

Gina Whitt

United States

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Professional Experience and Curriculum Vitae

Please kindly get in touch for more information.

Previous Clientele

Please kindly get in touch for more information.

Awards and Accolades

Please kindly get in touch for more information.

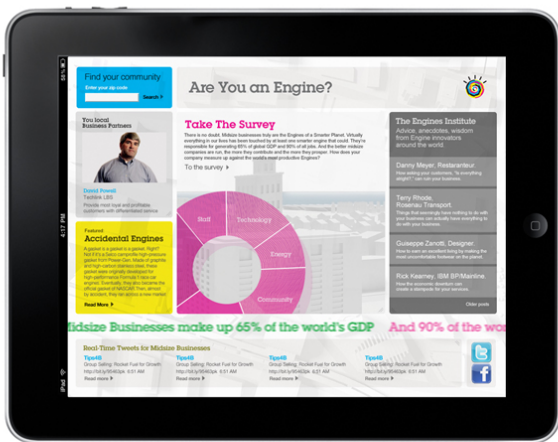
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Customers today expect more from the retail experience.

Fortunately as a midsize retailer, you're being presented with opportunities to outperform competitors on many levels. You are more nimble. You are more likely to respond faster. And your competition is no longer just local and regional stores, but sellers on the other side of the world. Competition is fierce, but forward-thinking midsize businesses like yours are no longer relying solely on technology to deliver on all their demands. You're able to use the best services and solutions to save costs, improve your bottom line and ensure long-term success on a smarter planet. This is where IBM and our Business Partners come into play.

49% of midsize retailers realize growth depends on efficiency and cost reduction

71% plan to grow by expanding their customer base

86% believe IT is critical to better interact with suppliers and partners

Get started with solutions to become a smarter midsize retailer. Go to [ibm.com/midsize](#) to learn more.

Four ways to build customer satisfaction:

- 1 Gain visibility.**
Analytics help retailers gain visibility into customer buying behavior and performance across the entire enterprise. Business intelligence helps them track customer demands, track the right inventory and build an exceptional shopping experience. From demographic to sales, analytics delivers customer insights to meet customer expectations. Integrating these insights across point-of-sale, e-commerce, warehouse management and call centers. These business intelligence solutions can be integrated with other systems, which help to ensure that customer data is used across the organization, resulting in better financial management, improved inventory and happier customers.
- 2 Manage inventory better.**
A smarter retail operation starts with smarter understanding. With a single view of the supply chain, you can improve efficiency and visibility throughout. The use of advanced inventory and financial management to meet customer demands, help you to better informed to lower costs by discounting excess stock and to provide for other end customer needs, such as better planning and warehouse management. IBM and our Business Partners help retailers optimize inventory levels or customer demand to the appropriate channels, while ensuring merchandise flows from the supplier to the store.
- 3 Unify customer experiences.**
By engaging your channels – in-store, online, call centers and mobile – your customers can shop however, whenever and wherever they choose. The result is consistent user experience that fosters loyalty, satisfaction and efficiency. IBM and our Business Partners offer Multi-Channel Retailing Solutions. They offer integrated order management and fulfillment, as well as personal, user-generated, a consistent experience to help improve your online presence. IBM Worklight. Customers prove the world's top retail customer sites and is an affordable, pre-configured solution designed to help reduce complexity in business online.
- 4 Simplify shopping.**
Customers want to know that purchases represent a great value to be quick and easy. IBM and our Business Partners offer Store Optimization & POS / back solutions that can improve the use of checkout. IBM tools provide customer self service and more engaging transactions. POS solutions can help optimize spending by tracking sales against your store inventory. Success of IBM's automation experience in this area, they have been named the #1 mobile data leader in POS / back solutions. Retailers operations, reduce line wait by integrating supply chain and inventory information with the enterprise, and reduce employee training and management on each register.

People follow trends. Data predicts them.

A supply chain can move an entire business forward.

Be flexible enough to evolve with customer needs.

Revolutionizing retail one checkout at a time.

Build-A-Bear
In 2014, a new Build-A-Bear franchise saw an up to 10% increase in sales. Through Storey and Analytics. The franchise saw an immediate increase, and quickly grew to over 100 stores across the franchise. To keep on top of its supply chain and distribution network, the franchise needed access to accurate daily sales figures and customer insights. In its existing IBM package was unable to cope. Working with IBM and EC, an IBM Business Partner, the company implemented IBM Cognos & Business Intelligence, which provides information on sales at each store and stock levels at the warehouse, simplifying replenishment and making it easier to manage customer demand.

McMax
McMax, a midsize Japanese retailer selling dinnerware, sport gear, clothing, groceries, business and home appliances, was facing reports of customer dissatisfaction, product display, inventory management and sales performance – resulting in inventory and inefficiency. Working with IBM and our Business Partners, they got CRM (Customer Profile Management) in place. The advanced demand prediction system now helps McMax utilize stock based on weather temperature and spending event information. It also improves display and information, business inventory and fulfills sales performance at each retail store. The new system creates better space management, more attractive store environments and higher profits.

Emerald's Family
Emerald's Family, one of Germany's largest retail apparel and accessories chains, has built its business on high quality, low prices and excellent customer service. In order to stay competitive and cover customer demands they needed to better leverage the Web as an integrated channel to lead online shoppers into stores. Working with IBM and our Business Partners, they set up IBM Worklight. Customers, a proven e-commerce platform. Built to support to meet their unique needs. Emerald's Family successfully attracted new customers, reduced customer loyalty, increased profits and over a 1.5-fold increase in basket size for its home delivery over online placed in stores.

Rebel Sport
Rebel Sport Ltd and Group Companies, the leading Australian retailer of sporting and leisure equipment, apparel and footwear, wanted to improve customer experience by upgrading its store POS infrastructure. Working with IBM and their Business Partners, the company applied the very latest in retail technology across their 16 store network. The strategic edge includes the automation, including track systems and financial systems, in providing their best offer and more engaging with users in real-time also performance data as well as enabling water reporting. It is also reducing the company's expenditure on stationary and printing, saving maintenance and ITT printing fees.

IBM Cognos will... get you the information they need to make the right decisions for our business. - Build-A-Bear

(With) Category Page Management, a progressive sales drive... was mutual, sharing new knowledge for maximizing the system. - McMax

70% of online orders are picked up in store. And 2/3 of those customers buy more at pick up. - Emerald's Family

"The upgrade has been one of the best things ever to happen to Rebel Sport... [It] helps me drive our business more efficiently and deliver meaningful performance reports." - Steve Mousness, CEO

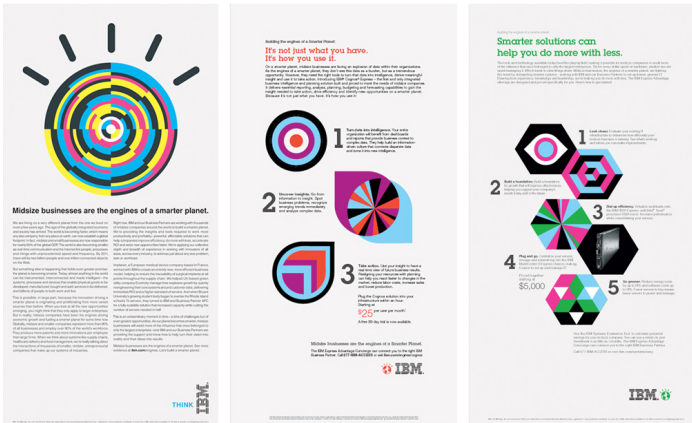
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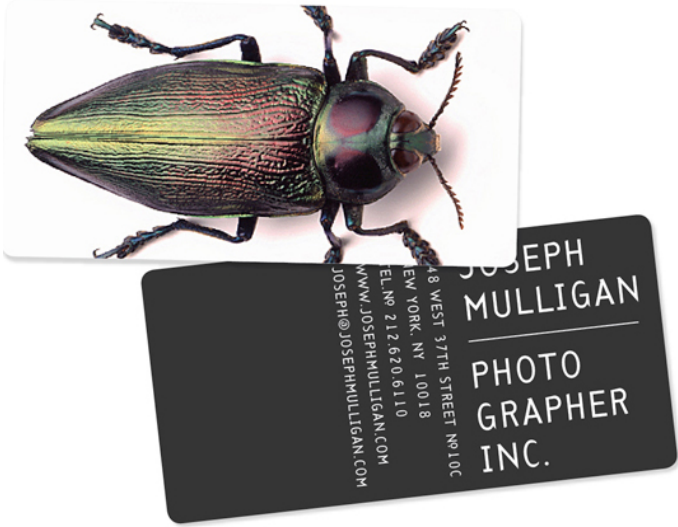
Web



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