

Retail Solutions for Real Results

Build a resilient retail business with agility, data analytics and AI.

The retail industry continues to experience a profound transformation driven by rapidly changing consumer behaviors, technological advancements, and economic pressures. Agility, innovation, and resilience in navigating a complex competitive landscape are key to success—and today's winning retailers consistently delve into the data to chart the best course.



Strategy One software solutions give hundreds of leading retailers worldwide the data-driven insights they need to make smarter decisions across their end-to-end value chain. [Learn More >](#)



Enhance Customer Value

Consumers expect a unified experience, personalized offers, and bespoke benefits for their loyalty. Strategy One solutions span the retail value chain, painting a 360° picture that empowers teams to ensure customer satisfaction.

Loyalty Analytics

Personalize customer experiences and offers with deep insights into behaviors, preferences, and purchases. Tactfully target to maximize customer engagement and retention. Tailor rewards and promotions to encourage loyalty and secure repeat sales. Adapt to consumer trends and tastes with agility.

Omnichannel Experience

Optimize the customer offer and overall experience—in-store, in-app, online and on social. Build a complete view of the buyer journey with a detailed understanding of how customers move between channels. Ensure a strong, seamless customer experience, anticipate needs, and customize offers.

360° Value Chain Visibility

Elevate the end-to-end customer experience across your value chain. Create a comprehensive view spanning strategies, supply, stores, and sales. Create personalized offers and benefits while providing excellent service during every interaction to enhance customer satisfaction and earn loyalty.

Maximize Your Merchandising Strategies

Optimize your practice to ensure you offer the right products at the right place, time, and price to increase profits. Our retail solutions help you intrinsically understand buyers and execute market-moving merchandising strategies.

Assortment Strategies

Optimize your product mix for every channel to grow profitability. Explore trends and consumer preferences. Segment into target demographics, seasonality, regional preferences, and more. Maximize your market appeal and minimize inventory risks with a balanced, customer-centric assortment.

Demand Planning

Forecast future demand to optimize inventory across your assortment mix. Formulate winning strategies with predicted analytics and AI on sales and market data. Align inventory management and supply chain operations with consumer needs to avoid stockouts and maximize sales in every season.

Price Optimization

Enhance your pricing strategies to optimize sales and maintain margins. Monitor trends to attract buyers with better prices for high-demand goods. Analyze vast data spanning customers, competitors, inventory, sales, and more. Apply AI/ML to adjust prices dynamically, expanding your competitive edge.

Optimize Store Operations

As the key commercial channel for most retailers, streamlined store management is essential. Our solutions help retailers optimize inventory and assortments, enhance customer interactions, and empower employees on the floor.

Inventory Management

Stay fully stocked with the right products, at the right place and price, every time. Capture inventory impact and avoid stockouts with automated product replenishments. Manage inventory effectively to minimize shrink. Efficiently stock shelves, optimize assortments, organize displays, and more.

Customized Clienteleing

Personalize every customer experience on the store floor with bespoke clienteleing solutions. Tailor customer interactions and recommendations to each person's preferences. Make sure every customer feels valued to build stronger relationships, enhance retention, and earn ongoing loyalty.

Quality & Satisfaction

Gain real-time insights on in-store experience to ensure satisfaction. Track traffic patterns to optimize product placement and promotion planning, and proactively plan for surge staffing. Apply data streams to act immediately and maintain high product availability, staff friendliness, and store cleanliness.

Streamline Your Supply Chain

Supply chain reliability is the lifeline of retail. Strategy One solutions offer expansive visibility to help major retailers worldwide minimize disruptions—ensuring efficient management, sustainable practices, and optimal availability.

Cost Control

Apply data to protect your profitability and cut costs across your lifecycle. Create a unified outlook for procurement, production, warehousing, distribution, fulfillment, and return processes. Predict potential disruptions, mitigate cost overrun impacts, and preserve margins across your retail value chain.

Logistics Optimization

Streamline transportation and optimize logistics with enhanced network insight across your supply chain. Manage lead time variability, control freight and holding costs, optimize routes, sufficiently staff, and guarantee timely delivery of goods and services to boost overall customer value and satisfaction.

Vendor Management

Centralize supplier information to quantify quality compliance and ensure satisfaction. Optimize productivity while you avoid delays, decrease defects, and elevate ESG scores. Even embed vendors into your supply chain practice with personalized management portals to improve integration and reliability.

A Fail-Safe Foundation for Gen AI in Retail

Strategy AI integrates deep learning models into your trusted data fabric to embed insights into workflows and accelerate analysis-to-business action. Learn how these renowned retailers use AI bots to transform how people work—making everyone more productive, even at the edges of their organizations.



“We leverage Strategy solutions across our entire organization to better understand customer needs and market trend insights. Our long-standing partnership with Strategy offers our business a trusted source of information, helping us embrace innovations as new technologies shape the market.

We’ve recently been exploring how Strategy AI can accelerate access to insights for our end users. These bots can be force multipliers to help organizations ‘free’ their data.”

Bruce Yen

Vice President, Retail Applications
GUESS, Inc.

Strategy One delivers AI-powered analytics for leading retail brands worldwide.



GUESS



HBC



VUORI



REFLEXYS

Crate & Barrel



LOWE'S



BIG LOTS!

TWINSET

zalando

SCHWARZ

Sainsbury's

petco

HEMA

Constellation Brands

GALLO

Strategy recently won two prestigious Vendors in Partnership (VIP) awards, co-sponsored by the National Retail Federation, for our steadfast commitment to customer success.

Strategy One is the world’s most comprehensive platform for data analytics at scale. It offers the broadest array of insight delivery options, including best-in-class mobility, seamless embeddability, and fully integrated Gen AI analytics with Strategy AI.

Strategy One offers the market’s lowest total cost of ownership through robust governance, security, and object-level reusability enabled by its native data fabric. Built on a cloud-native architecture, One simplifies analytics management at scale, making it easy to empower everyone with AI-driven data experiences deployed everywhere.

Visit us at www.strategysoftware.com/strategyone to learn more.

