



Connected Consumers

and the agile supply chains that serve them



Today's connected consumers are:



Informed

with unlimited access to product data and the opinions and experience of others



Empowered

with choice and swayed by price, convenience, and service rather than traditional brand loyalty



Demanding

faster delivery, lower costs, and a seamless shopping experience across channels

Serving the connected consumer is challenging.

To satisfy consumers and drive growth, manufacturers and retailers must:

1. Collaborate, develop, and share plans, making data a key currency
2. Create a deeper understanding of the consumer
3. Align supply chain, innovation, and promotional strategy with consumer preferences

A woman with long brown hair, wearing a white long-sleeved shirt and a patterned skirt, is looking down at her smartphone. She is holding several white shopping bags. The background is a blurred indoor setting, possibly a store or office.

Imagine the insight you could have on the connected consumer when you see the whole story that lives within your data.

Connected consumers provide an unprecedented amount of personal information and product feedback over social media and other digital channels.



The digital footprint left by consumers is a rich source of insight into habits and preferences, helping retailers and manufacturers design the best products and deepen customer relationships through engagement.

But it's not the only data available.

Unprecedented amounts of data are available from diverse sources.



Retailers have data on

- Transactional and digital browsing
- Market basket analysis
- Omni-channel click and collect mobile interactions
- Store beacons, sensors, and cameras
- Inventory availability and forecasts
- Supply chain performance
- Syndicated sales data



Manufacturers have data on

- Market, category, and brand sales
- Competitor performance
- Consumer purchase behavior and use
- Brand awareness
- Loyalty and lifetime value
- Customer satisfaction
- Supply chain cost and performance

**But sharing, analyzing,
and making decisions
using this data is not
always easy.**

Too much data is overwhelming. Resources to analyze the data are scarce. Reporting lags can reduce time-sensitive advantages. Organizational silos are further barriers.



Fortunately, collaborative data discovery platforms help you overcome these barriers by providing:

- The ability to unite disparate data
- Agile, real-time discovery
- Intuitive visual analysis
- Mobile, self-service access at the point of decision
- Collaborative capabilities for sharing insight



A man and a woman are sitting at a table in a meeting room, looking at a laptop. The man is gesturing with his hands while talking to the woman. There are several callout bubbles around them containing text about data insights.

Real-time stock
availability and
location

Click-and-
collect
preferences

Spending
patterns and
demand
signals

Local and
brand-specific
trends

Consumer
opinions and
product use

Sales
opportunities

Using data
discovery to see
the whole story,
manufacturers
and retailers
can gain
insight into:

What happens when manufacturers and retailers apply intuitive visual analysis to align business areas with consumer preferences?

Product development

- Responsive product design
- Flexible production capabilities
- Shorter product lifecycles and lead times
- Competitive pricing



Supply chain

- Accurate demand forecasting
- Agile response to uncertain demand
- Improved product availability
- Efficient logistics



Retail and marketing

- Appropriate assortment and availability
- Effective trade promotions and marketing
- Omni-Channel seamless shopping experience
- Excellent customer service



A close-up photograph of a person's hands typing on a laptop keyboard. The person is wearing a purple sweater. In the background, a hand is holding a credit card. A large orange circle is overlaid on the left side of the image, containing the text '70% of consumer brand choices are made at the moment of purchase²'.

70%

of consumer brand
choices are made at the
moment of purchase²

By knowing the whole story hidden in their data,
retailers and manufacturers will be able to:

**sense and anticipate demand
to make products available to
consumers wherever and
whenever they want them.**

More and more supply chain leaders are seeing the importance of data discovery as they align their value proposition around customer needs.

In fact, 3 key trends emerging among supply chain leaders are:

1

Deeper contextual understanding of customers

2

Leveraging digital business as part of broader customer solutions

3

Supply chain leading balanced growth³

While the goals of manufacturers and retailers often differ, they are united in their **relentless consumer focus.**

How they come together to share data and collaborate on supply chain can mean the difference between success and failure. Deeper consumer insight drives loyalty and market share, the foundations of competitive advantage.



Want to align your supply chain with the connected consumer?

▶ **Explore our demo**
on optimizing inventory
and availability

▶ **Watch our video**
and see how insight can
drive supply chain efficiency



About Qlik®

Qlik enables organizations to explore supply chain data and processes in unprecedented ways, discovering hidden insights that result in better decision making and drive improvements in supply chain operations. Built on the industry's leading Data Discovery platform, Qlik supply chain solutions help customers connect and manage the supply chain from end to end while increasing visibility, reducing risks, and optimizing operations. With Qlik, organizations can analyze, visualize, and explore relationships between complex data sources. The result is a more connected customer-centric supply chain that drives better business results and a competitive edge.

Take control of your supply chain.
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