

## EXECUTIVE SUMMARY

### Challenge

Auchan S.p.A. is part of Groupe Auchan, a successful retail chain founded in France during the early 1960s. The group has grown into one of the world's leading retail chains through a mix of 1375 hypermarkets and supermarkets in 13 countries all over the world. It delivered more than €44 billion in pre-tax revenues in 2011 and employs almost 270,000 people worldwide.

Headquartered in Milan, Auchan Italy runs 51 hypermarkets. The retailer prides itself on offering customers the most modern, convenient methods to shop, including dynamically-updated product information and new payment options.

To improve the shopping experience, Auchan Italy wanted to help ensure shelf displays always contained the right products at the right price. Achieving these goals meant replacing cumbersome processes that were often unable to cope with sudden shifts in consumer demand and depended on manual operations by store and warehouse staff.



