

Celonis: Business Transformation with Data-Driven (for download)

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Challenges Facing the Retail Industry (Singapore)

Businesses today face key challenges such as shifting consumer behavior, supply chain integration, and labor shortages.

NEC leverages technology to capture demand and drive operational efficiency.

Market Factors and Current Initiatives

Promotion of “Smart Nation 2.0” by the government	Formulation of the “Green Plan 2030” by the government	Impact of the aging population and low birth rate
In 2021, Singapore’s online retail market reached approximately USD 6 billion in value.	Emphasis on sustainability: greener products, lower CO ₂ , and reduced plastic use.	Singapore’s low fertility rate (1.12 in 2021) signals growing labor shortages.

Challenges

Unsynced inventory between online and physical stores leads to lost sales.



Lack of sustainability and ESG expertise, leading to delayed environmental response.

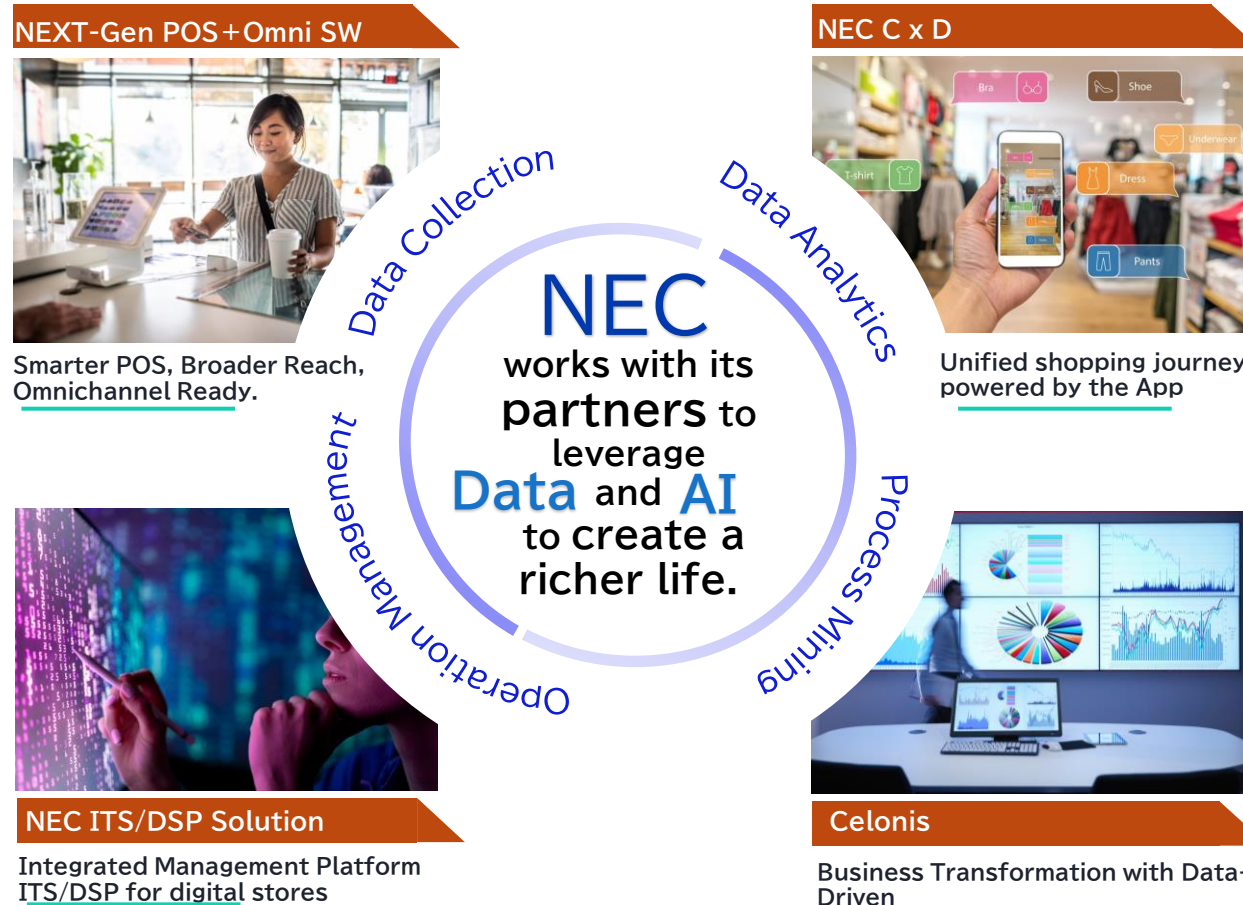


Rising labor costs and increasing difficulty in securing store staff, impacting profitability.



Procurement Data Analysis and Process Optimization Enabled by NEC

NEC helps improve business agility in the dynamic retail market by visualizing and analyzing procurement processes.



A compact, stylish POS system with 13 modular options to meet diverse retail needs. Omni software uses cloud-based technology to flexibly support both retail and foodservice operations.

By collecting offline data through the app and using AI for advanced analysis with e-commerce data, we help retailers enhance customer experience.

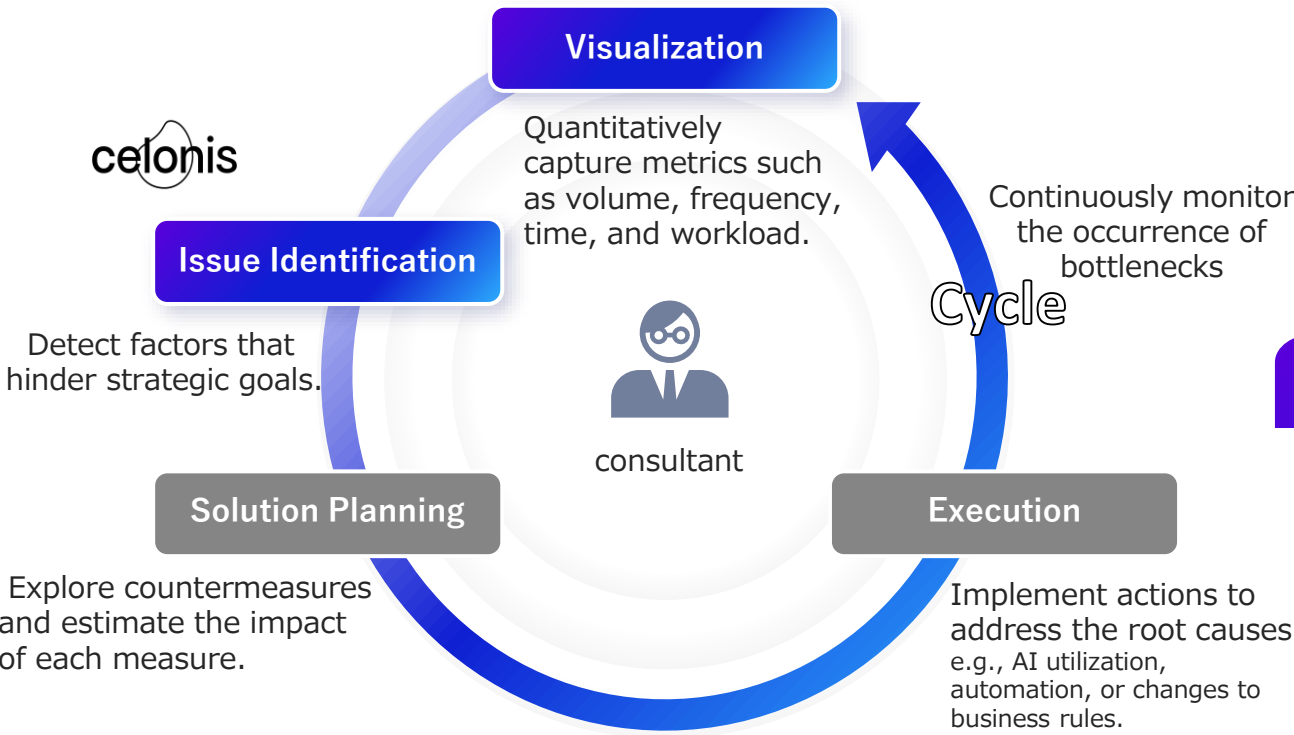
This scalable platform centralizes retail operations, streamlining store openings/closings, equipment/inventory management, and on-site workflows. It supports mobile use, includes notification features, and visualizes reports for quick decision-making and optimized operations.

By visualizing operations/systems, we enable early identification of issues hindering DX. Additionally, leveraging AI for process optimization, automation, and practical consulting drives smooth and effective business transformation.

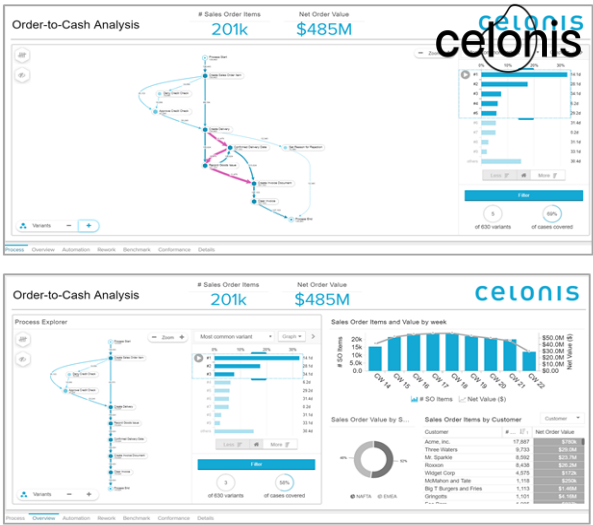
Data-Driven Business Transformation Services Powered by Celonis

The Importance of Business Process Visualization

Quantitatively visualizing business processes is essential to identify root causes. It enables accurate evaluation of countermeasures and supports strategic execution through continuous improvement and validation.



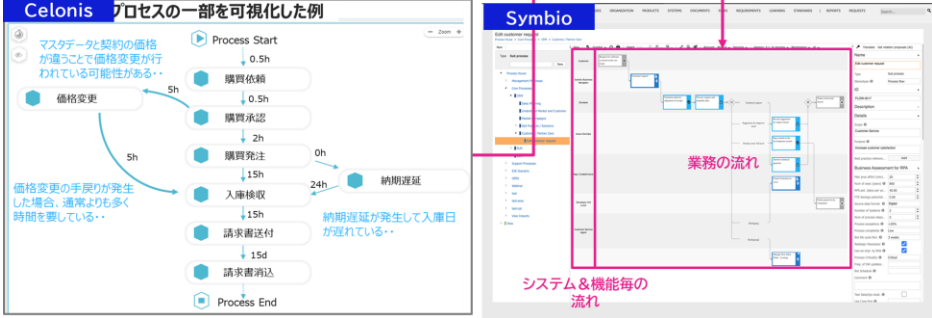
Visualization and Analysis Through Process Mining



- ✓ Celonis uses real data to visualize processes and identify inefficiencies.
- ✓ Celonis evaluates process impact through KPIs and analysis, enabling ongoing optimization and faster execution.

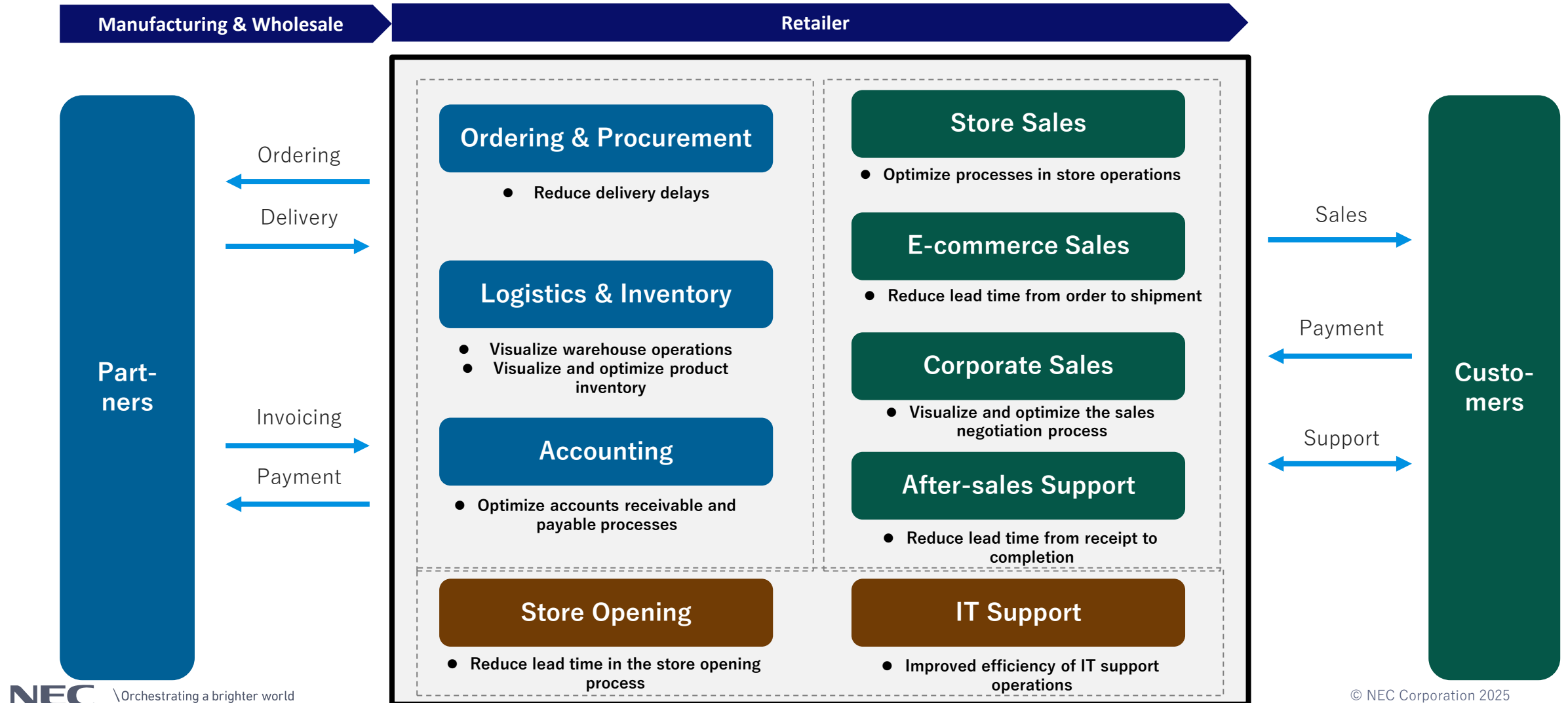
Function 2: Creating IT System Flow Diagrams

We will visualize the IT systems that correspond to the business processes made visible through Celonis.



Use Cases in the Retail Industry

Celonis supports a wide range of retail operations—from ordering and procurement, to logistics, in-store sales, and after-sales support.



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\Orchestrating a brighter world