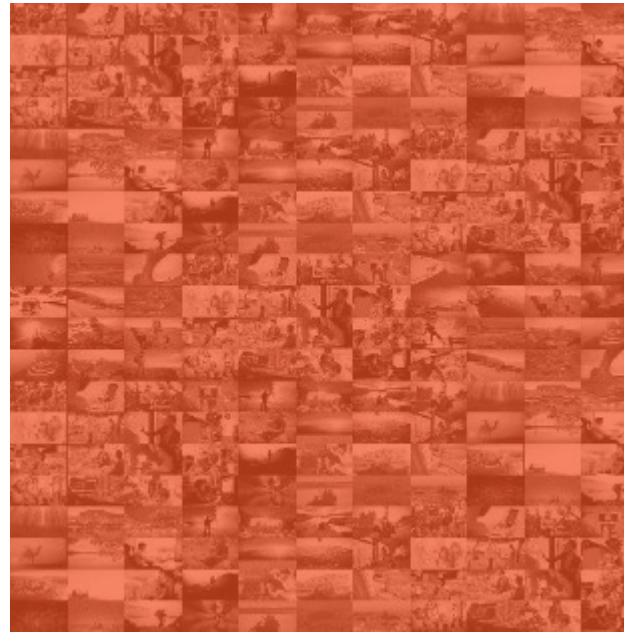Microsoft

Microsoft Cloud for Retail

Your customers. Your people.
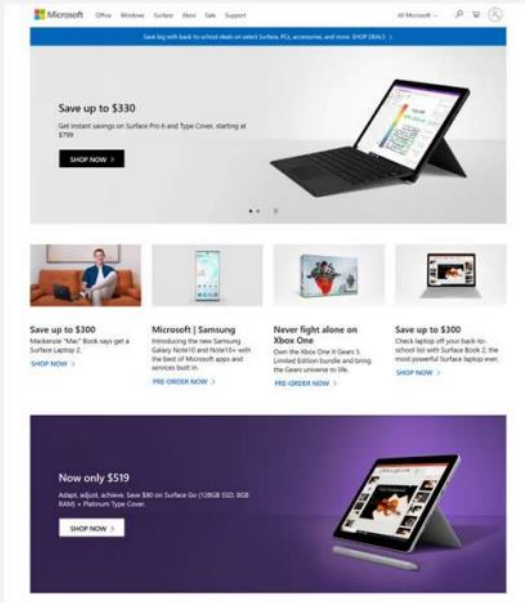Your data.

Microsoft mission

Empower every person and every organization on the planet to achieve more

eCommerce

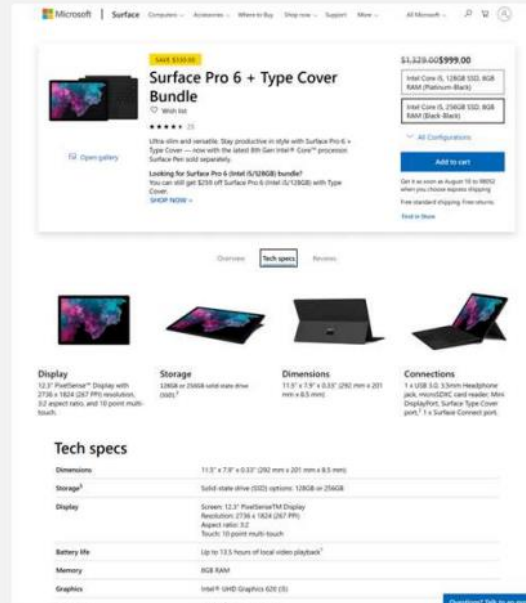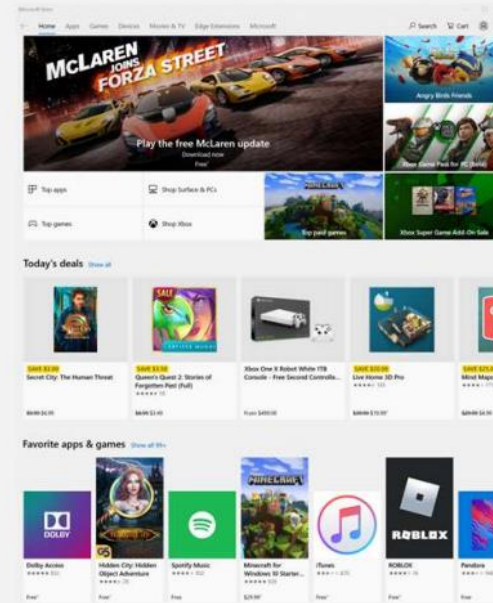## Built on Microsoft's **PROVEN PLATFORM**

Microsoft Home Page
(100M UPVM)

Microsoft Store and Cart
(160M UPVM)

Microsoft Store Application
(240M UPVM)
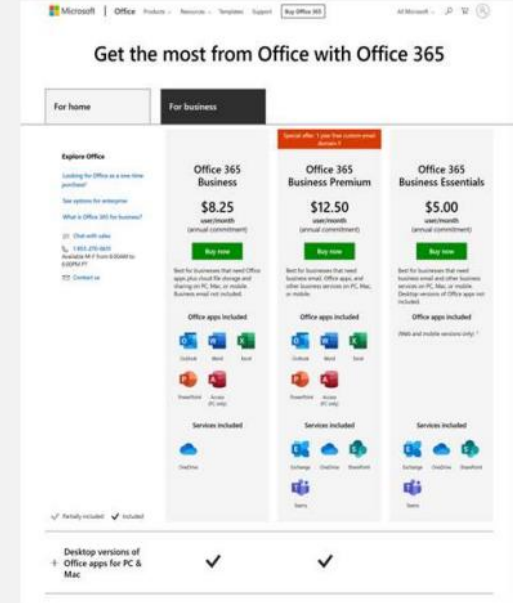
Microsoft Office 365
(140M UPVM)

IDC MarketScape

**Worldwide Retail
Commerce Platform
Software Providers 2020
Vendor Assessment**

Microsoft Cloud for Retail

Connect your customers, your people, and your data

Maximize the value of your data

Elevate the shopping experience

Build a real-time, sustainable supply chain

Empower the store associate

Built on a foundation of trust

Scenarios connecting your customers, your people, and your data

Unified customer profile
Gain insights across the complete view of a shopper's journey.

Shopper and operations analytics
Unlock omnichannel insights with advanced analytics.

Intelligent fraud prevention
Help protect your revenue from fraud using AI to identify patterns.

Retail media
Unlock ad revenue using your 1st party shopper data.

Real-time store communications and collaboration
Leverage modern tools for connecting your team.

Retail workforce management
Digitize managerial tasks like store scheduling.

Process automation and career development
Expand what your stores and people can do through automation.

Intelligent stores
Maximize sales by optimizing in-store customer and product signals.

Unified commerce
Increase engagement and drive conversions across channels.

Real-time personalization
Enable personalized recommendations and search results.

Digital advertising solutions
Drive growth, acquire new customers, and increase LTV.

Seamless customer service
Utilize intelligent and automated customer service tools.

Demand planning and optimization
Predict demand using AI to optimize inventory.

Supply chain visibility
Leverage demand and supply signals for future opportunities.

Flexible fulfillment
Optimize order management, giving customers choice across channels.

Maximize the value of your data

Elevate the shopping experience

Security & Compliance 🔒

Empower the store associate

Build a real-time, sustainable supply chain

Retail industry specific

Data models — **Connectors & APIs** — **Partner ecosystem**

Microsoft Cloud for Retail Partner Ecosystem

And our robust selection of partners continues to grow

Maximize the value of your data

Elevate the shopping experience

Security & Compliance

Empower the store associate

Build a real-time, sustainable supply chain

accenture

avanade

Adobe

Capgemini

dunnhumby

DXC TECHNOLOGY

flintfox for Operations

experlogix

Hso

IBM

Icertis

Infosys Navigate your next

newmine

Optimizely

SAS

sparo

pwc

SONATA SONATA SOFTWARE

SUNRISE technologies

tcs TATA CONSULTANCY SERVICES

ANALYTIC PARTNERS

amicis LIFESTYLE

Cognizant

FarEye

Glympse

HCL

EY

HITACHI Inspire the Next

Hanshow

KPMG

k3 fashion

LS Retail

BLUE HORSESHOE Part of Accenture

toolsgroup

BlueYonder

BOE | ses imagotag

sitecore

Transparency-One

wipro

ZEBRA

Partner Solutions can be found in Industry Clouds Appsource

Grocery Customer Journey
Front-end: in store experience

Our partners extend these capabilities and complement your existing ways of working

PARTNER ECOSYSTEM

A robust ecosystem of strategic partners accelerates value by leveraging Microsoft Cloud for Retail capabilities
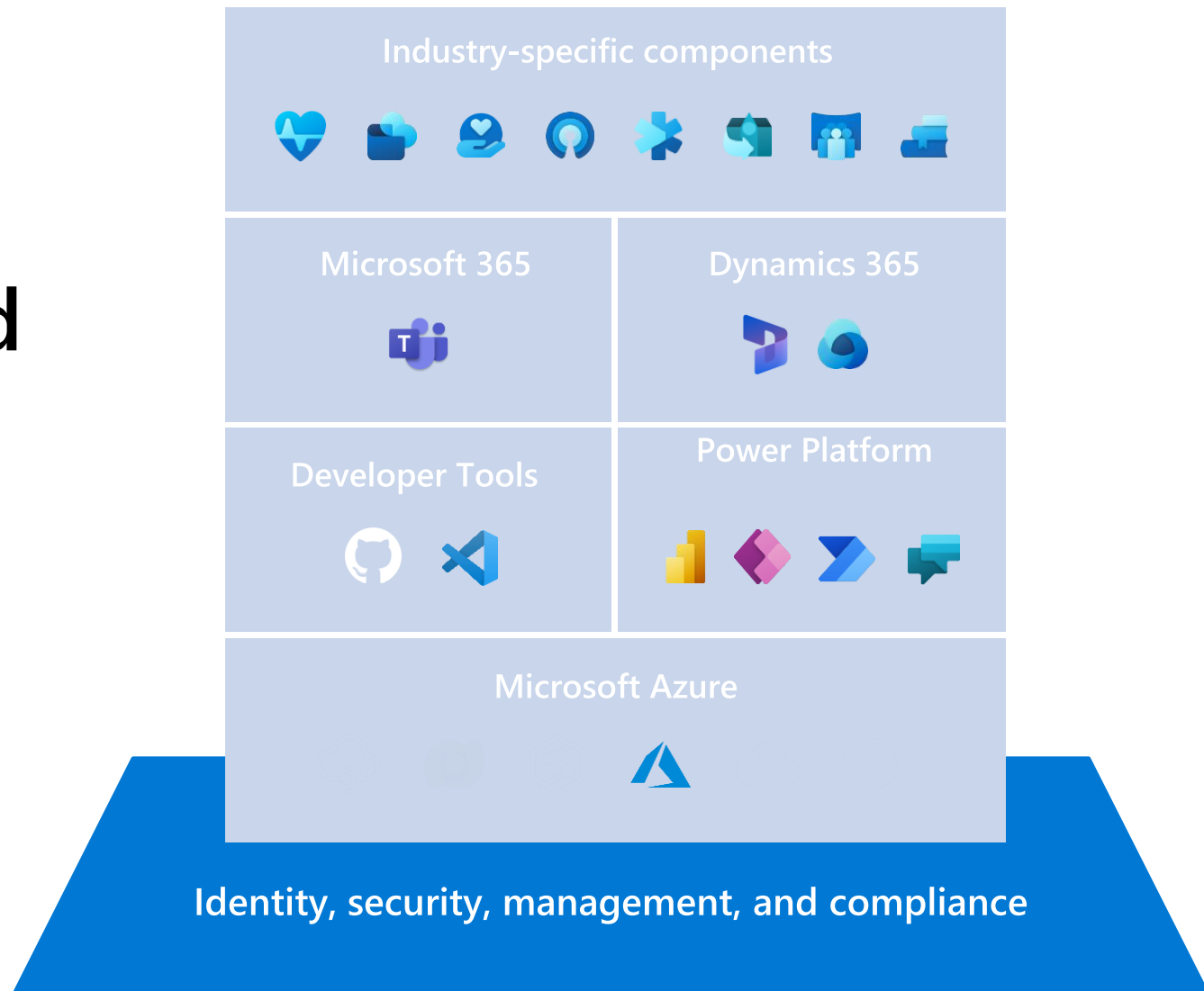
Common data model format enables data interoperability to unify and enrich data to and from multiple systems

Foundation of privacy, security, and regulatory compliance is fortified across our partner ecosystem

One Microsoft Cloud

an Hyperconnected Collaboration Experience

Rapidly build, modernize and innovate together with your business

Maximize the value of your data

Realize the true value of your data by unifying disparate data sources across the shopper journey, discovering insights that enable better experiences

We're unifying disparate data sources to establish a single, in-depth profile of each shopper
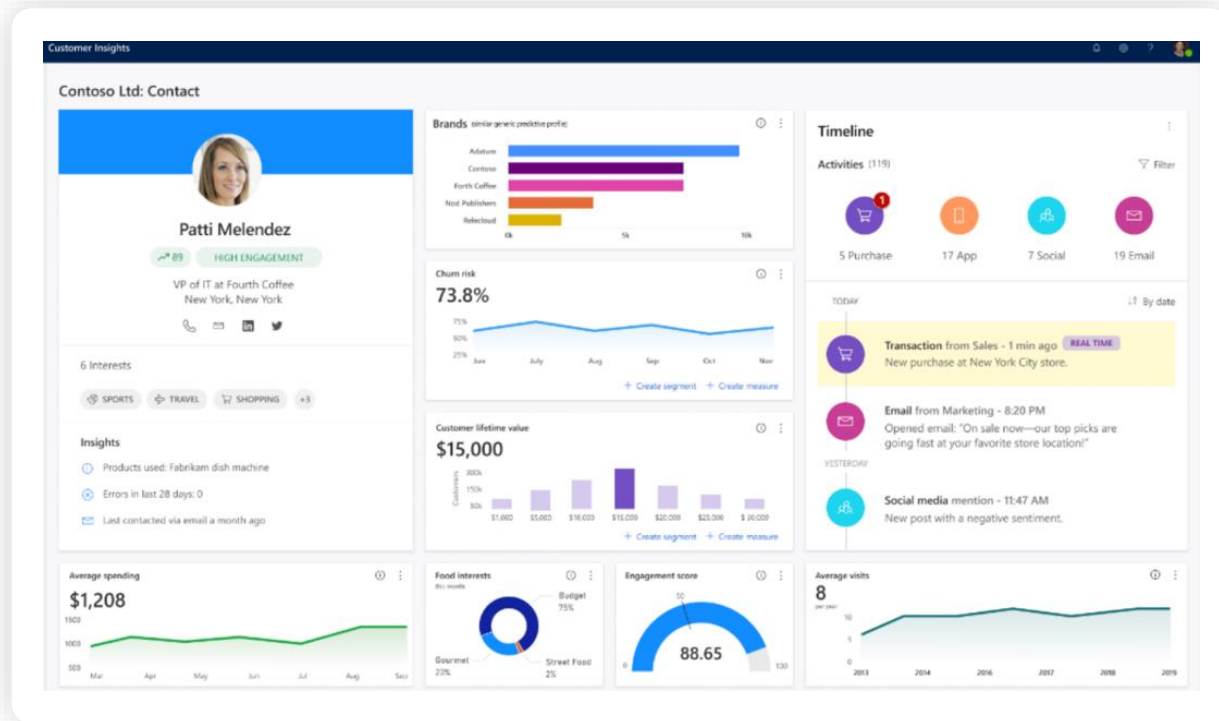
Industry specificity: Leverage data models that includes retail-specific semantics

Interoperability: A data model can help ingest, enrich, and unify data, enabling faster time to value

Faster innovation: Extend the value of the platform with additional solutions, analytics, and predictions

Redemption

Contact

Marketing

Offer

Email Click

Email Open

Digital Catering Order

Online Transactions

Online Order

Digital Customer

Customer Service

Voice Channel

Chat

Digital Messaging

Virtual Agents

Customer

Check

Check Line

In store Customer

In-store Transactions

Unified customer profile

Gain insights across the complete view of a shopper's journey

Dynamics 365 Customer Insights | Unified Customer Profile

Gain a 360-degree view

Create complete customer profiles by unifying data across all customer touchpoints and systems

Unlock rich insights

Make more nuanced decisions in your shopper relationships with powerful analytics that reach down to the customer level, including predictive churn risk

Drive meaningful actions

Power more effective email marketing, advertising, web personalization, and in-store interactions from a comprehensive view of each shopper

Additional capabilities to maximize the value of your data

Shopper and operational analytics

Unlock omnichannel insights with advanced analytics

Benefits

Predict customer and operational needs with an intelligent view of the customer informed by AI and analytics

Monitor and interpret online engagement with heatmaps, high-definition anonymized recordings, and more

Maximize the value of your data by unifying data integration, warehousing, and analytics

Dynamics 365 Customer Insights | Azure Synapse Analytics | Microsoft Clarity

Intelligent fraud prevention

Help protect your revenue from fraud using AI to identify patterns

Benefits

Identify anomalies and potential fraud on returns and discounts and protect revenue impact.

Improve transaction acceptance rates with insights that help balance revenue opportunity against fraud loss and checkout friction

Defend against bot attacks, fake account creation, account takeover, and fraudulent account access.

Dynamics 365 Fraud Protection

Retail media

Unlock ad revenue using your first-party shopper data

Benefits

Unlock high-margin revenue streams by creating a media marketplace on your ecommerce site and beyond

Maintain consistent messaging through unifying your brand partners from a single dashboard

Boost revenue relative to outsourced ad networks by running vendor-funded product ads on site
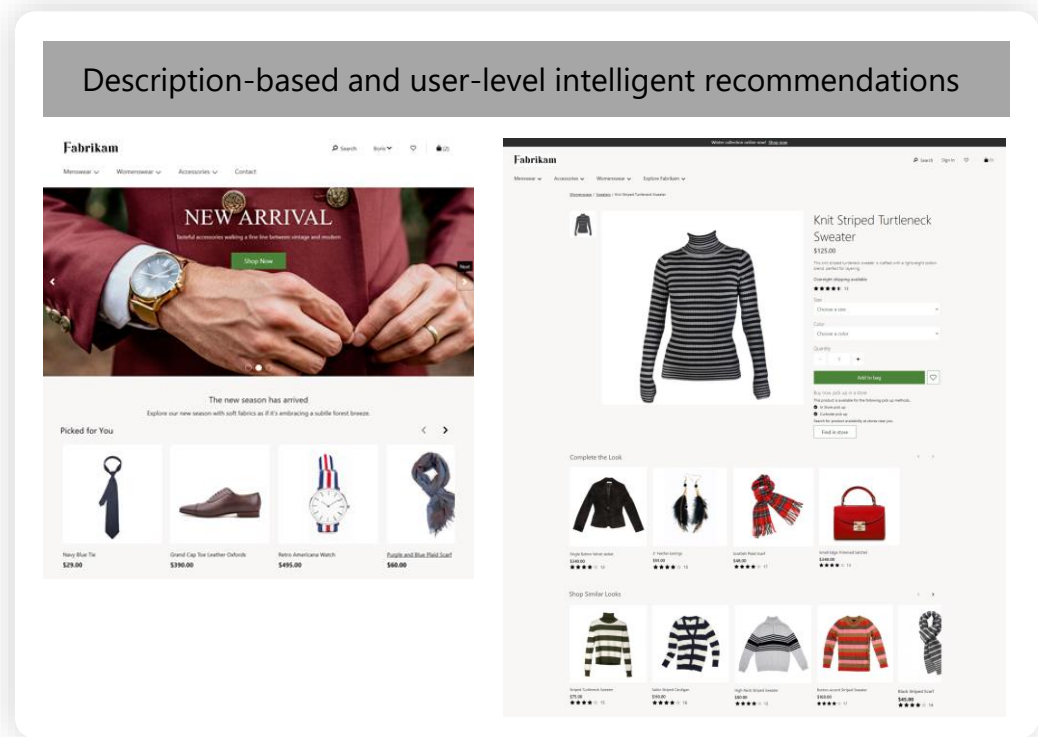
Microsoft PromoteIQ

Elevate the shopping experience

Transform the shopping experience through data analytics and new store technology to create more engaged shoppers with stronger lifetime value

Real-time personalization

Make it easier for customers to find what they're looking for, and offer more relevant options

Description-based and user-level intelligent recommendations

Increase basket size

Upsell across all channels with hyper-relevant recommendations and next best actions targeted at the individual shopper

Deliver delightful discovery scenarios

Provide "shop this look" and "bring the look" options that tailor results not just on item description but how pieces complement one another to complete a look

Drive deeper engagement

Lead shoppers to more relevant search results with semantic search capabilities that understands their intent

Additional shopper experience capabilities

Intelligent stores

Maximize sales by optimizing in-store customer and product signals

Benefits

Optimize your operations with automated processes backed by real-time data

Maximize customer satisfaction with observational data to keep checkout lines short

Maximize sales by analyzing customer behavior and display effectiveness

Dynamics 365 Connected Spaces

Unified commerce

Increase engagement and drive conversions across channels

Benefits

Connect digital, in-store, and back-office operations, and expand as business needs grow

Enhance and personalize customer experiences to help shoppers discover what's relevant

Connect physical and digital storefronts via a single view of inventory, data, and transactions

Dynamics 365 Commerce | Azure Cognitive Search

Digital advertising solutions

Drive growth, acquire new customers, and increase LTV

Benefits

Optimize your campaigns across channels, from awareness through conversion

Find new customers, increase customer loyalty, optimize return on ad spend, and drive incremental sales

Build stronger customer relationships by engaging customers directly on their channels of choice

Microsoft Advertising

Seamless customer service

Use intelligent and automated customer service tools

Benefits

Eliminate problems before they arise by predicting customer needs with actionable insights

Tailor customer engagement and ensure timely, relevant support when issues arise

Use intelligent chatbots to resolve common issues and free up live agents to manage complex problems

Dynamics 365 Commerce | Power Virtual Agents | Dynamics 365 Customer Service
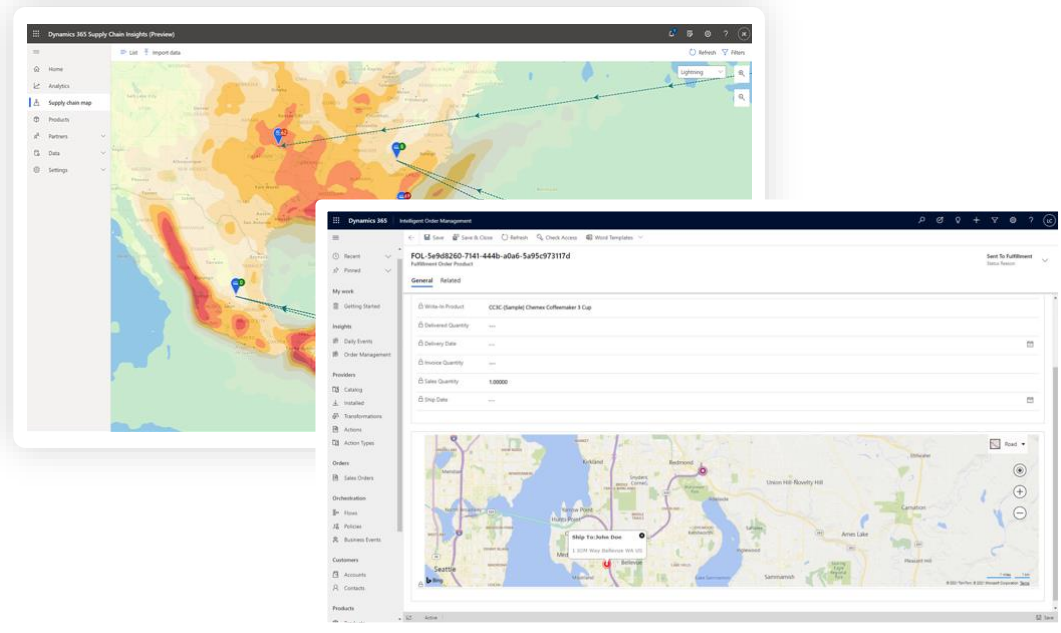
Build a real-time, sustainable supply chain

Create an agile, resilient and sustainable supply chain by connecting data across your ecosystem to enhance time to value

Supply chain visibility

Leverage demand and supply signals for future opportunities

Dynamics 365 Supply Chain Management | Dynamics 365 Supply Chain Insights | Dynamics 365 Intelligent Order Management

Reduce stock-outs

Plan for supply and resource constraints using real-time inventory and AI

Automate and optimize fulfillment

Utilize rules-based orchestration, real-time inventory management, and AI

Boost sustainability

Identify opportunities to drive efficiencies, reduce emissions, and design-out waste

Improve decision-making

Leverage a digital supply chain twin that provides multi-tier visibility, creates what-if simulations, and more

Additional supply chain capabilities

Demand planning and optimization

Predict demand using AI to optimize inventory and support sustainability

Benefits

Predict demand with intelligence from sales, marketing, external news, and events to plan for a dynamic and shifting market

Optimize your inventory and build agile distribution and manufacturing processes with real-time, cross-channel inventory visibility

Automate replenishment with real-time planning based on order priorities, forecasts, and stock levels

Reduce waste and unnecessary emissions from your supply chain by ensuring inventory doesn't exceed demand

Dynamics 365 Supply Chain Management | Dynamics 365 Supply Chain Insights | Dynamics 365 Intelligent Order Management

Flexible fulfillment

Optimize order management, giving customers choice across channels

Benefits

Delight customers by streamlining curbside pickup and buy-online-pickup-in-store operations with simplified payment processing and customer notification

Empower your customers with real-time inventory and order status so they have perfect visibility from pressing purchase to getting their items to the front door

Gain greater control of the entire order lifecycle using customizable, integrated dashboards

Dynamics 365 Commerce | Microsoft 365 Teams for Frontline Workers | Dynamics 365 Intelligent Order Management
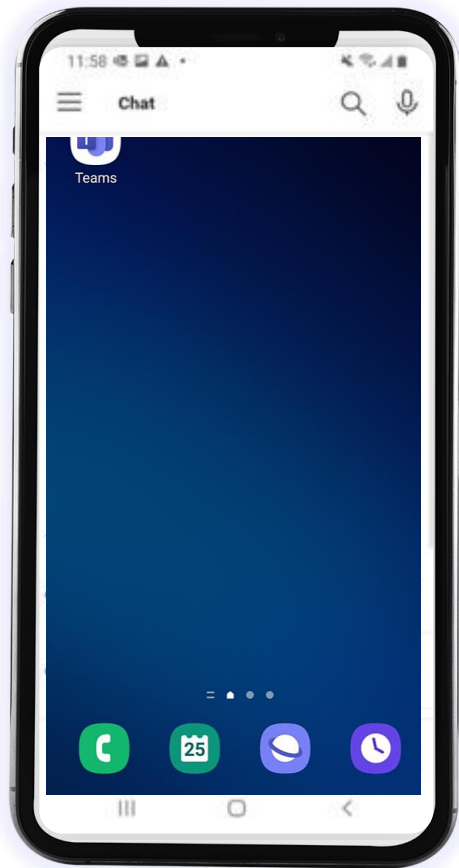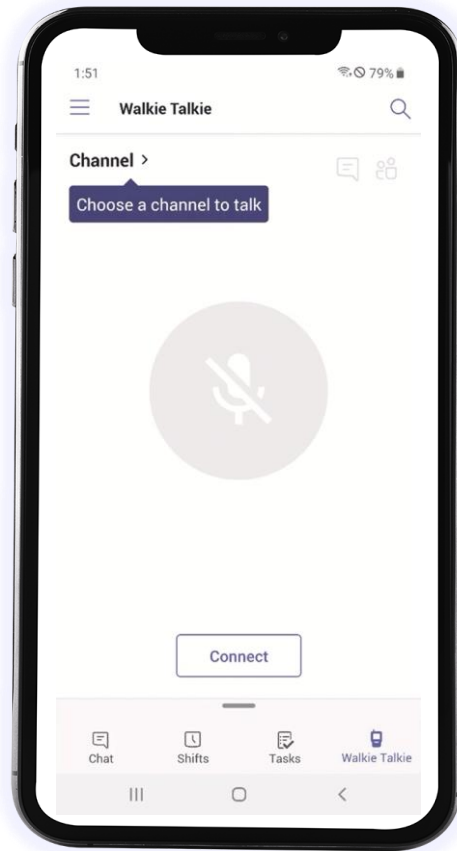
Empower the store associate

Equip your store associate with solutions to enable real-time store communications, workforce management, and store automation

Real-time store communication and collaboration

Gain productivity by putting empowered associates on a level playing field with deeply informed customers

Modernize communication

Enable retail associates to reach one another quickly from front desk to back-of-house to curbside with chat, multimedia, and instant voice communication through Walkie Talkie

Streamline work

Enable access to key information all in one app with the ability to segment and tag audiences, bring attention to urgent information, and offer praise

Maintain an engaged, inclusive workplace

Facilitate community building and praise associates for a job well done while helping ensure employees balance productivity with personal wellbeing

Microsoft 365 Teams for Frontline Workers

Additional frontline worker experience capabilities

Retail workforce management

Digitize manual tasks like store scheduling

Benefits

Seamlessly manage shifts with a simple and secure mobile staffing tool

Easily connect to your existing workforce management system

Simplify task dissemination from the corporate level to stores

Help store managers and associates complete tasks more easily

- -

Microsoft 365 Teams for Frontline Workers

Process automation and career development

Expand what your people can do through automation

Benefits

Use an easily customizable and extensible platform to empower workers with everything they need in one place

Quickly implement new retail uses cases with ease

Reduce the burden on your frontline workers by leveraging automation so employees can focus more on customers

Facilitate employee growth and development

- -

Microsoft Viva Connections | Microsoft Viva Insights | Microsoft Viva Learning

Security, Compliance and Privacy

Built on a foundation of trust

Microsoft offers a comprehensive approach to maintaining trust

Protect identity and endpoints for strong Zero Trust foundations

Modernize security and defend against threats

Secure cloud infrastructure—Azure, hybrid, and multi-cloud

Protect and govern sensitive data

Leverage integrated regulatory compliance tools

Microsoft Retail Impact based on our customer's experiences

Albertsons	**JJ** The First Choice In Food Service Since 1899	**Ahold Delhaize**	**Walmart**	**Kroger**	**FABLETICS**	**Morrisons** Since 1899
To deliver frictionless experiences for customers powered by AI	Food delivery service uses machine learning to predict customer orders	Better user experience with Improved online/offline consumer experience	eCommerce enablement, Transformation & Global Collaboration Co-Innovation	Delivered Smart Edge solution; developing Retail as a Service offering	Connecting online and instore data leading to 38% increase of sales	Improved shelf-availability and cutting shelf gaps by 30%

NATUZZI ITALIA	**nielsen**	**Unilever**	**Starbucks**	**Walgreens Boots Alliance**
The augmented store of Natuzzi will shorten the time it takes for purchase decisions by -33% and increase the conversion rate from shopping to buying by +33%	Partnering on enterprise data solution that democratizes one of the largest consumer data sets in the world.	Unilever teams with Microsoft to deliver AI assisted decision-making by reducing the number of alerts requiring action by 90% per day	Increased App usage, Online Transactions, Loyalty & Margin while ingesting all consumer's data	Redefining the healthcare consumer engagement and journey

Microsoft industry cloud benefits

Business model alignment

Customer ownership and control of data

Trusted, global security commitment

Industry customization

Robust partner ecosystem

Microsoft

Your people. Your customers. Your data.

To learn more about the Microsoft Cloud for Retail, set up a deep dive workshop with your account team.

Visit our website for more information.

Microsoft

Thank you

Microsoft Cloud for Retail