prepare for the future.

An American clothing company with global brand recognition needed to respond to the shift to a direct-to-consumer model. The company turned to Wipro to help it deliver more powerful experiences, improve its pricing strategies, and expand to an omni-supply chain. Wipro leveraged Oracle Retail Xstore across the company's global locations, streamlining and consolidating the support of its consumer digital applications and infrastructure and providing significant operating and commercial efficiencies. Wipro was brought in to help a global off-price retailer implement an Oracle retail planning SaaS solution to help the company simplify and unify its processes across its enterprise. The highly configurable SaaS implementation automated data reconciliation, simplified processes, and reduced manual data input by more than 50%.

## Overcome SaaS adoption challenges with a customized approach

Retailers are no longer in a position to wonder if SaaS is right for them—adopting SaaS has become an imperative for staying in business. With SaaS, retailers and consumer brands can rapidly respond to change and maximize ROI and create a future-ready, scalable, and agile model that enables them to grow and expand to keep pace with other leading retailers. A company with the right SaaS solution can generate personalized offers, predict product availability, and offer the seamless interactions that are key to improving the customer and employee experience.

However, many enterprises struggle early in their SaaS journey to select the right technology to meet their needs and create these capabilities. Insufficient budgets, inadequate governance, the lack of C-suite support, and the shift to an operating expense model can add to the difficulty. As cloud maturity increases and initiatives expand more deeply across the business, additional hurdles can surface. There is no one-size-fits-all approach to SaaS



implementation. To achieve the best return on your cloud investment, you need to understand which applications will have the most impact in your space, create a cloud strategy that aligns with that impact, establish clear metrics for measuring your success, and make sure the C-suite is involved throughout your journey.

Choosing the right cloud and SaaS provider is crucial to your success. Oracle's Retail suite offers a complete range of solutions for improving supply chain efficiency, optimizing pricing and promotion strategies, and building the effective omnichannel experiences you need to take the lead and create a future-ready business. The offering is an end-to-end solution that has the flexibility to quickly bring to life the changes that the market demands. Machine learning and artificial intelligence are foundational to the offering, enabling intelligent automation and advanced analytics that result in:

- Personalized experiences for your customers
- Streamlined processes for your employees
- Fast, informed decision-making across your business that drives improved performance

Together, Wipro and Oracle power businesses to accelerate, drive them to innovate, and deliver rich customer and employee experiences. With Wipro and Oracle, retailers can gain:

- Reduced total cost of ownership (TCO)
- Scalability
- Business continuity
- Risk and compliance benefits
- Time to value
- Modernization
- Business efficiency
- Analytics and AI

With retail SaaS solutions from Oracle and Wipro, you can leave legacy approaches behind and gather valuable customer insights while reducing operational costs.

For more than two decades, Wipro has delivered more than 40 successful implementations of Oracle Retail solutions, including multiple transformation programs, upgrades, and cloud migrations covering business planning, merchandising, supply-chain operations, and omnichannel experiences. Wipro's Oracle Retail expertise and industry knowledge provide retail businesses with an effective pathway to onboard the Oracle SaaS platform and realize the benefits of the leading software for planning, merchandising, and omnichannel solutions.

With Wipro and Oracle, you can build a future-ready strategy and deliver superior customer and employee experiences driven by AI-enabled, interconnected operations that allow you to:



Anticipate and respond to market changes



Optimize supply chain fulfillment



Manage distressed inventory



Optimize offers and inventory placement



Anticipate demand and improve on lost sales



Simplify your operations for greater efficiency



Unify business data to gain a single source of truth



Apply analytics to drive better decision-making



Enhance customer engagements with personalization and targeted offers



Attain new levels of growth through responsive business models

Together, Wipro and Oracle executed a seamless transformation for an international fast fashion retailer that operates more than 380 stores in 13 countries. The company reduced its TCO, established a robust and scalable Oracle platform, seamlessly integrated ERP and other subsystems, and supported the retailer's global growth plans across the business.



Leverage the cloud to build your brand



Establish compelling omnichannel experiences



Generate new revenue streams

A customized end-to-end solution that takes your organization's unique needs into consideration can help you prepare your business to be more agile, profitable, and compelling for customers and employees well into the future. The time to start is now.

**[Read the full report to learn more about how retail cloud leaders are driving revenue and growth in the cloud.](#)**

**[Learn more about the Wipro Oracle Retail practice](#)**

## There's never been a better time to embrace SaaS

Retailers and consumer brands know that migrating to the cloud is a mandatory strategic imperative if they want to remain competitive and drive growth. The move to Oracle Retail SaaS solutions, supported by Wipro, accelerates and amplifies those benefits, allowing you to:





**Ambitions Realized.**

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and build future-ready, sustainable businesses. With over 250,000 employees and business partners across 66 countries, we deliver on the promise of helping our customers, colleagues, and communities thrive in an ever-changing world.

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