Retail

enhance.

**Enhancing the customer experience
through digital transformation.**

SCC

02

Sector: Retail

we simplify.

Transformational technologies

Introduction

Matt Blyth,
Sales Manager

Even pre-pandemic the perception on what the future held for retail in its traditional sense has been negative. This has carried forward to the present day where pressures in the market are evidential to the consumer. Many retailers are having to consolidate their store footprint and presence on the high street, have visible limited stock in stores, extended lead times for production and surging costs borne out of global conditions affecting production.

These challenges are driving an evolutionary and transformational agenda within the industry and are often accelerating modernisation and efficiency. Retailers need to embrace this change to remain relevant and to keep ahead of their competition, with many being forced to re-examine legacy systems and strategies that have defined their business and the industry for years.

Some retailers are turning these challenges into opportunities. With fewer products to sell, some brands have stopped offering promotions, thereby boosting their bottom line whilst others have built on strategies already in place, such as closing unprofitable locations and reducing inventory levels to emerge stronger from the pandemic.

For nearly five decades SCC has been supporting our clients and specifically retailers, in the provision of technology and service solutions to meet the requirements of their business. From the delivery of the core fabric of store and office environments, provision of pop-up shops through to the national support of point of sale, service desk and triage services.

As the industry is evolving, we continue to keep pace and provide thought leadership and direction on how technology can optimise operational efficiency, create competitive advantage and ultimately enhance the customer experience. Our innovation practice and consultative approach with our clients will allow retailers to develop their strategies to address many of these challenges.

Key Challenges in the Retail Sector

The Evolution of Digital

For many retail organisations the previous path of digital transformation has been accelerated through the pandemic, as consumers have increased their reliance on technology, digital platforms and have adopted innovative ways to shop. Customer experience and business agility have now become the principal competitive differentiators in modern retailing.

As we emerge from the pandemic, customers are starting to return to retail stores, however, their preference for online channels remains higher than pre-pandemic. Gen Z customers (born 1997 to 2012) and later millennials are also starting to challenge retailers more, as social commerce is booming, with 39% of all shoppers aged between 18 and 35 more likely to buy from a brand through its social media channels, rather than in-store or directly online. If retailers are to become agile in facing these competitive challenges, they must change how they interact with customers. Unified commerce is required to respond to shifting customer demands, as it delivers a continuous experience as they browse, transact, acquire and consume, regardless of the touchpoint.

Industry research has highlighted e-commerce and online shopping platforms as top investment areas for retailers. However, this poses challenges of its own, as many organisations are still operating on legacy platforms. Some retailers have yet to adopt cloud services, which are critical to develop the new platforms to support their future digital ambitions. Shifting customer demands are making old e-commerce solutions seem even more outdated, especially as users demand new capabilities and experiences that are not currently supported.

Despite the shift to online channels, the role of the store isn't going away. Now more than ever, stores are needing to support both traditional shopping patterns and omnichannel fulfilment activities. This is forcing many retailers to rethink their in-store investments and infrastructure to be resilient and agile. To diversify their in-store appeal, some brands are converging to create an in-store retail destination and to stimulate new customer adoption, for example Costa selling M&S food in their cafes. Transformation of the store through empowerment of frontline workers as an intelligence hub will allow for automation of the store environment to become unmanned or even pop-up in style, though there is a dependency on technology to achieve this.

This modernising of retail will present retailers with the opportunity to improve their supply chains, control inventory, review pricing and modernise stores to cater for the demands imposed through digital growth.

A Turbulent Business Landscape

As the threat of recession looms over the UK economy, many retailers are facing the challenge of how to remain profitable at a time where austerity is striking many of their key customers and revenue streams.

With the UK GDP growth averaging between 2.8% - 3.8% growth, significantly lower than previously predicted, retail organisations are set to suffer, as consumers must focus on essential purchases. As price hikes for products and energy are hitting consumers at the same time as an increasing wage deficit, many households are looking for ways to reduce their outgoings with many low income households struggling to weather the storm of price increases they are currently facing.

Retailers need to do their bit to support the bounce back of the UK economy, if they hope to secure wallet share of the customer purchases being made. Price hikes throughout the supply chain caused by manufacturing cost increases, logistic and fuel increases, as well as the increased bureaucracy and costs associated with acquiring and moving stock following the UK's split from the EU, need to be mitigated where possible, rather than passed back onto an already cash strapped customer base. Retail must look to technology and process automation to address this and combat the pressure from workforce and legacy system challenges.

Job vacancies in the UK are also at an all-time high. The retail and hospitality sectors are some of the worst affected by the pandemic and "The Great Resignation" is seen to inhibit growth with many staff moving jobs more fluidly or reskilling and changing into alternative sectors. This shortage of labour is affecting the store in terms of revenue taken and customer experience, but also with supply and logistics, with fewer positions within warehousing. Retailers are struggling to attract and retain staff, so future focus needs to address the causes behind this, to either improve job attractiveness or to find alternative ways of remaining productive with lower manpower.

Utilising technology including robotics, automation and artificial intelligence will enable retailers to mitigate these challenges, drive down consumer costs and ensure ongoing profitability through the improvement of often outdated and slower traditional trading methods.

An Increasing Threat and Compliance Landscape

With ever evolving technology to address the demands of the digital revolution, so too increases the threat of a security breach and the need for retailers to respond to this. Transforming operating models due to digital disruption and changing consumer behaviour is challenging many existing retail organisations to compete, as they rely on legacy applications and infrastructure that are problematic to transform. As digitisation, connectivity and **Internet of Things (IoT)** devices start to proliferate in retail organisations and as IT and supply chain systems become more integrated, retailers' networks will become more complex and therefore exposed to increased cyber threat.

As consumers seek greater convenience when browsing and buying, interactions between retailers and customers have had to change. This increasingly connected way of selling requires a much larger amount of customer data to be stored, which increases the appeal of hacking an organisation to cyber criminals and provides them more avenues of access to explore. Retailers that want to ride the wave of opportunity provided by technology innovations, while navigating around the potential storm of a data breach, must take steps to protect their customers and businesses from cybercrime.

During the past 12 months, ransomware attacks on e-commerce and online retail businesses have surged by 264%, with double the number of attacks taking place across all sectors in comparison to 2020. With some high-profile UK retail businesses having been hit in recent months, the threat of system downtime, economic loss and reputational damage, is very real. Digital security firm Gemalto reported that seven out of 10 UK consumers would stop doing business with a brand that suffered a breach of a customer's financial or personal data.

Adapting to Changing Consumer Attitudes to Sustainability

Sustainability pressures are mounting, not just from the government net zero targets but also from customers, who are rapidly starting to include sustainability and the environment effect of products into their purchase decisions. This is challenging retailers to step up their sustainability agendas, to match consumer attitude changes and achieve net zero ahead of the government 2050 timeline.

Waste conscious shoppers now expect items to last longer and be fully recyclable to become part of a circular economy. It is imperative that retailers not only focus on the Environmental, Social and Governance of their own organisations, but of their supply chain also. Selling products which do not meet the stringent sustainability requirements of today's modern shopper could damage a retailers brand image and lead to a dramatic drop in sales and profits.

To reach or exceed the net zero deadline, retailers must harness the power of technology and embrace digital disruption to amplify and accelerate their sustainability strategies. The appetite for increasingly sophisticated technology to reduce carbon emissions is there, as well as for facilitating the changes needed to create a sustainable infrastructure, with retail leaders keen to capitalise with more intensive use of Robotic Process Automation, machine learning, 'digital twin', data analytics and AI technologies. From supporting in-house upskilling, mapping out the risks and benefits of sustainable strategies and creating a resilient supply chain, to enabling decarbonisation by monitoring and measuring emissions, technology helps companies to take control of their environmental initiatives by offering comprehensive, integrated and automated insights.

However, despite promising steps on the path to a sustainable future for retail, the sectors strong ambitions have yet to be turned into meaningful action with research conducted by Microsoft finding that only 28 per cent of UK retail organisations were currently on course to be net zero by 2050.

Enhancing the customer experience through digital transformation.

Our Solutions for Retail

SCC has worked with Retail clients for many years, during this time we have developed and continue to evolve our experience, knowledge and understanding of the key challenges faced by our customers in the sector. Our full portfolio applies to many areas that can support our clients dependent upon the specific natures of their business, however we consider the following to be critical as the sector continues to evolve.

Networking and Connectivity

Encompassing LAN, SD-WAN and Wireless, SCC has a number of network services to help organisation's transform.

Managed Security Information and Event Management (SIEM)

The increased use of technology provides an ever-widening threat of breach both internally and externally. We provide security and event management solutions that proactively monitor, alert, and manage threats to your infrastructure.

Distributed Cloud Services

Cloud services and new platforms are required to underpin digital evolution goals. SCC identify, design and deliver the right workload.

Break-Fix Regional Engineering

Field-based engineering break-fix support to maintain store technologies.

Service Desk

A blend of traditional and innovative Service Desk options with access to specialist support.

Network and Connectivity

Networks are the foundation on which retailer's businesses are underpinned. With omni-channel models now being a minimum requirement for retailers hoping to achieve business success, networks are more important than ever. Modernising the retail network is an investment that pays off for customers, IT staff and the business itself, who can open the door to using technological innovations to satisfy their ever-growing customers expectation. As many organisations reflect on the best ways to change their business models as we come out of the COVID-19 pandemic, it is important that they have the right provisions in place to underpin the organisation in the right way.

SCC's has been providing network solutions to retailers for over 20 years, amassing a huge range of experience in the industry. Our dedicated networking professional services team are highly experienced in the design and implementation of network technologies. They work closely with our customers to understand their requirement in detail, before proposing a solution that not only meets the requirements of today and future aims but has the ability to flex in line with seasonable peaks and dips.

As retailers are adapting to the current turbulent business environment, it is important that the support IT infrastructure is also capable of adapting. SCC offer a range of consultancy services including a health check service to review how the existing environment underpins key initiatives that the business needs to deliver on.

With the continued move to cloud, today's Wide Area Connectivity options offer a great transformation opportunity for retailers, allowing them to collaborate securely across the network and support hybrid working for office locations.

Local Area Network (LAN)

The LAN is the bedrock of the network, as a stable, reliable and scalable solution is needed to underpin connectivity requirements in retailer's stores and offices. Elements such as **IoT** are presenting a wider challenge for retailers as many different devices and systems are now network enabled.

The management of the network is a key consideration, with newer technologies offering automation of various tasks to streamline day-to-day network functions. SCC has a range of options for the LAN to ensure that it underpins the retailers business now and into the future and we have the experience helping a wide range of organisations to update their network according to their specific requirements.

Wireless

In-store wireless connectivity it set to be a future trend in retail, with the ability to be optimised to deliver just-in-time ads and information to customers, track location-based data analytics and provide remote IT management through cloud-enabled platforms. Utilising wireless in-store can enable retailers to offer a more personal experience to their customers, as well as making

business decisions easier through the use of in-store data collection.

SCC has been providing wireless services to a range of customers for many years, so we understand the issues, pressures and constraints that most organisations face when implementing wireless, so we take the time to understand the requirements, challenge traditional thinking and propose the right solution and services to provide the right wireless solution for retail organisations.

SD-WAN

Wide Area Networks are a staple of any retail organisation; connecting the various stores, offices and buildings together has been a requirement for many years, but SD-WAN now offers an alternative approach where underlay technologies such as direct internet access not only offers better value for money, but a better architecture for today's cloud connected world. Couple this with the enhanced security capabilities that Secure Access Service Edge offers for elements such as Network Access, Secure internet gateway, cloud firewalling and Cloud Access Security Broker, this offers a fantastic approach for retailers to address today's hybrid working requirements. SCC's Secure SD-WAN capability offers a one stop, end-to-end approach to provide a managed service offering that really delivers against these requirements offering great value for money and a flexible, secure approach to Wide Area Connectivity.

Why Network and Connectivity for Retail?

For many retail organisations the previous path of digital transformation has been accelerated through the pandemic, as consumers have increased their reliance on technology, digital platforms and have adopted innovative ways to shop. With increasing strains to the network appearing, it is therefore vital that Retail organisations efficiently and effectively transform their network to connect with the continued move to cloud and hybrid working. The online and digital retail world is no longer the sole preserve of the agile start-up or online pureplay business. We have begun to see the major established retail businesses fight back by embracing digital themselves. The modern retailer's journey into digital sees them adapting their core, exploring digital products and experiences and exploring the metaverse. SCC's approach offers an extension and evolution of the network infrastructure, which couples a managed service, that helps to save money on previous added resource, with enhanced security capabilities that are important, due to the increasing threat of cyber security.

Security Incident and Event Management

As our world becomes increasingly connected, retailers face constant and targeted security attacks, with e-commerce and online retail businesses seeing a surge in ransomware attacks in the last 12 months by 264%. The attack surface is constantly growing, as retailers adopt technology innovations into their in-store and online store businesses, to meet the demands of the modern consumer and worker. Retailers must invest in advanced cyber security solutions to ensure operational compliance and protect their proprietary data. Achieving this is critical to minimising any risk to customer data, the business's financial standing or its reputation. A shortage of skilled security resources makes this a very difficult task for organisations to undertake independently, meaning a managed service model, working in partnership with an expert provider, is often the best option.

SCC can help retailers develop a comprehensive security strategy that encompasses every stage of their security lifecycle. Our **SIEM** service provides them access to best-in-class threat detection services, delivered by our dedicated and experienced operations team. It delivers a complete view of the visible and 'invisible' threats facing an entire organisation, reducing detection times and improving defence capabilities.

We collect, store and analyse security event data, consolidate log events and network data from customer devices, endpoints and applications distributed around the infrastructure. This data feeds into SCC's enterprise class platform, where an advanced Sense Analytics engine normalises and correlates the data to identify anomalies, uncover advanced threats and remove false positives in real-time. The platform is managed from SCC's Cyber Security Centre where a team of Security Analysts monitor incoming alerts and events 24/7. This team actively seeks to provide advice to retailers on the best course of action following detection of a threat, with threat detection notifications delivered automatically to our customers.

SCC's Managed SIEM Service is powered by IBM QRadar, which ensures our detection system remains continually up to date with the latest threats and vulnerabilities, as these are provided by IBM X-Force Threat Intelligence, which supplies a list of potentially malicious IP addresses including malware hosts and spam sources.

Why SIEM for Retail?

The more consumer data that is stored because of the increasingly connected way of selling, the more appealing the prospect of hacking to cyber criminals and the more avenues they have to explore. Retailers that want to ride the wave of opportunity while navigating around the potential storm of a data breach must take steps to protect their customers and their businesses from cybercrime.

As a report from analytics firm GlobalData on cybersecurity in retail affirms, forward-thinking retailers should "pivot toward a holistic cybersecurity approach to shore up their current position. This approach will also ensure strong future-proofing elements to acknowledge ongoing changes in line with wider growth strategies.

SCC's SIEM service is able to not only protect from threats but can also help to bolster compliance and upgrade archaic legacy computer systems to optimise an organisation's environment. It is about being proactive and addressing these concerns before they arrive and before the point of no return or the point of great cost. There are great efficiencies and costs to be saved with this true market leading service.

Distributed Cloud Services

Modern businesses demand agile, intelligent business and IT applications. In practice, this translates to a growing urgency for retailers to move from legacy technologies to cloud based solutions. Adopting cloud technologies will help retailers to effectively manage and process data for real-time insights. To thrive in a highly competitive industry, retailers must extend their reach to the customers with multiple stores and efficiently manage supply chains to provide a unique customer experience. Integrating cloud computing services in the Retail sector not only reduces IT costs but also simplifies the workflow, improves efficiency and end-user experience. However, updating legacy systems is a major undertaking and the journey to the cloud can take many paths. Retailers can take an incremental approach to the transformation required, by creating a hybrid cloud solution, which is based on their organisational needs, maturity and readiness.

Data security is also a large issue for retailers, whose infrastructure is constantly generating data to manage sales, inventory data and customer data. This data is often stored on local servers, whereas storing it in the cloud would provide extra security from advanced firewalls, encryption, event logging and physical security. SCC's Application Modernisation service can help retailers reimagine and rearchitect their businesses and IT functions with an accelerated, efficient approach to transforming legacy platform-based enterprise applications.

Our service approach takes retailers methodically

through a holistic review of their IT infrastructure to identify applications and the interconnecting workloads to identify which workloads could potentially be moved to a cloud environment and which need to be kept on-site. The role of SCC's Cloud Readiness Assessment service is to ensure organisations get maximum benefit and an optimised performance from each workload. This approach offers flexibility to meet specific needs, no matter how complex. Some applications cannot be moved to public cloud, due to regulatory and legal restrictions, so many organisations are opting for a hybrid cloud solution, which allows these workloads to be managed either on-premise or stored in a private cloud environment.

The Cloud Readiness Assessment focuses on three main areas of adoption:

- Creating an environment ready to receive enterprise workloads, including networking, security, backups, monitoring and identity and access.
- Migrating application services to the cloud across Infrastructure as a Service, Platform as a Service and Software as a Service.
- Ongoing operations once workloads are live.

To identify which applications and workloads are suitable for migration to the cloud, SCC will perform a cloud feasibility study which assesses the customers application landscape, including the related areas of financial, business, operational and environmental factors. The output of this study is a

readiness report which provides guidance on the suitability of existing applications to move to a cloud environment, areas of quick wins and estimated budgetary figures for the cost of migration.

Following the cloud application feasibility study, SCC can propose a number of storage solutions to enable retailers to maximise the productivity of their workloads and benefit from the flexibility and cost savings associated with consumption priced services.

Our solutions include:

- **Colocation** – Retailers can maximise the return on investment of their current compute and storage infrastructure by hosting it in SCC's UK based enterprise data centres.

- **SCC Hyperscale** – SCC's Hyperscale Service allows retailers to seamlessly host applications and workloads from multiple public cloud platforms, including AWS, Microsoft Azure and Google Cloud. The SCC service provides ongoing management, support and optimisation of an organisation's cloud environments.

- **Cloud+** – SCC's secure multi-tenant cloud platform, Cloud+ delivers a catalogue of cloud based compute and storage services based on a consumption model. This allows customers to host services in an enterprise data centre environment without large capital outlays.

- **Sentinel** – Sentinel by SCC is an enterprise level, fully certified OFFICIAL/OFFICIAL SENSITIVE Community Cloud

platform, built specifically for public sector and related agency customers.

- **On-Premise** – Certain workloads are better suited to an On-premise Cloud Service, we help customers derive the benefits of Public Cloud, by deploying an 'as a Service' on-premise solution to compliment, re-accelerate and enhance the customer Cloud Journey.

Why Distributed Cloud Services for Retail?

By working with SCC to migrate workloads to a hybrid cloud environment, Retail organisations can remove the time and expense of operating their own data centre environment. By securing the best platform for them dependent on the workload is the most secure way of bringing their cloud services closer to the edge. We can help to remove unnecessary cost and the need for time-consuming upgrades, to make sure retailers always have the latest versions, to minimise risk, enable transformation and implement robust security. Complementing online demand with in-store demand is crucial for the retailer and thus it's crucial to have a packaged hybrid offering that can distribute public cloud services to different physical locations. By shifting to an operational expenditure commodity pricing structure, Retail organisations will be able to flex their cloud services in line with seasonal peaks and free up cash for investments and projects that will drive improved profitability and growth.

Break-Fix Regional Engineering

The Retail industry is becoming increasingly fast-paced and from a technological perspective, even more complex. Retailers are not only tasked with managing day-to-day operations in their retail business, but also have to ensure that they are able to keep up with the constantly changing and evolving landscape of the latest technologies that they rely on to power their business and keep everything running smoothly. As the IT infrastructure keeps expanding maintaining internal knowledge on how to support issues when something goes wrong is becoming increasingly difficult. SCC has been providing on-site maintenance services for retailers for over 40 years, covering desktops, laptops, printers, servers and storage, ePoS and audio visual.

SCC's Break-Fix solutions are based on an optimised blend of dedicated site based and field based security cleared engineering resource. We have over 200 retail skilled distributed engineers who respond to 45,000+ calls per annum, including project support and short notice support, as well as providing on-site sales or event support at times of high demand, such as the Christmas period. This resource is trained and experienced in supporting a wide range of IT equipment through warranty cycles, after end of support and assisting with end of life equipment.

Our engineers have access to over eight million pounds worth of spares for all types of equipment that are distributed across over 600 locations all over the UK. We can also hold and manage agreed levels of whole spare stock and spare part items for non-desktop/ laptop devices.

Next Gen Remote Field Services

Our Next Gen Remote Field Services offering brings with it a new portfolio of user focused services. It is designed to complement our existing IT Break-Fix capabilities and utilises Windows 10 modern workplace technology and the changes this brings to drive more efficient ways of delivering maintenance services.

As workforces become increasingly remote, there remains an expectation for on-demand IT field services alongside a greater self-serve culture, especially as more organisations are increasingly reliant on cloud computing, Software-as-a-Service application delivery and consumed desktop services.

Next Gen Remote Field Services reflects the shift towards a faster, more reliable service, which focuses on a 'customer first' mentality, driving a better user experience (UX), through the increased use of technology and innovation.

The Next Gen Remote Field Services incorporate four main components:

- **Tech Bar** – Tech Bar is a holistic, user-focused and approachable face to on-site IT services. With engineers located in a dedicated IT support area within the customer's office, the SCC solution includes the resources, processes, knowledge base and management tools **required.**

- **Locker and Vending** – Instant access to IT peripherals, consumables and an "anytime" location for storing customer owned stock of devices such as laptops and 24×7 swap-out device support. Fully integrated into SCC's ITSM Toolset.

- **Repair 365** – Supporting the Configure 365 service and maintaining the integrity of the customer's investment in IT (Windows 10, AutoPilot/ Intune and Azure AD). Repair 365 integrates, automates and maximises UX in the office or at home. Repair 365 ensures devices remain secure, monitored and managed.

- **Tech Exchange** – To complement SCC's own field engineering team, SCC have partnered to deliver a UK wide Technical Exchange service. Where on-site repair is not required, this delivers a fast-response device replacement.

Why Break-Fix Regional Engineering for Retail?

Despite the shift to online channels, the role of the store isn't going away. Now more than ever, stores are needing to support both traditional shopping patterns and omni-channel fulfilment activities. This is forcing many retailers to rethink their in-store investments and infrastructure to be resilient and agile.

Designed to offer remote support in the new way of working, our Next Gen Remote Field Services are particularly pertinent in today's climate, with businesses under pressure to do **more with less, while** delivering seamless, remote IT services to increasing numbers of people.

Just as technology has changed, attitudes towards sustainability and the environment have also come into focus. There is now greater emphasis placed on reducing carbon footprints and contributing more positively to the planet. SCC's Next Gen Remote Field Services promote this by enabling seamless remote IT maintenance support and reducing the number of miles travelled by end users and engineers. Changing consumer attitudes towards sustainability means that traceability is a critical capability required to deliver on climate promises and achieve science-based targets to reduce emissions for Retail organisations.

Enhancing the customer experience through digital transformation.

we adapt.

Transformational technologies

Service Desk

Retailers can improve quality, speed and price, at which value is delivered to their customers, by utilising Service Desk support provided by SCC. Utilising an external service centre will enable retailers to minimise disruption caused by IT failure to their in store and online operations. Enabling employees to access specialist support and a self-help knowledge data base tailored to the retailers organisation, will help to speed resolution times, maximising productivity for retailers which is crucial with such a competitive landscape.

With more than 20 years' experience of traditional Service Desk delivery, our award-winning, ITIL accredited Service Desk provides 24/7 365 days-a-year support, managing three million Service Desk contacts per year, speaking to customers in more than nine different languages.

SCC provides a customised service and streamlines processes to enhance the end user experience. SCCs Service Desk customer satisfaction rating is over 97%, with a high first-time fix rate averaging at 75% for incidents resolvable at the Service Desk level. On average our support analysts answer customers calls in less than 20 seconds.

Regular maintenance and proactive support is tailored to suit the specific technical needs of the retailer providing advice and handling routine work remotely. Our Service Centre works to the highest professional standards, holding ISO 20000-1 and 9001 certifications. The SCC service promotes the ITIL framework for IT Service Support and Delivery as a sound basis for the delivery of Managed Services solutions. In addition, to protect their IP and proprietary data, which is of paramount importance, our Service Desk processes are accredited to ISO 270001 for Information Security.

Next Generation Service Desk

Retailers can provide added value by accelerating their digital adoption and transforming their operations to benefit customers. As part of a retailer's digital transformation journey, our next generation Service Desk incorporates cloud, automation and robotics. This empowers organisations to work smarter, scale faster, reach new markets, increase productivity and gain a competitive edge.

We aim to blend modern technology with traditional services to ensure that our Retail customers can make use of our services in a manner that suits their organisational culture and the technological awareness of their staff. If any one word would sum up our approach to the delivery of our Next Generation Service it would be 'choice'. We will make available a range of alternative channels and methods of interacting with our Service Desk function including:

- **Telephone** – Via a dedicated Service Desk number which allows SCC to report upon handling performance and route calls to skilled engineers.

- **Virtual Assistant** – SCC's Virtual Assistant can hold conversations with customers and is trained to resolve many IT issues.

- **Portal** – Access via the internet to the ServiceNow portal will allow users to log and track Incidents/Requests and provide access to self-help articles.

- **Email** – Via a dedicated customer Service Desk email address. Contacts are recognised in ServiceNow to allow intelligent routing and logging of requests.

- **Chat** – ServiceNow enables users to engage in 'chat' with a Service Desk analyst.

- **Other Social Media Integrations** – Other social media platforms can be integrated to enable communication with the Service Desk.

Why Service Desk for Retail?

Outside of the workplace user experience is shifting towards online self-service portals, messaging platforms and applications that can complete tasks without the need to interact directly with a human unless it is absolutely necessary. IT departments need to embrace these new support channels, but also continue to meet the needs of less tech savvy digital novices. Retail organisations can benefit from a more resourceful and flexible Service Desk to address the issues caused by this 'get it now' generation who want fast delivery to the 'last mile' in a sustainable way. Larger cities (such as London) are running out of space for warehousing hubs to meet this requirement.

Our Next Generation Service Desk can change a Retail organisations' Service Desk function from simply being a reactive problem solver to a proactive, cost effective, value enhancing business enabler. As we aim to blend modern technology with traditional services to ensure that you can make use of our services in a manner that suits your organisational culture and technological awareness of your staff.

Our Experience in Retail

Σntain

SCC has been working in partnership with Entain delivering services for the Ladbrokes and Coral brands for nearly 15 years. SCC provide support for their UK retail operation, encompassing circa 2,700 shops across the country.

We provide management of all IT related stock and the associated logistics, which includes a collection and refurbishment service for IT equipment from stores that are closing. IT equipment is returned to our recycling facility in Birmingham, where it is decommissioned, recycled or put back into stock at our main warehouse for re-use by Entain. Through the utilisation of our online portal Lifecycle™, equipment and services can be procured by Entain from the agreed approved stock held in our warehouse, which are ready for calling off as and when required.

We provide an end-to-end support service across in excess of 100,000 assets including multimedia screens, tablet devices, ePoS systems, chip and pin devices and any other technology used by Ladbrokes/Coral stores to enhance the customer experience. This includes procurement, on-going break-fix support from our field engineers through to recycling and disposal. An SCC engineer visits a Ladbrokes/Coral betting shop **roughly** every 15 minutes of each day of the week.

All equipment returned via our Engineers to SCC enters our on-site workshop for repair and is then stored at our National Distribution Centre in Birmingham, ready for redeployment to Ladbrokes/Coral Stores as and when required. This has resulted

in significant cost savings for Entain, over the period of our relationship and also streamlines the IT procurement process of purchasing new equipment.

We also support Entain remotely from our International Service Centre, who provide a triage service desk to attempt low level IT fixes over the phone in advance of scheduling an engineer visit. This provides roughly a 20% cost saving on the cost of sending an engineer to site and ensures a resolution is achieved as quickly as possible for the end user to minimise operational disruption.

Under the service management we also work in partnership to manage road maps and vendor relationships, innovation and a programme of continual improvement to ensure we remain current from both a technology and service delivery perspective.

Only available in pharmacy

+well

Since 2018, SCC has been working as Well Pharmacy's IT reseller and Managed Services provider for all of their in branch infrastructure. As part of this, in 2021 SCC completed a project to refresh their IT ePoS systems across roughly 800 stores. This project was completed as a phased approach over 12 months and was delivered successfully on time and in budget. We supplied the HP hardware, installation services, build and deployment.

To minimise downtime, all of the devices were pre-configured ahead of the roll out. This reduced the amount of type spent on-site by engineers and ensured the site didn't have to be taken offline for implementation. This was important to Well Pharmacy as they were experiencing higher footfall in their store, due to the COVID-19 pandemic. Once configured, the devices were stored at SCC's National Distribution Centre ready for deployment.
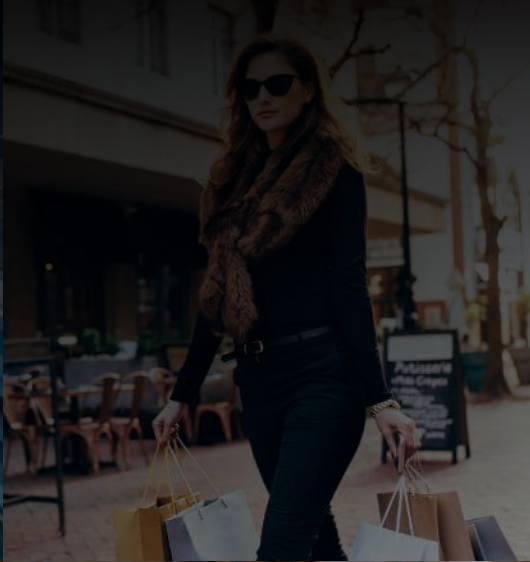
The modern ePos solution delivered will support Well Pharmacy's security obligations for processing customer personal and payment data. Utilising this modern technology will help them to future proof their organisation and allow Well Pharmacy to deploy additional applications, to provide more value added services to their customers.

For all on-site IT equipment, SCC provides a flexible maintenance managed service, which is scalable for when new stores open or closing stores need to be decommissioned. When IT kit is returned from customer site it is refurbished and/or disposed at our National Recycling Centre. All kit is tracked through our facility using our asset management tool, Lifecycle™ and is either refurbished and returned to gold stock to be used in the maintenance managed service contract or securely recycled in line with SCC's zero landfill policy.

The managed service benefits from a Service Delivery Manager, who works with the SCC service desk in Romania to schedule engineers and ensure resolutions are made within our contractual SLA, which is a 90% first time fix rate. Since the new ePoS roll out, the number of calls to the service desk has reduced significantly, with SCC consistently delivering a 91% first time fix rate. This has increased from 86% following the roll out of the new kit.

Well Pharmacy benefit from cost savings on the maintenance of their IT infrastructure, as newer technology is cheaper to support than legacy equipment, with less maintenance calls required. With a price per call out model, this has saved Well Pharmacy a significant amount on previous years. Cost savings were also made by utilising SCC's partner status with HP.

In addition to our managed maintenance services for IT infrastructure and ePoS in-store, SCC also have a contract with Well Pharmacy for Managed Print across 800+ stores and office locations.

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