



Accelerate Innovation and Modernization in Retail with AWS Partners



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Introduction

The future is here, and retailers need to think and act in new ways. [Amazon Web Services \(AWS\)](#) delivers innovative, industry-leading cloud services and solutions to meet today's consumer expectations, optimize operations, and improve business insights.

Driven by a relentless customer obsession, AWS offers retailers technologies that empower them to create exceptional customer experiences—from personalized recommendations to same-day delivery services and checkout-free shopping, driving market differentiation and growth. With services that are purpose-built for retail and market tested by Amazon.com, like [Amazon Personalize](#), [Amazon Forecast](#), [Amazon Connect](#), [AWS Supply Chain](#), [Amazon Fraud Detector](#), and [Amazon Just Walk Out](#), retailers can innovate and modernize faster, and scale their business.

[Best Buy](#), [Petco](#), [Pick n Pay](#), [Pomelo](#), [Neiman Marcus](#), [Sainsbury's](#), [Instacart](#), and [Zalando](#) are among the retailers globally who are using AWS retail solutions, software, and tools to accelerate innovation and digital transformation.



Market trends and customer challenges

AWS can help retailers meet consumer needs and accelerate digital transformation with proven solutions to address these trends and challenges:



Gain a 360-degree customer view

With customers moving between channels—digital, social, in store, and support, a holistic view of customers and their behaviors and expectations is critical to providing meaningful engagement and personalized services.



Own first-party data

As third-party marketing cookies go away by the end of 2023, AWS solutions can help retailers create an in-house first-party data platform so they can continue to identify, target, and market to customers efficiently and successfully.



Get better product visibility

Retailers need end-to-end product visibility—from supply chains to stores—to offer more pickup and delivery options, use stores as distribution centers, and avoid lost sales.



Ensure data privacy

This is critical for both regulatory compliance and customer trust.



Converge physical and online stores

To deliver holistic experiences, retailers need to integrate data, intelligence, and business processes to create retail locations with cutting-edge, market-tested smart store solutions.



Focus on Environmental, Social, Governance (ESG)

Innovative retailers leverage modern technology to help address sustainability, diversity, and responsible product sourcing initiatives.



Implement Artificial Intelligence (AI) and Machine Learning (ML)-enhanced workflows, automation, and robotics

Many retailers want to shift from reactive to predictive operations and eliminate repetitive tasks, especially in forecasting and fulfillment.

Retailers choose AWS to:

Improve insights

The AWS data-first, AI/ML-driven approach delivers modern intelligence and insight that help retailers differentiate their brand, influence customer actions, and increase revenue.

Optimize retail operations

AWS can help retailers improve IT efficiency, boost store productivity, automate supply chains, and drive continuous innovation. AWS technologies powered by robotics and ML bring intelligent end-to-end visibility into all operations.

Transform customer engagement

Consumers use digital channels and physical stores interchangeably, and many use the buy online, pickup in store (BOPIS) method. AWS enables delivery of a consistent experience across customer touchpoints.

Whether you're buying a solution or building your own, innovative services from AWS enable you to transform and modernize faster, securely, and at scale.

AWS purpose-built retail services

Amazon Personalize, Amazon Forecast, Amazon Fraud Detector and other AWS services are built to help retailers innovate faster and at scale. You can deploy these [AWS Solutions](#), confident that AWS stands behind—and provides ongoing support for its code's quality and security.

AWS Retail Competency Partners

Retailers can choose to buy or build solutions powered by AWS. [AWS Retail Competency Partners](#) offer purpose-built solutions to accelerate digital transformation across the entire enterprise, including marketing, merchandising, supply chain, store operations, finance, and IT.

AWS Marketplace for retail solutions

[AWS Marketplace Retail](#) hub offers a curated list of third-party retail solutions that can accelerate innovation, optimize operations, and improve business insights. AWS Marketplace can help retailers easily discover, procure, deploy, and manage cloud technology and data management solutions purpose-built for the industry.

Building an agile future with MACH Alliance

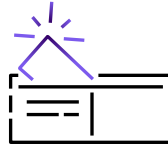
[AWS joined the MACH Alliance](#) to help create a common ecommerce architecture that enables retailers to freely mix and match solutions, deliver new features, and build a great customer experience. MACH, which stands for [M](#)icroservices, [A](#)PI-first, [C](#)loud-native, and [H](#)eadless, helps facilitate innovation and better support enterprises, retailers, and consumer product companies worldwide.

AWS retail solution areas



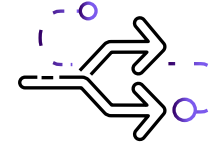
Smart Store

Reinvent the in-store shopping experience



Digital Commerce

Deliver seamless engagement on every channel



Intelligent Supply Chain

Optimize fulfillment from end to end



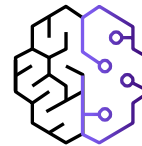
Customer Engagement

Create meaningful customer experiences



Merchandising and Planning

Improve forecasting with data-driven insights



IT and Core Applications

Gain efficiency, agility, and speed in the cloud



Advanced Data Insights

Turn retail data into actionable insights that improve the customer experience as well as margins

Smart Store

Reinvent the in-store experience, improve in-store operational efficiency, and accelerate innovation with the cloud



ISAIA successfully deploys global omnichannel solution from XY Retail on AWS

Luxury lifestyle brand [ISAIA](#) wanted to centralize its global data across point-of-sale (POS), ecommerce, customer, catalog, inventory, and sales. Using the AWS-powered retail platform from AWS Retail Competency Partner [XY Retail](#), ISAIA stores can handle complex omnichannel scenarios, drive in-store traffic with mobile clienteling capabilities, and fulfill online orders 300 percent faster. ISAIA's corporate teams can deploy new collections globally, run bulk markdowns, and automate tax reporting across markets.

[Read the story >](#)

Smart Store Analytics: Creating Profitable Retail Insights

How to use AWS for the Edge technology, and specifically the [AWS Panorama Appliance](#), to process your existing CCTV footage to produce valuable in-store analytics, including real-time alerts for your physical retail store network.

[Learn more >](#)

[Explore Smart Store solutions on AWS >](#)



Three strategies for building smarter retail stores

Find out what strategies retailers need to create smarter physical stores with a modern technology architecture that provides ecommerce-like agility.

[Learn how >](#)





AWS Retail Competency Partners

Find AWS Retail Competency Partners in [Smart Store](#)

Traditional POS



Inventory Management



Cash Management



Store IoT



Digital Commerce

Provide compelling digital shopping experiences across channels to attract more customers, increase sales, and deliver flawlessly

KÉRASTASE
PARIS



L'Oréal elevates the D2C experience with Valtech and VTEX on AWS

L'Oréal [Kérastase](#), a leader in luxury professional haircare, wanted to streamline the online shopping experience for its customers in Brazil so they wouldn't have to leave the Kérastase site to place their orders. However, the parent company wanted to maintain its headless ecommerce architecture, which redirects customers away from the Kérastase page for their final purchase. AWS Partner, [Valtech](#), integrated the [VTEX](#) ecommerce platform with Sitecore to create a single, simplified experience for Kérastase customers.

[Read the story ›](#)

Industry Innovators: VTEX shares six trends in digital commerce and what they mean for the future

Get actionable insight for what your company can do to adapt to changes in commerce and win in the new digital economy.

[Learn more ›](#)



[Explore Digital Commerce solutions on AWS ›](#)



Five steps for implementing a digital commerce strategy in retail

With rapidly changing online consumer behaviors, ecommerce retailers need to meet and anticipate customer expectations to stay ahead of the game.

[Learn how ›](#)





AWS Retail Competency Partners

Find AWS Retail Competency Partners in [Digital Commerce](#)

Ratings and Reviews



Cross-Border Transactions



Customer Experience



Content Management Systems



Third Party Marketplace



Distributed Order Management



Immersive Retail



Unified Commerce



Website Performance & Security



Web Store



Intelligent Supply Chain

Improve supply chain efficiency and resiliency with purpose-built analytics, machine learning (ML), and automation

Bata | Vinculum

Bata slashes inventory update time by 99 percent with automated fulfillment powered by Vinculum on AWS

With over 180 million pairs of shoes sold annually, [Bata](#) needed to accelerate, scale, and improve its ecommerce and digital experiences rapidly. With AWS Retail Partner, [Vinculum](#), Bata modernized its ecommerce business by replacing weekday manual inventory uploads with automation that completes the process every 15 minutes.

[Read the story >](#)

Co-op UK Scales Grocery Ecommerce Pickup and Delivery with Bringg and Naveo Commerce

Learn how AWS Partners helped enable 1000+ stores to provide 2-hour home delivery service.

[Learn more >](#)



Naveo Commerce

[Explore Intelligent Supply Chain solutions on AWS >](#)



Four supply chain disruptions retailers must overcome

See how retailers of all sizes—in various industries—face the challenge of quickly getting the right product in the right quantity to the right place at the right time.

[Learn more >](#)





AWS Retail Competency Partners

Find AWS Retail Competency Partners in [Intelligent Supply Chain](#)

Warehouse Management



Last Mile



Customer Engagement

Create meaningful customer engagement by using insights to reach, serve, and reward your customers

tapestry | Amperity &

Tapestry personalizes omnichannel customer experiences with Amperity and AWS

Tapestry, home of luxury and lifestyle brands like [Coach](#), [Kate Spade](#), and [Stuart Weitzman](#), personalized omnichannel customer experiences to ensure a seamless buying experience. **Amperity**, an AWS Retail Competency Partner and its enterprise customer data platform (CDP), enabled Tapestry to deliver fully integrated, innovative consumer experiences and drive deeper engagement with high-value customers, while saving several hours of effort every week.

[Read the story >](#)

petco | JBS

Petco brings greater convenience and personalization to pet parents

Petco adopted a cloud-first microservices architecture built on AWS to rapidly deploy multiple customer-facing mobile applications. Their approach delivered the business agility to deploy curbside pickup, food finder, appointment scheduling, and delivery services in just six weeks.

[Read the story >](#)

[Explore Customer Engagement for Retail solutions on AWS >](#)



How to create great customer experiences powered by Zendesk on AWS

Bring together data from all parts of your business, including billing, shopping and returns history, chat preferences, and customer details, by seamlessly integrating customer data under a single pane of glass with Zendesk.

[Learn how >](#)



Creating an Intelligent Contact Center with Infosys Cortex and Amazon Connect

Deliver an intelligent contact center (ICC)—as an autonomous, artificial intelligence (AI)–driven solution with Infosys Cortex.

[Learn how >](#)





AWS Retail Competency Partners

Find AWS Retail Competency Partners in [Customer Engagement](#)

Attribution

branch



Clienteling



Contact Center



CRESTA

Engagement Analytics



Customer Data Platform

ALGONOMY



cordial



Amperity &



Target Marketing



ALGONOMY

braze



moengage

ROKT



Merchandise and Planning

Improve merchandising decisions and execution through enhanced customer insights, demand forecasting, category management, and store implementation



An old-fashioned doorstep delivery of bottled milk makes a comeback powered by an AI-driven supply chain

UK-based retailer [Modern Milkman](#) is focused on community and sustainability. It works with independent farmers and suppliers to home-deliver fresh milk, eggs, fruit, vegetables, baked goods, and other groceries, all in sustainable packaging. AI-driven forecasting streamlines its deliveries, and it live-tracks the plastic bottles saved—currently almost 52 million. Working with AWS Retail and Machine Learning Competency Partner [Peak](#), Modern Milkman used Peak's Decision Intelligence platform to analyze shelf-life information, customer orders, and supply and warehouse data.

[Read the story >](#)

From forecasting demand to ordering – An automated machine learning approach with Amazon Forecast to decrease stockouts, excess inventory, and costs

More Retail Ltd. (MRL) is one of India's top four grocery retailers. MRL uses [Amazon Forecast](#) to increase their forecasting accuracy from 24% to 76%, leading to a reduction in wastage by up to 30% in the fresh produce category, improving in-stock rates from 80% to 90%, and increasing gross profit by 25%.

[Learn more >](#)



Driving stronger retail profits with intelligent on-demand forecasting from PlanIQ and Amazon Forecast

Learn how Anaplan helps companies improve demand forecasting with Amazon Forecast and how Anaplan's PlanIQ enabled Carter's to remove eight days of inventory from its supply chain and saved \$25 million annually in inventory carrying costs.

[Learn more >](#)





AWS Retail Competency Partners

Find AWS Retail Competency
Partners in Merchandising
and Planning

Supply Chain Planning



IT and Core Applications

Drive significant cost savings, faster innovation, and greater agility through cloud-based platform built for retailers

WINE
ACCESS



Wine Access modernizes and sees 400 percent site traffic growth with help from AWS Partner, JBS Solutions

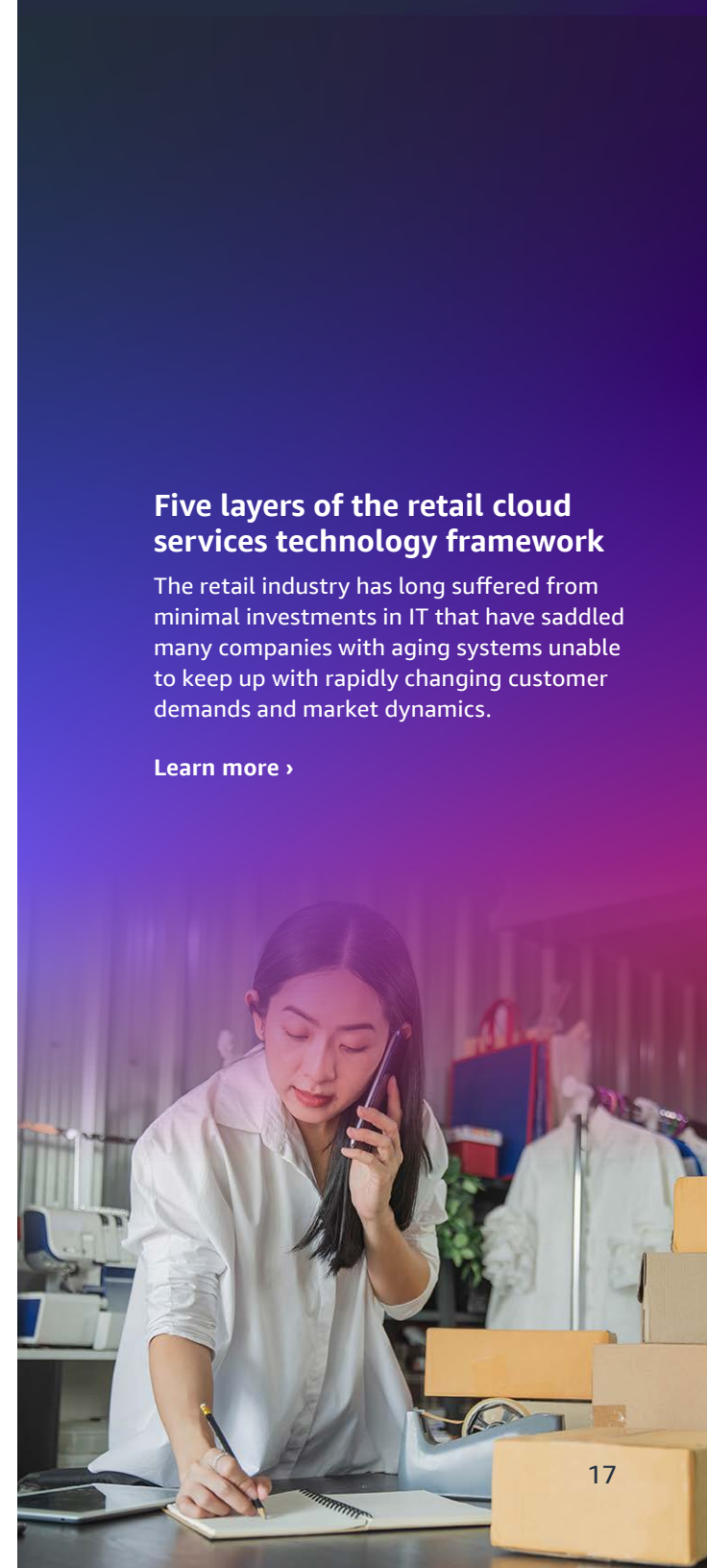
Direct-to-consumer wine retailer [Wine Access](#) had an outdated and expensive technology stack. Migrating from on-premises servers to [AWS with AWS Retail Competency Partner, JBS Solutions](#) on an AWS Lambda architecture, it scaled automatically to meet a 400 percent increase in website traffic. With zero outages, lower compute costs, and a reduction in database costs of about 50 percent, Wine Access now has an agile ecommerce solution that supports new business ideas, innovations, and revenue streams. The solution also helps improve customer experience and save hundreds of in-house work hours.

[Read the story ›](#)

Five layers of the retail cloud services technology framework

The retail industry has long suffered from minimal investments in IT that have saddled many companies with aging systems unable to keep up with rapidly changing customer demands and market dynamics.

[Learn more ›](#)





AWS Retail Competency Partners

Find AWS Retail Competency Partners in [IT and Core Applications](#)

Enterprise Resource Planning (ERP)



Workforce Management



Consulting



Monitoring



SAP on AWS



Advanced Data Insights

Turn retail data into actionable insights that improve the customer experience as well as margins.

gousto | **ALTRUISTIQ**

Gousto drives real corporate impact in carbon reduction using Altruistiq's sustainability management software

[Gousto](#) delivers eight million meals per month in the UK, and is focused on sustainability in packaging, carbon emissions, and healthy outcomes. To automate the data measurement, management, and exchange process that could help it measure impacts and identify strategic opportunities for change, Gousto turned to AWS Retail Partner [Altruistiq](#). To date, Gousto has cut plastic packaging in its boxes by 50 percent and maintained food waste levels below 1 percent in its facilities.

[Read the case study >](#)

Sainsbury's | **MicroStrategy®**

Sainsbury's democratizes data and analytics to streamline operations across its 1,400+ stores

To support its bold new data and analytics (D&A) strategy and ecosystem, [Sainsbury's](#), a leading retailer in the United Kingdom, leveraged [MicroStrategy](#) to build a scalable and governed data model and deliver robust reporting requirements. Ultimately, Sainsbury's deployed a comprehensive suite of 30+ applications that deliver best-in-class analytics experiences to drive everyday decision-making on the store floor, across corporate functions, in the C-suite, and beyond—all deployed with a single cloud analytics platform.

[Read the story >](#)



How an old-fashioned doorstep delivery of bottled milk is making a comeback powered by AI-driven supply chain

Modern Milkman cuts 55 million plastic bottles of waste and counting with AI-driven supply chain with AWS Partner Peak.

[Read the story >](#)

How immersive commerce can drive your sustainability goals while making your merch look fabulous

Hexa offers retailers a powerful immersive OS for 3D product visualization and virtual try-on to deliver elevated consumer experiences at scale, without the burden of environmental harm.

[Read the story >](#)





AWS Retail Competency Partners

Find AWS Retail Competency Partners in [Advanced Data Insights](#)

Business Intelligence and Analytics

MicroStrategy



Data Lake



Text Search

ALGONOMY



Visual Search



Data Integration

talend



Carbon Tracking

ALTRUISTIQ

Personalization



Amperity &



moengage

Innovate with key industry partners

Explore articles, blogs, videos, and case studies featuring AWS Retail Competency Partners. This [resource hub](#) curates content showing how top AWS retail partners enable retailers to accelerate their digital transformation across marketing, merchandising, supply chain, store operations, and more.

[Explore AWS retail cloud solutions ›](#)

[Find out how AWS Retail Competency Partners can help ›](#)

[Find an AWS retail competency partner ›](#)

[Discover Retail Partner solutions in the AWS Marketplace ›](#)

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