



SOLUTION BRIEF

Transforming Fast-Moving Consumer Goods Retail with Cloud-Native Computing with Rakuten Cloud



Summary

The Fast-Moving Consumer Goods (FMCG) retail landscape is undergoing a rapid transformation, driven by evolving consumer expectations and the need for operational efficiency. To thrive in this dynamic environment, FMCG retailers require agile, scalable, and secure IT infrastructure that can deliver personalized experiences, optimize inventory management, and streamline operations at the edge. This new wave of edge modernization isn't just about cost savings; it's about unlocking new revenue streams and gaining a competitive edge. This solution brief outlines how Rakuten Cloud's cloud-native solutions empower FMCG retailers to build a robust and future-proof cloud-native edge infrastructure. By leveraging these technologies, retailers can unlock new levels of agility, efficiency, and customer engagement, driving significant business value.



FMCG Retail Edge Challenges Addressed by Rakuten Cloud

Modern FMCG retail demands real-time insights and responsiveness at every touchpoint. Traditional centralized IT architectures struggle to meet these demands due to latency, bandwidth limitations, and the complexity of managing distributed infrastructure. Key challenges include:

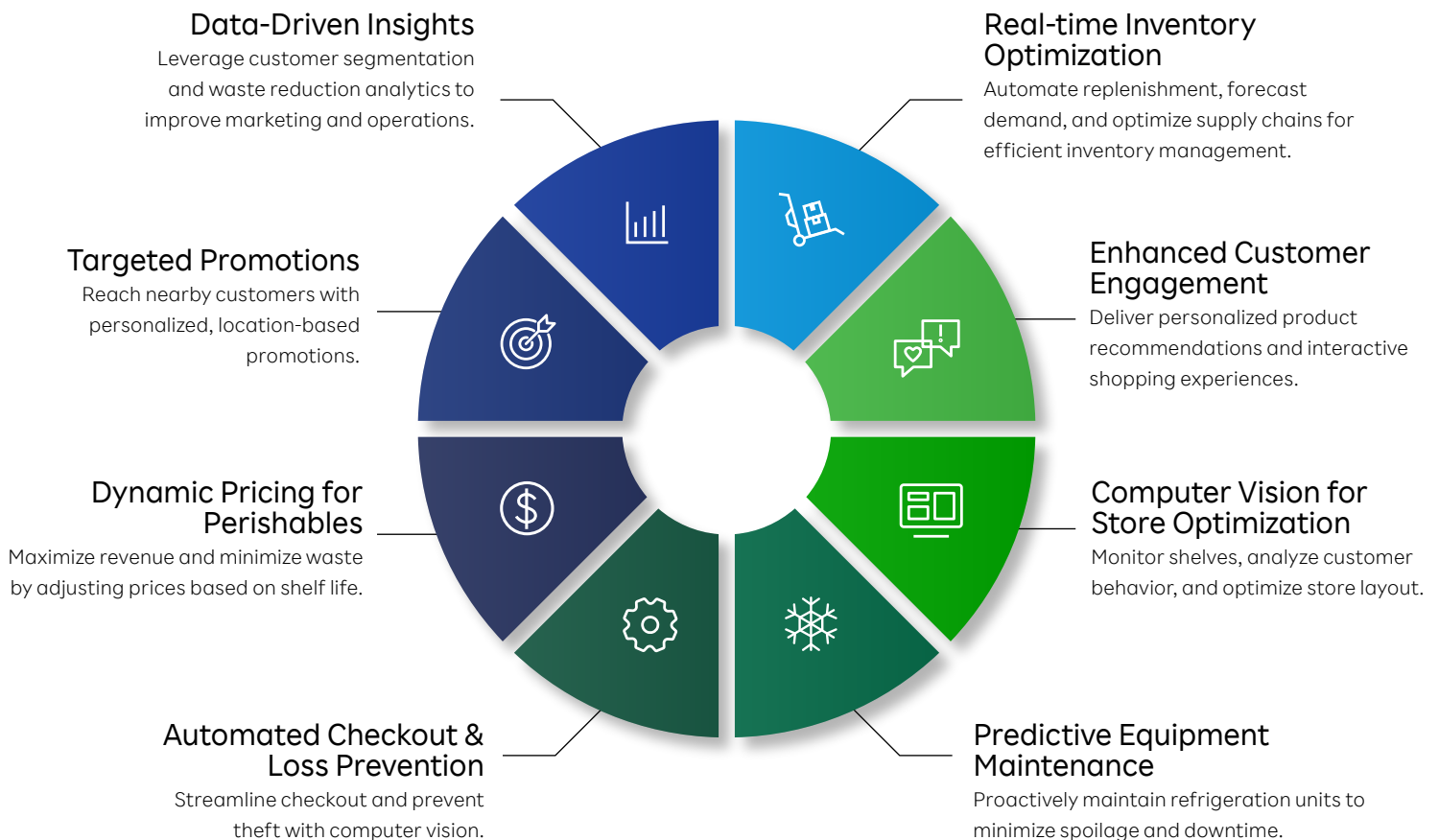
- **Delivering Personalized Customer Experiences:** Customers expect personalized recommendations, targeted promotions, and seamless shopping experiences across all channels.
- **Optimizing Inventory Management:** Accurate and real-time inventory data is crucial for minimizing stockouts, reducing waste (especially for perishable goods), and maximizing profitability.
- **Enhancing Operational Efficiency:** Streamlining operations, automating tasks, and reducing IT overhead are essential for maintaining competitiveness in a high-volume, low-margin environment.
- **Ensuring Security and Compliance:** Protecting sensitive customer data and complying with industry regulations and data sovereignty are paramount.
- **Managing Distributed Infrastructure:** Deploying and managing IT infrastructure across numerous store locations can be complex and costly.

FMCG Retail Outcomes Addressed by Rakuten Cloud

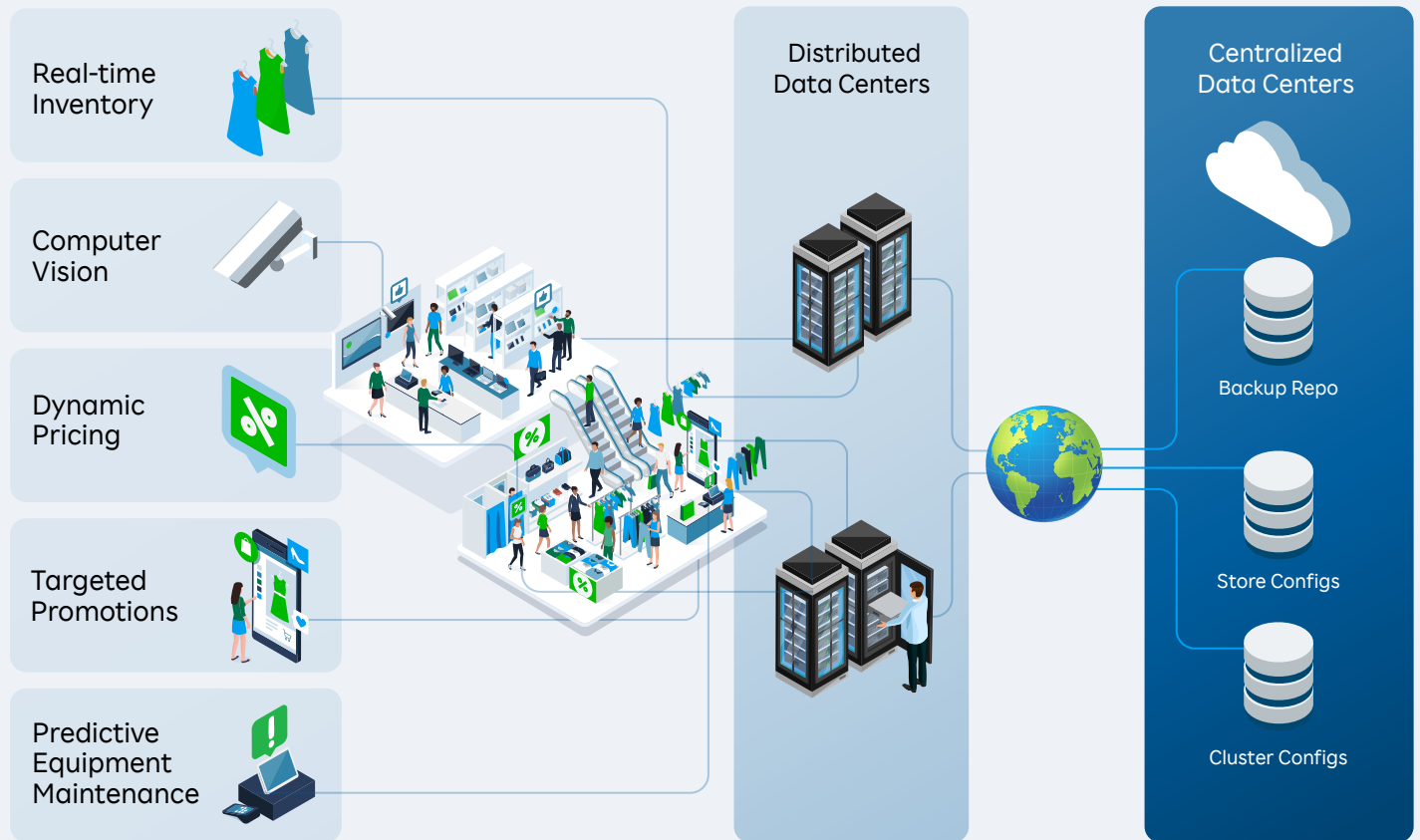
Rakuten Cloud solutions provide a comprehensive and integrated approach to addressing these challenges, enabling FMCG retailers to achieve the following business outcomes:

- **Improved Customer Experience:** Deliver personalized recommendations, targeted promotions, and seamless shopping experiences.
- **Optimized Inventory Management:** Achieve accurate and real-time inventory data, minimizing stockouts and overstocking, and reducing waste of perishable goods.
- **Enhanced Operational Efficiency:** Streamline operations, automate tasks, and reduce IT overhead.
- **Data-Driven Decision Making:** Gain real-time insights from data to make informed decisions about pricing, promotions, and store layout.
- **Agile and Scalable Infrastructure:** Rapidly deploy and scale applications to meet changing business needs, especially during peak seasons and promotional periods.
- **Reduced Risk and Enhanced Security:** Protect sensitive customer data and ensure compliance with industry regulations.

Rakuten Cloud FMCG Retail Use Cases



How Rakuten Cloud Delivers a Cloud Solution to the Retail Edge



Solution Components

Rakuten Cloud offers a suite of cloud-native solutions designed to work together seamlessly



Rakuten Cloud-Native Storage

Provides secure, application-aware, and software-defined storage for distributed, stateful applications, ensuring data persistence and protection.



Rakuten Cloud-Native Platform

Unified Kubernetes platform for both containers and VMs, enabling the deployment and management of diverse workloads in distributed data centers, with a small edge footprint.



Rakuten Cloud-Native Orchestrator

A full stack automation platform that orchestrates the lifecycles of bare-metal infrastructure, virtual and containerized applications, and 3rd party appliances, simplifying management at scale.

Rakuten Cloud solutions work together to deliver a comprehensive cloud solution to the retail edge:

Rakuten Cloud empowers Fast Moving Consumer Goods retailers to overcome key challenges and achieve transformative business outcomes with its cloud-native edge computing solutions. By deploying Rakuten Cloud, retailers can solve the problem of limited customer engagement and personalization and achieve hyper-personalized shopping experiences through targeted promotions, real-time recommendations, and streamlined digital interactions, driving increased customer loyalty and sales.

The solution also helps address inefficient inventory management and waste, enabling retailers to achieve optimized inventory levels with real-time visibility, automated replenishment, and dynamic pricing for perishables, minimizing stockouts, reducing waste, and maximizing profitability.

Furthermore, Rakuten Cloud tackles high operational costs and IT complexity, helping retailers achieve streamlined store operations with automated checkout, predictive equipment maintenance, and centralized management of distributed edge infrastructure, reducing IT overhead and improving staff productivity.

Retailers can also overcome data silos and a lack of actionable insights, achieving real-time data-driven decision-making with computer vision-powered shelf monitoring, customer behavior analytics, and waste reduction insights, enabling optimized store layouts, targeted marketing campaigns, and minimized losses.

Finally, it addresses security vulnerabilities and compliance risks, allowing retailers to protect sensitive customer data and ensure compliance with industry regulations through secure, application-aware storage and centralized policy enforcement. This mitigates risks and builds customer trust.

Ultimately, Rakuten Cloud enables Fast Moving Consumer Goods retailers to create a more agile, efficient, and customer-centric business, unlocking new revenue streams and gaining a significant competitive advantage in the rapidly evolving retail landscape.

Rakuten Cloud

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