

## Process Intelligence for Retail

The retail industry is experiencing a once-in-a-generation transformation driven by global disruptions. These include a massive move to ecommerce, the exposed fragility of supply chains and logistics, and consumers' desire for omnichannel everything. This combination of factors, among others, has stretched every area of every retailer, from inventory management and talent strategy to physical operations and delivery. But, only those retailers that understand how their business works today will emerge in a stronger position tomorrow.

### Retail Has Changed for Good

The chaos of 2020 wreaked havoc for retail operations, yet shoppers moved online to power a massive 6.7% increase in retail sales, according to the [NRF](#). That growth is continuing in 2021, with up to 8.2% in additional annual growth expected. But, without an easy way to adapt your business to this changing reality of booming opportunities and stressed operations, you won't know how to strategically allocate resources, optimize processes, make targeted investments, or embrace new innovations at scale.

FortressIQ Process Intelligence delivers real-time, data-driven insights to create a detailed map of your business—across all applications, through each department, and for every process. This intelligence lets you make informed decisions on omnichannel strategies, hiring effectiveness, contact center optimization, compliance and financial controls, logistics efficiencies, reducing operational risk, and other critical initiatives. FortressIQ enables a deep understanding of the interconnectedness of your people, process, technology, and information so you can make rapid and impactful changes to your business.

### How FortressIQ Helps Retailers

FortressIQ, a process intelligence platform uses computer vision, machine learning, and artificial intelligence to effectively capture and discover the details of every business process. The process data is then decoded to provide actionable insights so you can make faster, more informed decisions on process optimizations, digital transformations, cloud adoption and more. FortressIQ also has universal compatibility requiring zero integration, works without disrupting employees, and captures granular process details unmatched by traditional process mining and discovery methods.

#### FortressIQ Benefits for Retail



##### Speed

Discover and document retail processes up to **90% faster**



##### Scale

**Automatically** generate process documentation and a transformation roadmap



##### Accuracy

Easily capture **every step across every application** and your entire enterprise



##### Efficiency

**Deploy in minutes**, with no integration, no log files, and no process friction

## Decode Work With Comprehensive Visibility

Instead of capturing limited process logs or conducting slow, expensive consultant interviews, FortressIQ follows the human with automated business process discovery, modeling, and documentation. It works everywhere your business works, capturing process data at the most granular level, up and down the supply chain, performed on any application, and across your global operations. It then presents process visualizations and reports, allowing you to view the data from a broad perspective or focus on a single process thread, and empowering you to make data-driven decisions with increased confidence.

## Adapt to a Changing Retail World

Consumers increasingly want omnichannel experiences. But, flexibility in your point-of-sale, fulfillment, and return processes adds costs and makes compliance difficult. It also disrupts inventory strategies, logistics plans, and physical operations. Add in the pandemic-induced store closings and your critical processes have undoubtedly changed over the past year due to workarounds, new tools, and on-the-fly changes. Now, as physical stores reopen at scale, it's imperative to understand how your business truly works today if you're going to make improvements.

FortressIQ quickly decodes work at every level, with no bias or blind spots, and no gaps. You can then use this process intelligence to optimize operations, automate repetitive processes, accelerate supply chains, increase compliance and controls, streamline logistics, and much more. Even if systems and processes change across brands, business lines, and regions, FortressIQ provides continuous and comprehensive coverage so you can identify risks, optimize work, and focus on sustainable growth.

## FortressIQ in Action: HR Automation at a Fortune 50 Retailer

Retail turnover is notoriously high, ranging from near 20% in the back office to 80% on the retail floor. An effective and efficient hiring process is an absolute competitive advantage, and automation can help.



### **CHALLENGE:** Missed Automation Targets

This Fortune 50 retailer consistently missed automation goals due to inefficient and slow process discovery. Worse yet, their face-to-face interview approach prompted workers to offer by-the-book rundowns instead of process realities, limiting the value and sustainability of automations.



### **SOLUTION:** FortressIQ Process Intelligence

FortressIQ automatically discovered, mapped, and created level 5 documentation of hiring processes, and found 90% of the effort was performed in applications outside of core HR systems. The retailer validated the FortressIQ findings as 100% accurate, and quickly moved to automate tasks performed in non-core applications.



### **RESULTS:** Faster Automations for Faster ROI

In just 2 weeks, the retailer deployed automations to eliminate manual work across multiple applications, which improved operational agility while reducing HR efforts. FortressIQ enabled them to cut the time to automation by more than 65% and nearly eliminated subsequent rework.

## Is FortressIQ Right For You?



### Automation

Reduce time-to-value on your RPA investment



### Operations

Leverage your existing technology investments



### Experience

Maximize workforce productivity



### Performance

Reduce operating expenses



### Transformation

Optimize your business outcomes

Learn more about how we enable accurate, automated process discovery in just a few weeks.

[REQUEST A DEMO TODAY](#)



## About FortressIQ

FortressIQ enables enterprises to decode work, transform experiences, and enhance workflows with the industry's most advanced process intelligence platform. Using innovative computer vision and artificial intelligence, FortressIQ delivers unprecedented process insights, extremely fast, and with detail and accuracy unattainable with traditional methods. The platform autonomously acquires process data at scale even as processes extend across systems, empowering enterprises to understand, monitor, and improve operations, employee and customer experiences, and every business process. FortressIQ was founded in 2017, and is backed by Lightspeed Venture Partners, Boldstart Ventures, Comcast Ventures, Eniac Ventures, M12 and Tiger Global. To learn more, please visit [www.fortressiq.com](http://www.fortressiq.com).