**Short Description of Solution (20-30 words)**

ONERetail is a platform with in-built intelligence blends the context, location and persona to help retailers focus on what matters and equip them with actionable business insights for quicker and intelligent decision making.

**Long Description of Solution**

To stay relevant and achieve success, retailers need to scale up their analytics to address better product margins, better customer targeting & personalized outreach, better product mix, data-driven decision making on pricing and better return on marketing investment.

ONERetail is a solution that transforms retailer’s data into rich insights. It is an All-in-one and Digital-Ready information ecosystem that acts as a single window for all retail analytics needs. It enables ‘Management by Exception’ through the use of customized triggers that run analytics, mine insights and prescribe actions based on evolving retail conditions. ONERetail is based on the following core design principles:

- **Scalable and Flexible Data Platform**: with ability to handle the volume and variety and provide cost-effective data storage.
- **Accelerated Information Management**: Provides in-time multi-source and multi-format data onboarding capability to facilitate quicker data integration. Integrated data lineage to address discrepancies.
- **Adaptive Business Intelligence**: Faster and seamless onboarding with in-memory BI with prescriptive and descriptive information exploitation capability.
- **Equipped for Digital 4.0**: Provides enablement for touch point integration with adaptability for social data, sensor data and IOT.