RedIron & Oracle
Preferred Partnership

Persona Brief

The Cloud Solution Your Retail Operation Needs to Success

Overview

We know you're seeking a clear and viable pathway to sell more OCI in the retail sector. RedIron are retail experts, and are uniquely positioned to support a wide variety of retail customers with robust solutions that increase OCI consumption.

Our goal with this Persona Brief is to make your job easier by helping you easily identify the type of retail leads RedIron can best support. You'll be able to target and sell more successfully by going after the right customers.

The goal is not to exclude any customers from the sales process, but to ultimately create a profile of the type of **customer most likely to purchase RedIron**, and leverage this profile to assist you in targeting and acquiring new leads. You can use this Persona Brief in the following ways:

1 Understand the ideal RedIron customer segments

2 Identify keywords & concepts indicating if a lead is a great fit for RedIron

3 Gain insight into pain points, mindset & top priorities for ideal leads

Industry & Segment Insights

If you identify leads in the following industry segments, with the mindset and/or pain points described, RedIron can help.

RedIron specializes in working with retail clients, specifically in the following segments:

Franchise Retail Operations

RI Commerce: 5 - 30 Stores

Cloud Mirgration: 5+ Stores

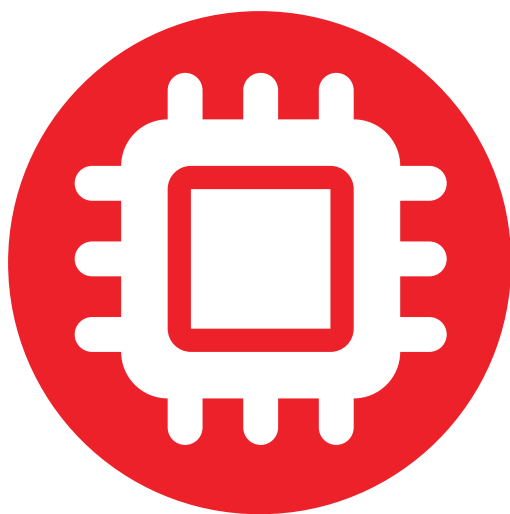## Brick-and-Mortar Retail Businesses

Apparel

Specialty Goods

Retail Operation that Needs POS Intergrations

Not-Ideal Segments

Hospitality

Grocery Chains

Key Buyers to Target

Director of IT & Persons Responsible for IT

Typically the biggest advocate and first point of contact to evaluate a solution

Chief Information Officer & VP of IT

Typically the final decision-maker

Customer Mindset & Circumstances

Most ideal customers have some awareness of the problems they face by not being in the cloud, but are often complacent to take action to migrate to the cloud.

Typically these events trigger a customer to more actively seek a solution like RedIron:

Security Fears
Recent industry news on a cyber attack causes anxiety around lack of security.

Security Breach
Business gets hacked and needs disaster recovery.

Business Growth
Current solution isn't able to scale with business growth.

System Limitations
Antiquated, inflexible systems block them from seeking new revenue streams.
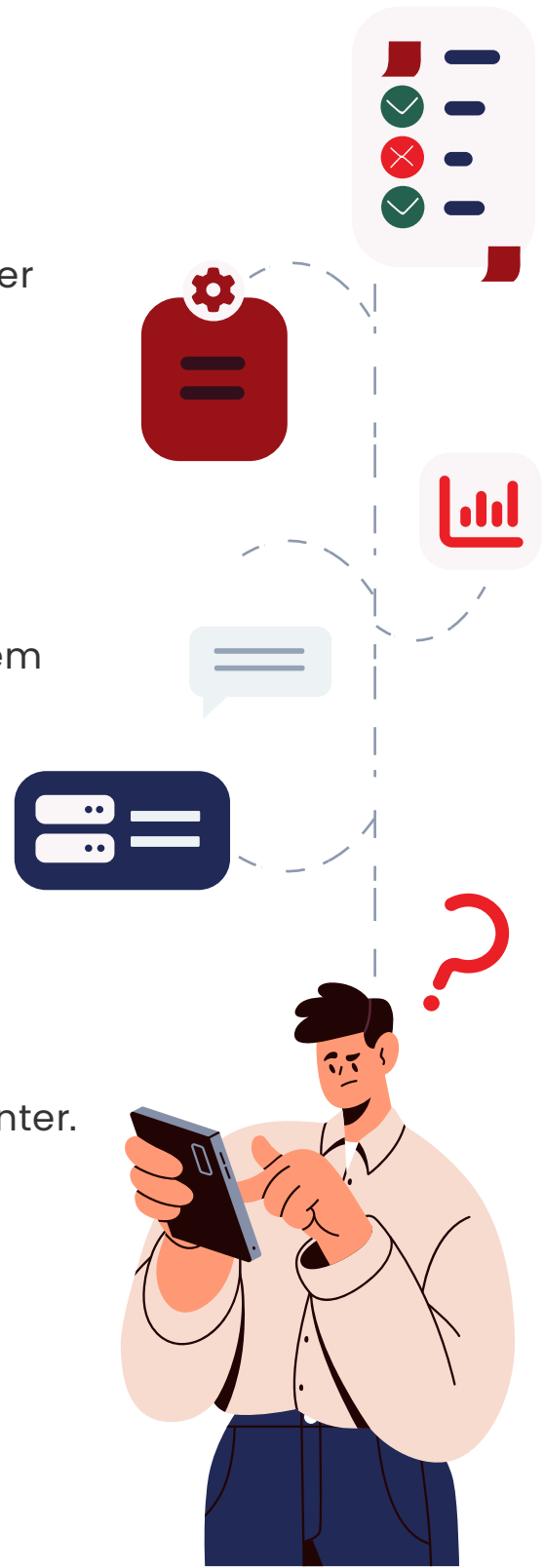
Competitive Pressure
Competitors pursuing a digital transformation more quickly.

Existing Data Center Issues
Current data center is no longer viable, and/or internal resources are no longer capable of managing on-prem data center.

Seasonal Retail Demand
Operational requirement to have technology that's flexible to deliver seasonal customer demand.

Common Problems & Pain Points

"We know we need to move to the cloud, but we don't know how/aren't confident in our ability to do it".

"We are worried about a failed integration with any of our critical systems".

"We are concerned about cost visibility of cloud migration".

"We find it hard to prioritize cloud migration with all other internal priorities".

"We have outgrown our current platform and don't know how to keep up with customer demands".

"Experiencing poor end-user experience with outdated technology".

"We are struggling to manage inventory".

"Our systems are too complex for our staff to manage".

"We are getting beat by competition that's more agile than us".

"Technical debt is slowing us down".