

RETAIL

## Deloitte partners with Verizon for retail analytics platform

February 11, 2021



*The new platform will give retailers realtime information. Image credit: Verizon*

---

By LUXURY DAILY NEWS SERVICE

Deloitte Consulting is teaming with telecommunications giant Verizon Business to empower retailers with a real-time data platform.

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246 ▶**

**Deloitte** and **Verizon** have created a 5G and mobile edge computing (MEC) digital platform that will provide retailers with data to identify areas for improvement, from inventory management to frictionless checkout. Ultimately, the aim is to help retailers better engage with consumers by making supply chains more efficient.

### Real-time retail

The retail platform will bring together Verizon's technological capabilities, including its high-speed 5G network, and Deloitte's industry knowledge and experience. The companies have tapped SAP to integrate its software suite in the platform.

Near real-time monitoring through video, sensor-based analytics, artificial intelligence (AI) and augmented reality (AR) will provide retailers with insights and analytics about stores, distribution centers and warehouses.

Retailers can have customizable approaches to the platform, helping accelerate performance and profitability across areas including revenue, cost of goods sold and operating margin.



*The future of retail is frictionless and interconnected. Image credit: National Retail Federation*

In one use case, in-store associates could receive real-time notifications to restock products from the back of the house. Distribution centers would also be alerted to allocate additional inventory.

Without need to manually monitor stock, associates would have more time to engage with shoppers by extension, improving the customer experience and eventually increasing sales.

"The opportunity for 5G and MEC to enable frictionless retail experiences and improve asset productivity should have a seismic impact on the retail industry," said Anthony Stephan, principal and U.S. consulting consumer industry lead at Deloitte, in a statement. "Our collaboration with Verizon Business and SAP enables us to efficiently and effectively address the concerns of retailers today, providing a best-in-class digital transformation experience that can respond and deliver at the speed of 5G."

According to a recent Deloitte study, luxury and non-luxury retailers alike are zeroing in on digital advances, supply chains, inventory and health and safety standards to improve business.

Eight of 10 executives are addressing supply chain issues by measuring disruptions and centralizing inventory management. Order fulfillment such as curbside pickup is another top priority, followed by warehouse management and procurement ([see story](#)).

---

© 2021 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.