



ecosystem.

# Future Forward: Reimagining Retail

MAY 2025

Retail transformation is a continuous, dynamic journey of reinvention – driven by agility, experimentation, and the need to keep pace with ever-evolving consumer behaviour. It's not a fixed destination but an ongoing process of innovation.

At its heart, retail transformation is about putting the customer squarely in control. It's the strategic overhaul that allows retailers to truly understand individual desires, offering hyper-personalised journeys that blur the lines between online browsing and in-store discovery.





# Key Priorities for the Retail Industry in Asia Pacific

## TOP BUSINESS PRIORITY



**59%**

Improving Customer Experience

## TOP TECH PRIORITY



**63%**

GenAI

## TOP TECH INVESTMENT FOCUS



**72%**

Cybersecurity

*Source: Ecosystem, 2025*

Here are recent examples of Retail transformation in the Asia Pacific.



# Enabling Growth with Smarter Sales and Distribution

[India's Tata Consumer Products](#), aiming to grow their FMCG market share, set out to digitise sales across the vast 'kirana'-driven retail network.

The company replaced outdated tools with a system that streamlines distributor onboarding, order management, and retail execution – cutting setup times from days to minutes.

A mobile app gives field reps real-time inventory, auto-applied promos, and personalised KPIs, while dashboards give managers live territory insights. Built in seven months, the platform now handles 6M+ transactions monthly, supports 8,000 reps, 12,000 distributors, and 1.6M outlets. Centralised service and rapid feature rollouts keep Tata Consumer fast, responsive, and customer-focused.





# Addressing Legacy Limitations

One of New Zealand's leading grocery retailer, [Foodstuffs](#) South Island, faced growing limitations from aging ERP systems and hardware nearing end-of-life.

Instead of reinvesting in outdated tech, FSSI launched Project Petra – a leap to a unified, cloud-based ERP platform.

The shift enabled intelligent replenishment, robotic automation, and a vastly improved user experience. In 18 months, FSSI streamlined roles, rebuilt core apps, and completed a smooth go-live in just three days. The payoff: forecasting and replenishment times cut by up to 50%, faster transactions, seamless price updates, and real-time insights. What began as a tech upgrade became a full transformation – boosting agility, empowering teams, and fuelling future-ready growth.



# Streamlining Workflows, Empowering Employees

[UCC Group](#), the Japanese coffee pioneer, is brewing a transformation internally. With 88 locations across 21 countries, UCC faced mounting inefficiencies from outdated legacy systems – slow, complex workflows and clunky portals that frustrated employees and slowed approvals.

**UCC replaced their legacy systems with a cloud-first, mobile-first platform.**

VPNs were eliminated. Approvals that once took multiple logins now take one tap. A clean, co-designed portal replaced the old interface, putting ease of use first. E-signatures and digitised requests cut paper use by 90% - over 1.5 million forms saved. A new life-event portal launched in just one month, proving speed and simplicity can coexist. Now expanding globally, UCC is unifying ERP, data, and apps into a single, employee-first hub – built for scale, speed, and the future.



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# Scaling Customer Experience at Speed

[Aditya Birla Fashion Retail Limited \(ABFRL\)](#) faced the challenge of scaling their multi-brand presence without compromising customer experience. As growth surged across stores, online platforms, and marketplaces, their order management system struggled to keep up – putting fulfillment speed, accuracy, and satisfaction at risk.

To solve this, ABFRL implemented a scalable, multi-instance order management solution that streamlined inventory tracking, fulfillment, and refunds.

The result: 99.5% faster inventory sync, zero refund failures, smarter order decisions, and accurate delivery estimates across all channels. This strategic overhaul helped ABFRL maintain service excellence while fuelling sustainable growth – proving that operational agility is key to scaling customer experience at speed.





# Solving Reliability & Scalability Challenges

[Chicks Lifestyle](#) is a trusted home-grown brand in Hong Kong known for quality innerwear and thermal wear. As they expanded online and geared up for sustainable growth, outdated on-prem systems began to strain under peak-season pressure – causing crashes, long checkout lines, and customer frustration.

**To fix this, they migrated their core ERP and POS systems to the cloud in just six weeks with zero data loss.**

The result: 99.99% uptime, 30% jump in efficiency, 15% faster checkouts, and 40% lower IT costs. Loyalty data access dropped from minutes to seconds, enabling personalised service at scale. With a stable, scalable tech backbone in place, Chicks Lifestyle is now exploring AI to power their next phase of innovation.







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