



Case Study
IT Assessment of a Food Retailer



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About the Client



- The client was a US-based food retailer having its operations in the US and Europe

Client Objectives / Goals



- The client wanted to optimise its indirect procurement for its IT equipment category
- Therefore, it mandated RocSearch to understand the following:
 - Understand industry-wide IT trends, including food retailers' current IT deployment
 - Understand how its closest competitor is leveraging IT across the value chain and identify best practices (if any) in IT implementation

Approach and Methodology

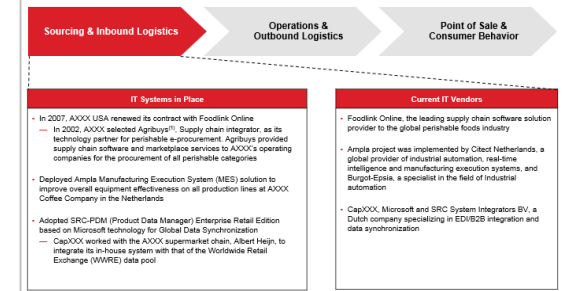


- We started this study by analysing the overall industry to identify:
 - Key IT issues faced across different value chain elements
 - New initiatives and IT implementations happening throughout the industry to mitigate the issues
- We conducted an in-depth analysis of the food retailers' value chain covering:
 - Various components of value chain
 - Major IT deals and partnerships undertaken by the competitors and the application areas
 - We also analysed IT strategies of select competitors and identified their upcoming IT projects
- The study was executed using a combination of primary and secondary research

Sample Output



IT deployment across the value chain



Results / Value-add



The study helped the client to understand the best IT practices currently being followed in the industry and identify the potential areas where IT deployment can add value to its business operations