

Retail CIO Outlook

JUNE 20, 2019

RETAILCIOOUTLOOK.COM

Top 10 Analytics Solution Providers - 2019

Artificial intelligence (AI) is, once again changing the way we shop by assisting the retail industry. To maintain a competitive edge in a fast-growing marketplace, retail companies have found proactive methods of harnessing new and rich data sources. AI-enabled analytics can help retailers achieve a deep understanding of their customer data and offer actionable insights that will transform it into a business leader.

Predictive analytics has enabled brick and mortar enterprises to explore and consolidate large sets of structured and unstructured data to reveal hidden patterns and new correlations between the latest trends, customer insights, and other useful business information. Just like e-commerce sites providing a revolutionized customer experience, in-store retailers are following the same suit.

Technology is assisting retailers in predicting customer behavior and streamlining most of the business operations. However, the overall growth of retail industry also depends on specialized staff including floor associates, data scientists, artificial intelligence experts, supply chain specialists, all operating in concert with productive technology to delight customers with products and services to retain them.

In an effort to help the retailers facilitate a shift towards automated retail paradigms, a panel of prominent CEOs, CIOs, VCs, analysts, along with Retail CIO Outlook's editorial board has assessed scores of retail analytics solution providers and picked out a list of prime choices. We have considered the vendor's ability in designing and building advanced analytics solutions that cater to the retail needs, at the same time adding to its functional and productive flair. We present to you Retail CIO Outlook's "Top 10 Analytics Solution Providers - 2019."

Sightline Retail

recognized by **Retail CIO Outlook** magazine as

TOP 10
ANALYTICS
SOLUTION PROVIDERS - 2019

An annual listing of 10 companies that are at the forefront of providing Analytics solutions to the retail industry and impacting the marketplace

Company:
Sightline Retail

Description:
An analytics solution provider that helps retailers streamline their manufacturing, sales, inventory and warehousing

Key Person:
Shannon Bedore
Managing Director

Website:
sightlineretail.com

Sightline Retail Streamlining Retail Workflow

A Thailand-based packaged food company serving the global market was struggling to establish its presence in the U.S. The prime reason behind this was their sales business model, in which product inventories were disproportionately allocated. By not having the right knowledge of demand and supply of the products, the business of their stores suffered. After numerous failed expansion attempts in the U.S., for over a period of five years, the packaged goods company became hopeful when they came onboard with Sightline Retail, a retail tech solution provider. Sightline Retail, wielding the power of data analytics, optimized the client's sales by piecing together their supply chain, logistics, and warehousing workflow. Today, the Thailand-based CPG company has balanced its inventory, increased the bottom line, and spread its business across thousands of distribution points in the U.S.—in the same locations where they had failed to leave a mark less than a year before.

“

While our foremost aim for every business is to help them sell more products, we also lay significant focus on how to help clients save money while increasing profit

This instance is one of the countless success stories created by Sightline Retail who helped turn a client's retail challenges into opportunities. Sightline Retail helps retail clients grow their business by reducing costs associated with inventory, production, manufacturing, and supply chain. "While our foremost aim for every business is to help them sell more products, we also lay significant focus on how to help clients save money while increasing profit," says Shannon Bedore, managing director at Sightline Retail. To achieve this, the company imports relevant data from different sources such as government websites, third-party sources, and retailers' point-of-sale (POS) to comprehend the demographic information and optimize product sales.

Bedore classifies Sightline Retail's retail solutions in two parts based on the purpose it solves. The first solution leverages data analytics to support retailers in increasing the sales of their products at the brick and mortar stores. For that,



Sightline Retail uses third-party data to understand consumer demographics, such as individual and household income, age, and gender, among several other factors. The statistical correlations between these and the rate of product sales help clients in determining the items that should never go out of stock, and need to be preloaded and shipped to stores all the time. "The other analytics solution is to help sell the client's manufactured goods that are still in the warehouse waiting to be sold," explains Bedore. Both these analytics solutions put together, bolsters a CPG firm's manufacturing and warehouse strategy to achieve better ROI and cash cycle.

That being said, Sightline Retail's strength lies in relentlessly, focusing on improving a retail client's bottom line. "Our high success rate is an outcome of our thorough understanding of a client's customer's purchasing behavior," says Bedore. Besides, Sightline Retail sets itself apart from other retail solution providers by offering best-in-class technology and tools at a competitive rate.

In the last five years, Sightline Retail has witnessed significant growth in terms of revenue and acquiring new clients. However, Bedore believes that they are only standing at the tip of the technological iceberg, waiting to unleash more possibilities with their solution. Team Sightline Retail has strategies that will move a company's position by leaps and bounds in efficiently shouldering their clients' workflow and sales. With an extensive clientele that comprises big-box retailers in different segments, Sightline Retail's roadmap is to broaden the retail categories that they support. This is always keeping Team Sightline Retail on its toes, and they are not ready to slow down yet. **RC**