

Retail is changing

A perspective on the next
operating model for retail

Strategy that transforms business and delivers lasting impact.



The consumer has changed

Retail must change with them.

Consumers move fluidly between physical and digital experiences. They expect relevance, availability, speed, value and trust — without thinking in channels.



From choice to relevance

More options are not enough. Consumers expect what matters to them.



From omnichannel to continuous journeys

Store, mobile, e-commerce, social and service increasingly form one seamless experience.



From search to assistance

Discovery is shifting toward recommendations, conversational interfaces and AI-assisted decisions.



From loyalty to value

Loyalty increasingly depends on convenience, recognition, trust and consistent value.

Omnichannel is no longer the ambition. It is the baseline.

ONE CONSUMER. ONE RELATIONSHIP. MULTIPLE MOMENTS.



Retail needs a connected operating model

**The customer promise must shape
how the business operates.**

Connect customer insight, stock and order execution
so each channel can act on the same information.

AI turns shared information into better decisions.

A connected retail operating model

Customer experience

Store, e-commerce, mobile and service

Retail execution

Products, inventory, orders and fulfillment

AI-assisted decisions

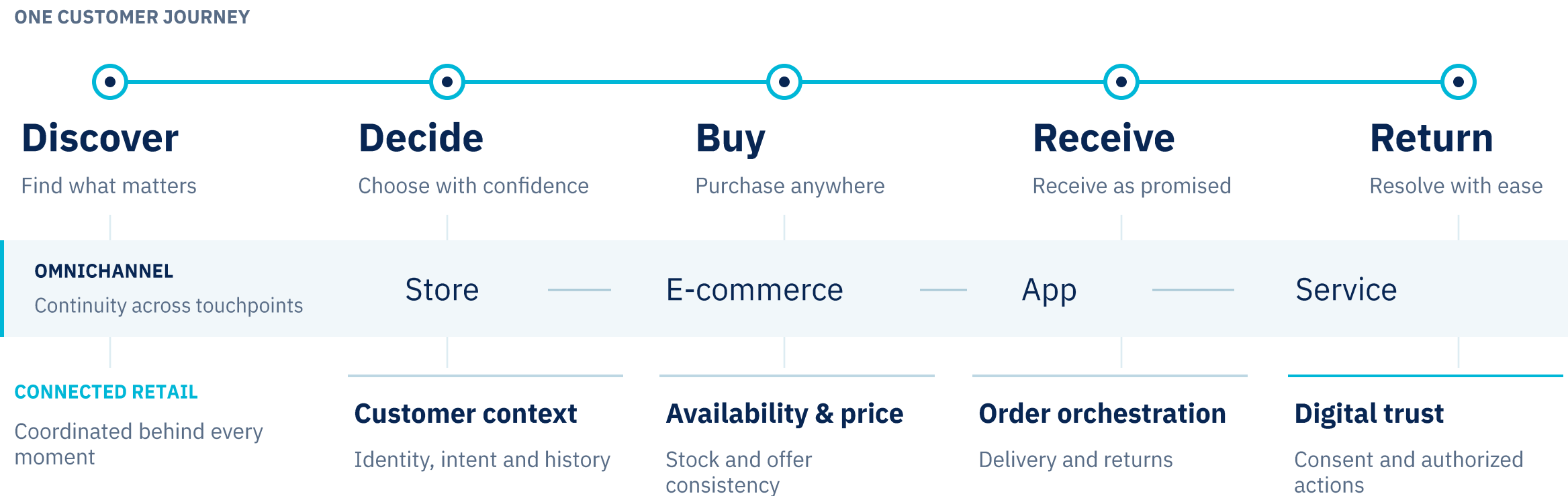
Relevance, demand and operational priorities

Shared data and integration

Customers, products, stock and transactions

Beyond omnichannel

Connecting customer intent with retail execution.



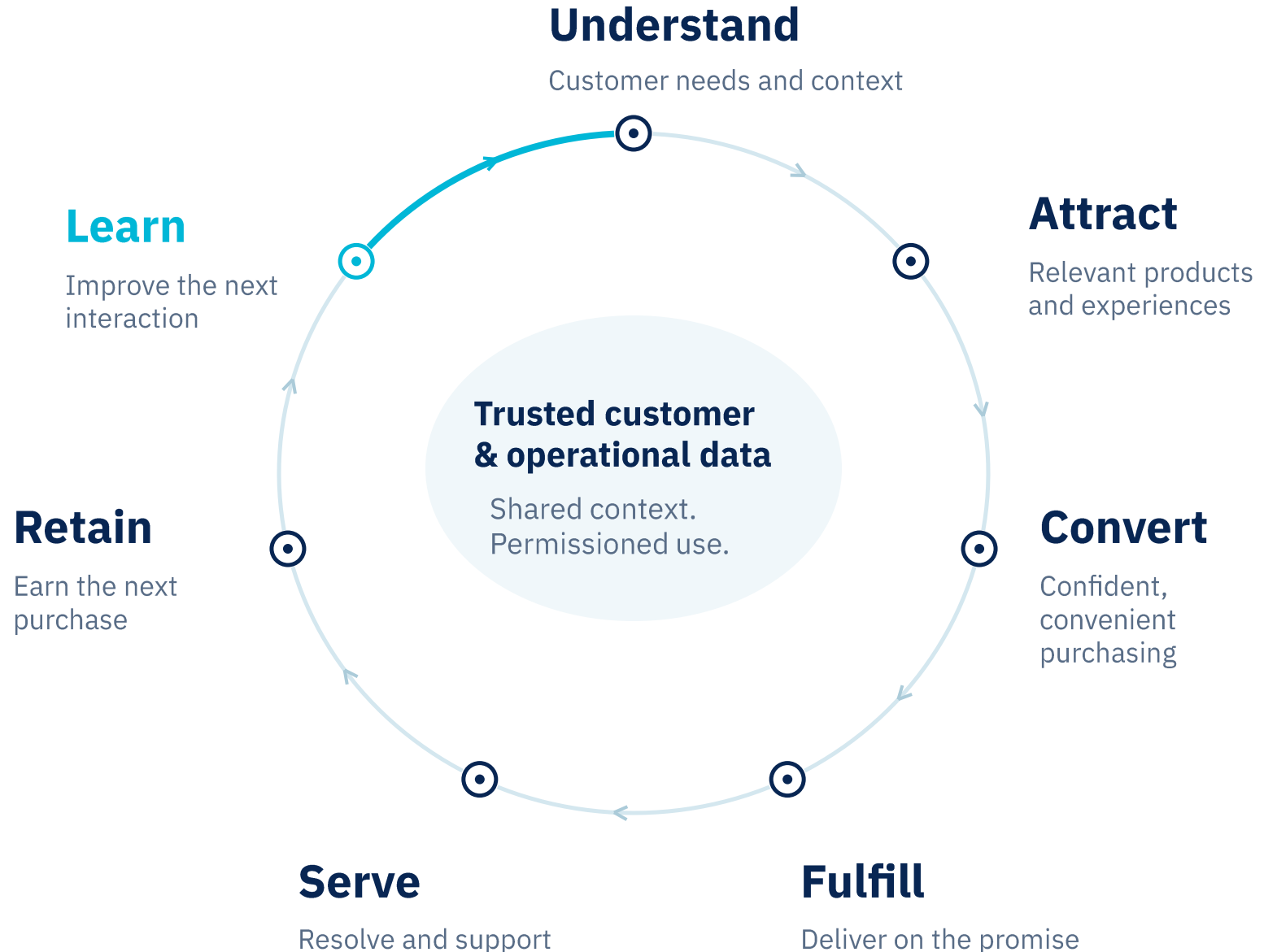
One customer journey. A coordinated retail operation.

The Retail Value Loop

Every interaction informs the next.

Connect the customer experience with the operation behind it.

What we learn today shapes how we serve tomorrow.



The capabilities behind connected retail

What it takes to deliver the customer promise.

Customer intelligence

Understand the customer and their intent.

Merchandising & pricing

Shape the assortment, offer and value.

Unified commerce

Keep purchases and service connected.

Supply & fulfillment

Match availability with the delivery promise.

Connected store

Equip associates to advise, sell and serve.



SHARED FOUNDATIONS

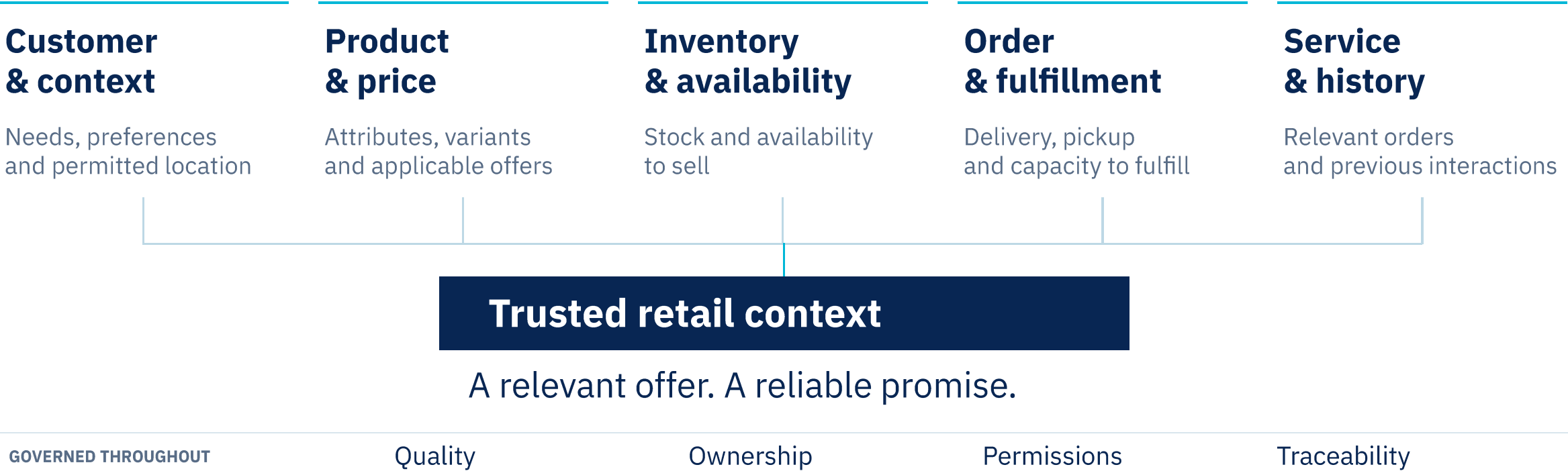
Trusted data & digital trust

Continuous operations & improvement

The Retail Data Foundation

Connecting customer context with operational reality.

“Can I get the right product, at the right price, by tomorrow?”



The Retail Execution Core

Every customer promise becomes an operational commitment.

“It’s available.”

Confirm availability and reserve stock when the order is accepted.

“This is your price.”

Apply the right price, promotion and customer benefits.

“It arrives tomorrow.”

Coordinate preparation and delivery against capacity and a feasible deadline.



CONNECTED CORE

Merchandising

Pricing

Inventory

Orders

Fulfillment

Finance

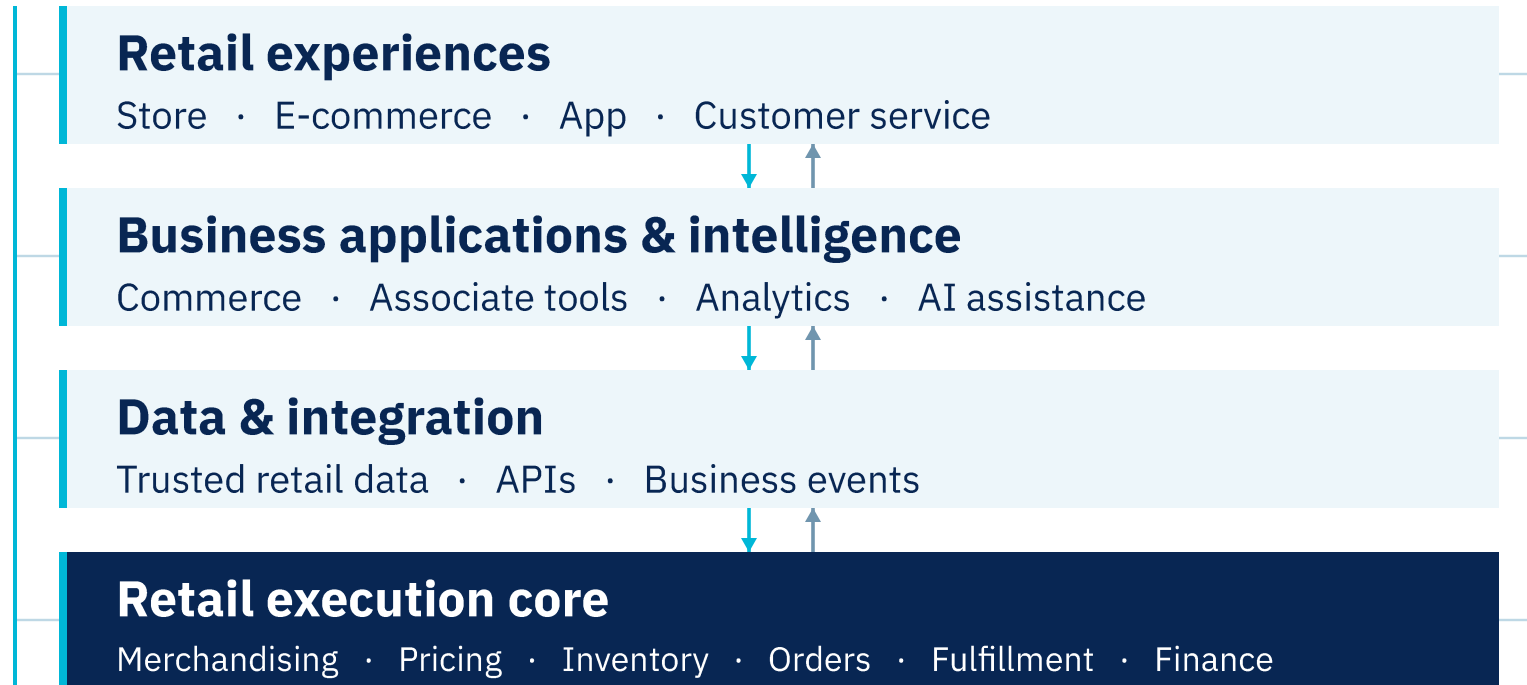
A promise is only as reliable as the operation behind it.

The Connected Retail Architecture

Connecting experience, decisions and execution.

Digital trust

Identity & permissions
Data & transaction protection



Continuous operations

Observability
Resilience
Continuous improvement

Shared context. Coordinated action. Reliable execution.

From Retail Intelligence to Controlled Action

Using business context to recommend and act responsibly.



Actions stay within permissions, business rules and an auditable record.

Digital Trust by Design

Protecting every identity, interaction and action.

Who is acting?

Verify customers, employees, applications and agents.

What can they access?

Limit access by need, permission and applicable consent.

What are they allowed to do?

Apply rules, limits and approvals to actions and transactions.

Can we trace and respond?

Record activity, detect anomalies and respond to incidents.



ACROSS RETAIL

Customer accounts

Loyalty

Payments

Orders

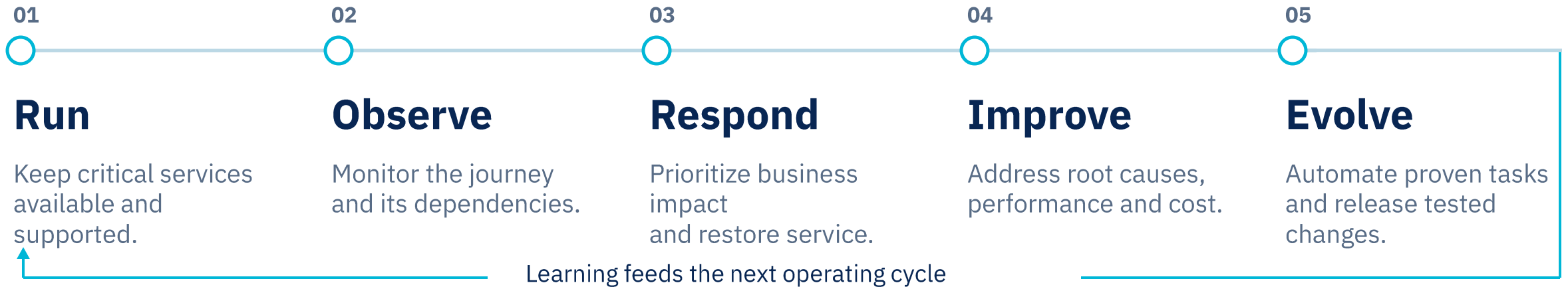
Returns

Customer trust depends on how we use data and control actions.

Continuous Retail Operations

Keep the customer promise working. Improve it every day.

MANAGED SERVICES ACROSS THE RETAIL ENVIRONMENT



ONE OPERATING VIEW

Core systems, cloud, integrations, data, security and AI

Measure continuity, recovery and improvement where customers feel them.

How Nexton helps

Build the capabilities behind your next retail operating model.

Start with the business priority.
Shape the response around your processes, people and technology.

RETAIL PRIORITY

NEXTON CAPABILITY

Deliver the customer promise

Connect core retail processes.

SAP

Connect and scale experiences

Extend the digital foundation.

AWS Cloud

Make information usable

Build trusted business context.

Data & integration

Support decisions and actions

Apply AI with context and controls.

AI / Amazon Bedrock

Protect customer trust

Connect identity, data and action controls.

Cybersecurity

Sustain and improve operations

Operate across the connected environment.

Managed Services

A CONNECTED APPROACH

Define priorities

Connect capabilities

Operate & evolve

Let's shape what's next for your retail business.

Connect your customer promise with the capabilities, technology and operations to deliver it.

