



# SUTHERLAND STORECAST ON GOOGLE CLOUD PLATFORM

## Identifying and converting incremental sales in retail stores

The role of the store is changing in the digital world. While over 80% of total retail sales are still driven through the physical store, sales continue to decline, driven by diminishing traffic and conversion. Solutions to date have been unable to stem this decline in the face of the omni-channel shopping options available to the retailer's customer base. While brick-and-mortar retailers track store traffic and conversion, the data, science, and recommendations to optimize their conversion rates have not kept pace with the digital transformation.

**Sutherland Storecast**, deployed on **Google Cloud Platform (GCP)**, is an analytically-driven solution that identifies the incremental sales potential for each store and the digital and operational drivers to unleash it. Storecast is differentiated from other analytic-driven platforms as it evaluates over 100 internal and external variables, as well as on and off-line sales, leveraging latest advances in machine learning to determine future sales potential.

With Storecast, our customers can:

- Access deep insights to customer behavior, shopping patterns and store operations
- Accurately determine the incremental sales potential for each store
- Identify the operational drivers to unleash sales conversion
- Understand sales conversion driving incremental sales and margins



The most loyal 20% of customers satisfy, on average, less than 50% of their requirements at any one particular retailer, the remaining 80%, under 15%. The potential for any one given retailer to convert even a fraction of this untapped potential is significant.



- **Mark Ryski**,

Author, CEO & Founder of  
HeadCount Corporation

The **benefits** you reap from Storecast:

- Identified incremental store sales allowing you to **understand conversion potential in 30 days**
  - KPIs provided for each store via cloud-based dashboard
  - Actionable: Daily, weekly, monthly, quarterly, and annual views
- Optimized conversion directives in **90 days**
  - Optimized operations plan (labor, merchandising, store experience) for each store
  - Supported via the Sutherland Coaching Network
- Speed and scale with **99.5% uptime in cloud**
  - Cloud-based solution supported by GCP
  - In market within 90 days
  - Can quickly scale from ten to hundreds of stores

**As a big data and artificial intelligence (AI)-first company, Google Cloud provides cutting edge machine learning tools and embedded frameworks that enable retail customer experience transformations. Paired with real-time data ingestion, simplified data preparation, and scalable infrastructure, Google Cloud Platform can help retailers leverage AI as a competitive advantage.**

### Sutherland's approach to GCP:

1. We deliver a customer-centric approach that provides solutions and deployments unique to each client.
2. We are 100% focused on customer success. Our incredible depth of understanding of the service environment ensures our customers achieve their desired outcomes.
3. We believe in relationship-focused outcomes for our clients and their customers, and for Sutherland. We design our partnerships for a win-win-win.
4. We work with global leaders in almost every major industry, leveraging our deep domain knowledge and GCP's secure, open, collaborative, and intelligent technology, in every combined interaction.

We manage customer experience as an integrated, end-to-end process while maintaining performance, security, and compliance.

To learn more about how Sutherland and Google Cloud can help, please contact us at [googlecloud@sutherlandglobal.com](mailto:googlecloud@sutherlandglobal.com), visit us at [www.sutherlandglobal.com/googlecloud](http://www.sutherlandglobal.com/googlecloud), or call **1.585.498.2042**.

As a process transformation company, Sutherland rethinks and rebuilds processes for the digital age by combining the speed and insight of design thinking with the scale and accuracy of data analytics. We have been helping customers across industries from financial services to healthcare, achieve greater agility through transformed and automated customer experiences for over 30 years. Headquartered in Rochester, N.Y., Sutherland employs thousands of professionals spanning 20 countries around the world.