



## Module 1

# Microsoft Cloud for Retail Overview

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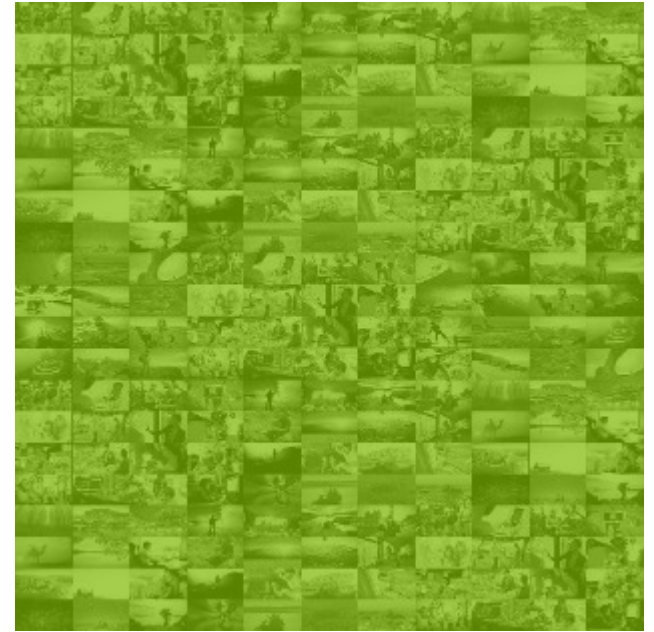
Your people. Your  
customers. Your data.





# Microsoft mission

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



# Retailers are focused on...

## Transforming the shopping experience

**72%** of consumers say they only engaged in personalized marketing<sup>1</sup>

## Creating loyal customers

**75%** of US consumers have reported new shopping behaviors<sup>2</sup>

## Enabling agile, resilient businesses

**75%** of apparel, hard goods, and specialty retailers intend to offer two-day or faster delivery<sup>3</sup>

# But their technology is holding them back

## Massive amounts of siloed data

**40** petabytes of retail data being generated every hour<sup>4</sup>

## Fragmented customer touchpoints

**38%** of retailers have difficulty unifying data across channels

## Lack of visibility into the supply chain

**34%** on-time performance of container shipments, an all-time low<sup>6</sup>

# 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



# Capabilities connecting your customers, your people, and your data



Retail industry specific

Data models

Connectors & APIs

Partner ecosystem



## 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

# There are 40 petabytes of data generated every hour in retail,<sup>1</sup> but it's hard to unlock value

Customer touchpoints aren't linked to each other—systems and data are siloed and disconnected.





# Using retail data models, we're unifying disparate data sources and connecting data silos

**Industry specificity:** Leverage data models that includes retail-specific semantics

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

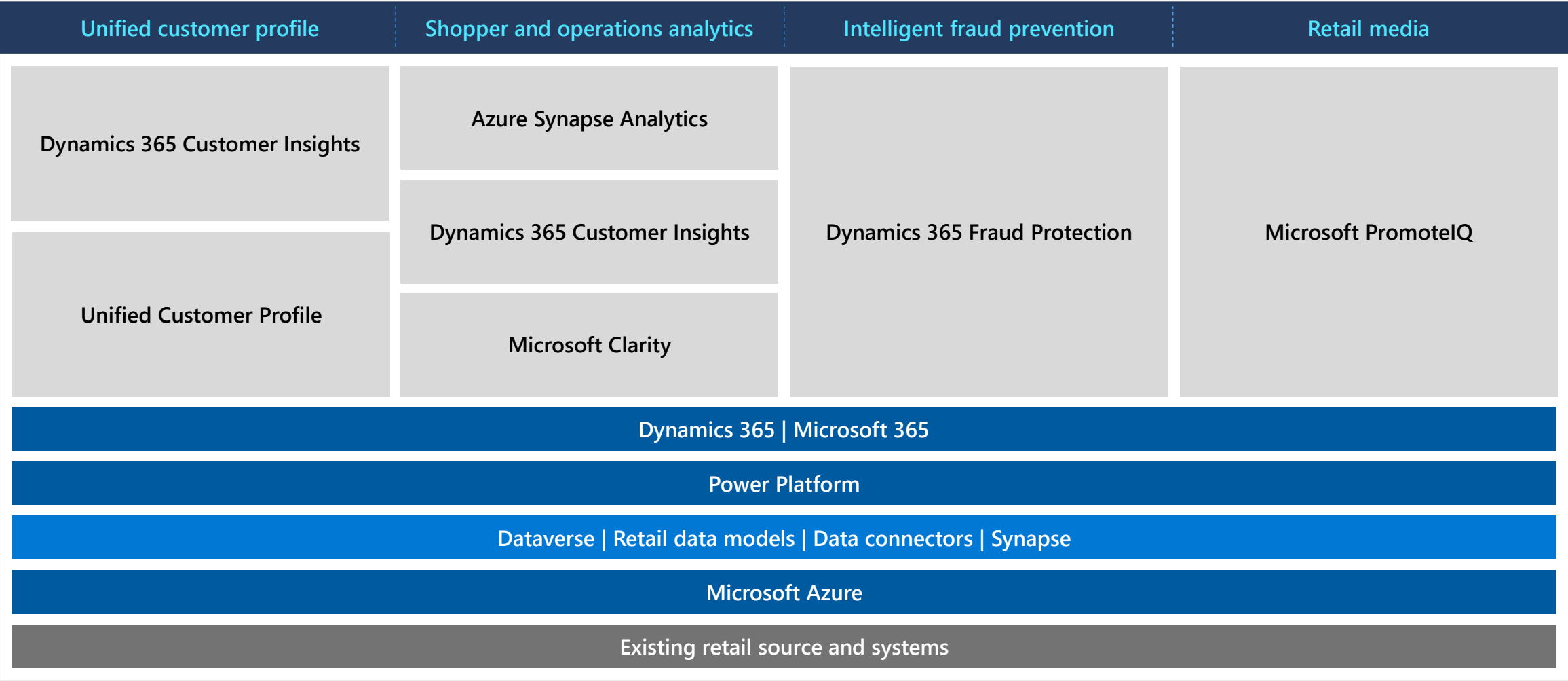
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**Faster innovation:** Extend the value of the platform with additional solutions, analytics, and predictions



# Maximize the value of your data

Product dependencies





# Unified customer profile (Pt. 1)



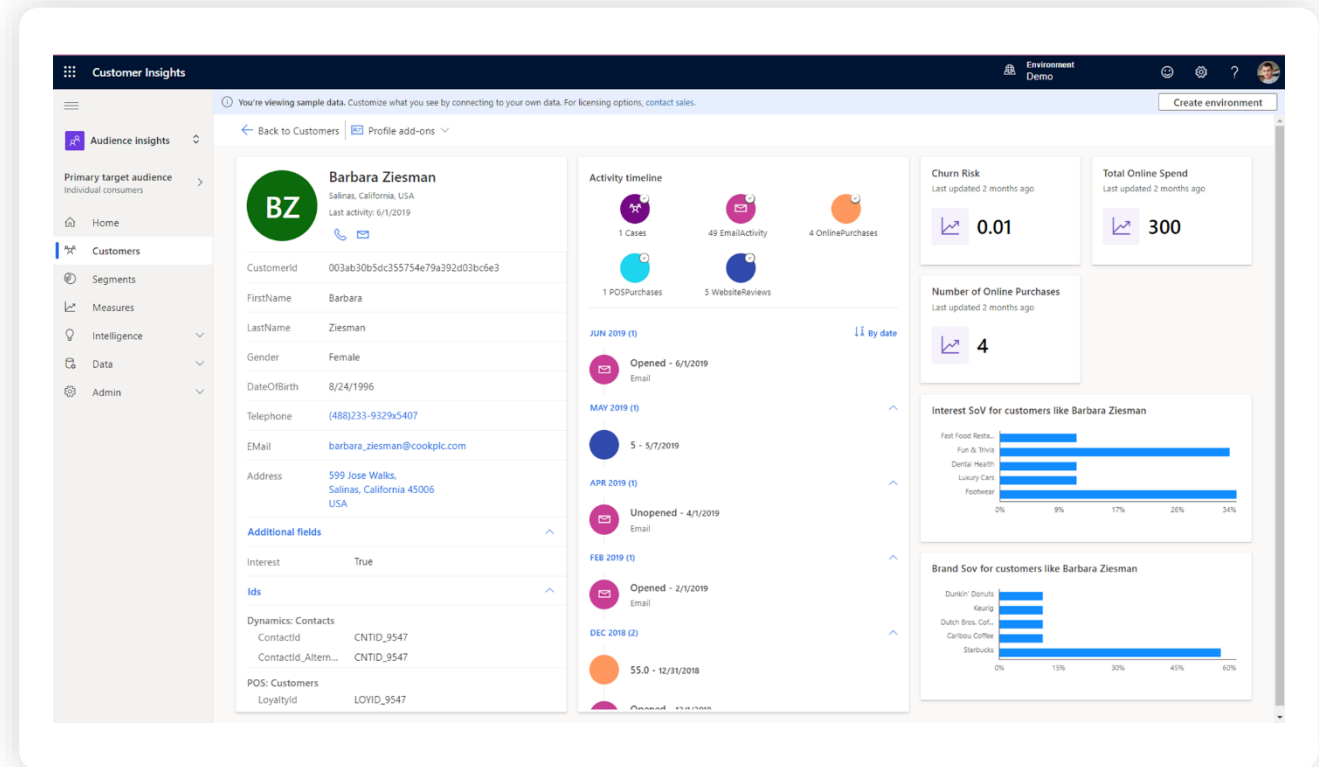
Gain insights across the complete view of a shopper's journey

## Unification

- Bring multiple identities together to create a 360 view of the customer through AI-powered identity resolution
- Ingest multiple types of data, behaviors, and customer sentiment in real time via more than 500+ built-in connectors

## Unique enrichment

- Gain a 360 view of the customer with proprietary audience intelligence from Microsoft Graph
- Leverage cross-channel behavior to complete the picture of your end-customer



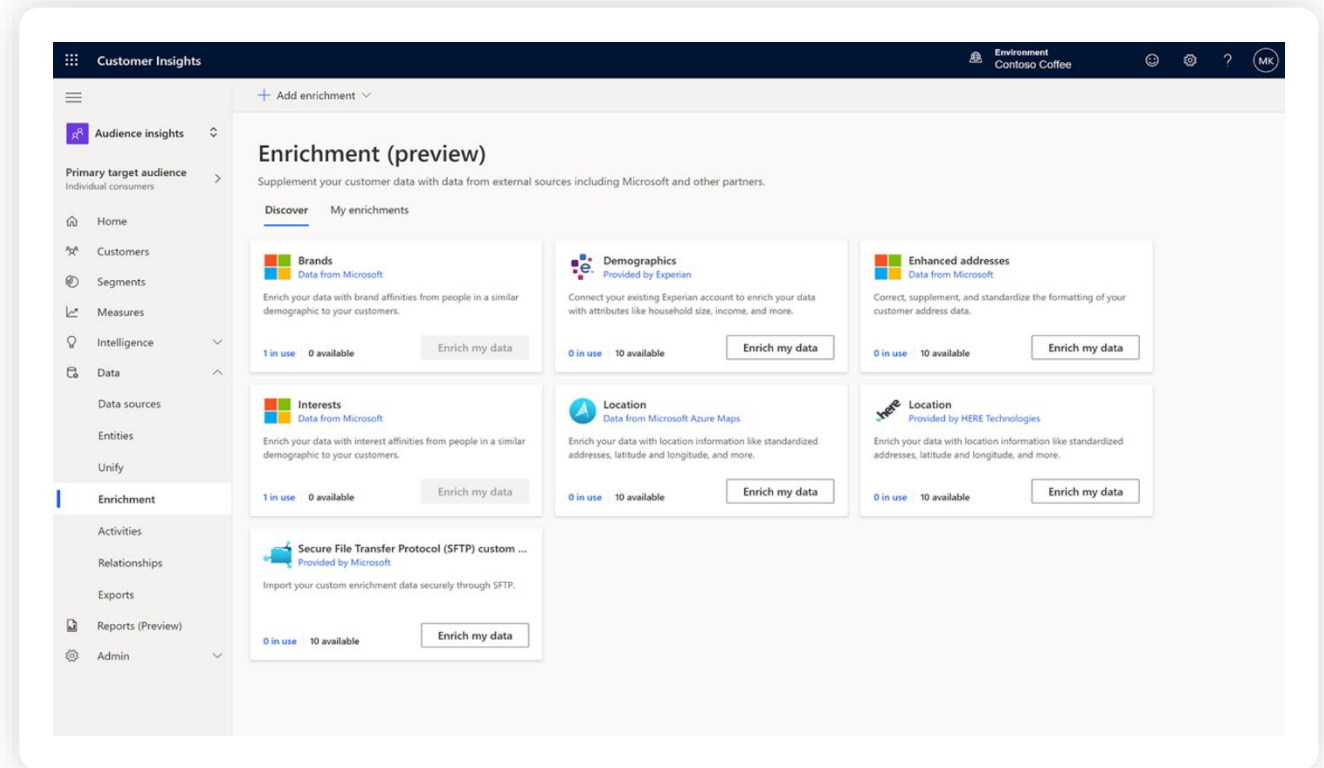
# Unified customer profile (Pt. 2)



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

## Insights

- Gain more nuanced insights by combining digital analytics with customer profiles to create richer segments, and leverage churn models to understand churn risk at a glance
- Observe customer progress through each defined step of the journey, quickly identifying obstacles and opportunities
- Create custom reports and views based on real-time customer behavior data, leverage built-in web and mobile analytics to predict customer needs



## Trust, privacy, and consent

- Help build and uphold customer trust through Azure Purview with advanced security capabilities including a cookie-less future, consent across workflows, sensitive data security, and regulation compliance



# Shopper and operations analytics (Pt. 1)



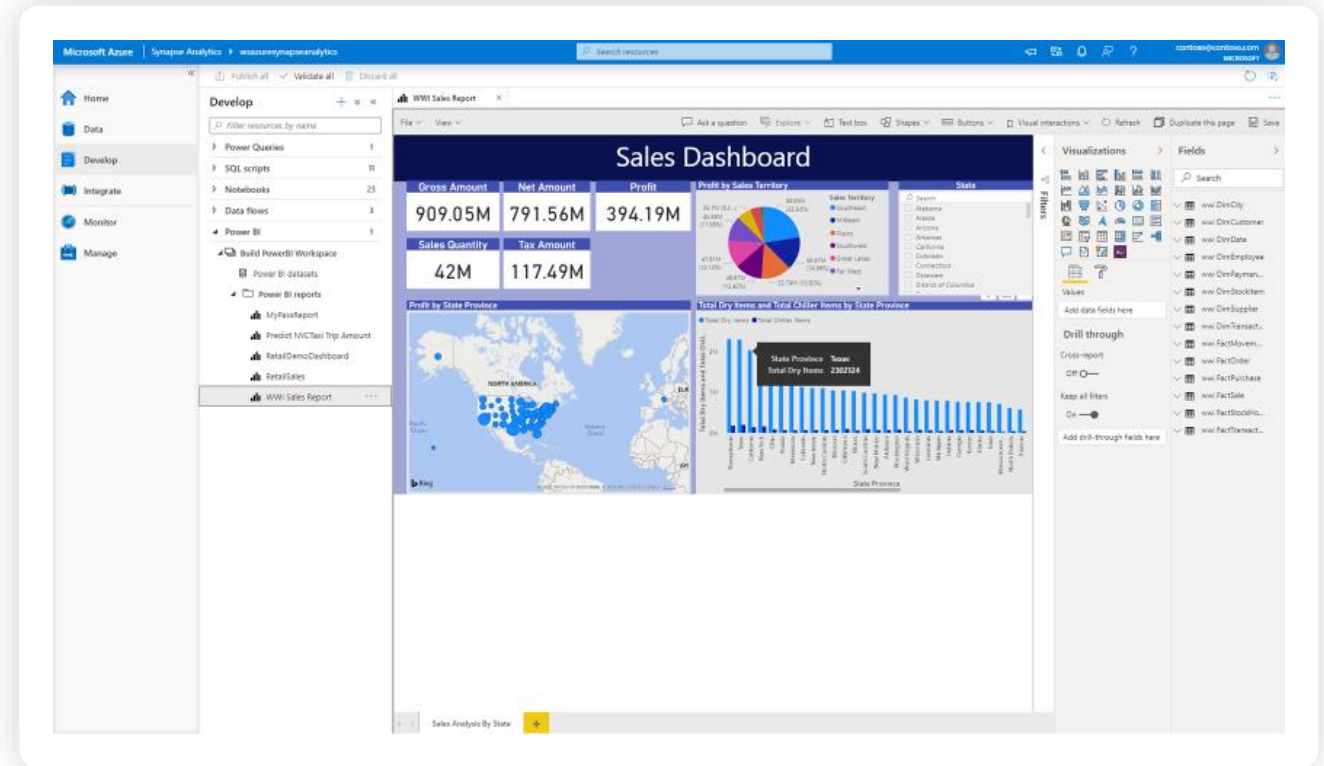
Unlock omnichannel insights with advanced analytics

## Predict customer and operational needs

- Use industry-leading text-indexing technology to gain customer and operational insights from time-series, log, and telemetry data
- Analyze real-time transactional data stored in operational databases, such as Azure Cosmos DB, and leverage end-to-end analytics with deep integration of Azure Machine Learning, Azure Cognitive Services, and Power BI

## Unify disparate silos

- Leverage database templates to eliminate data silos for shaping your data estate and rapidly building analytics-infused applications
- Perform data integration, data exploration, data warehousing, big data analytics, and machine learning tasks from a single, unified environment.
- Build ETL/ELT processes in a code-free visual environment to easily ingest data from more than 95 native connectors.



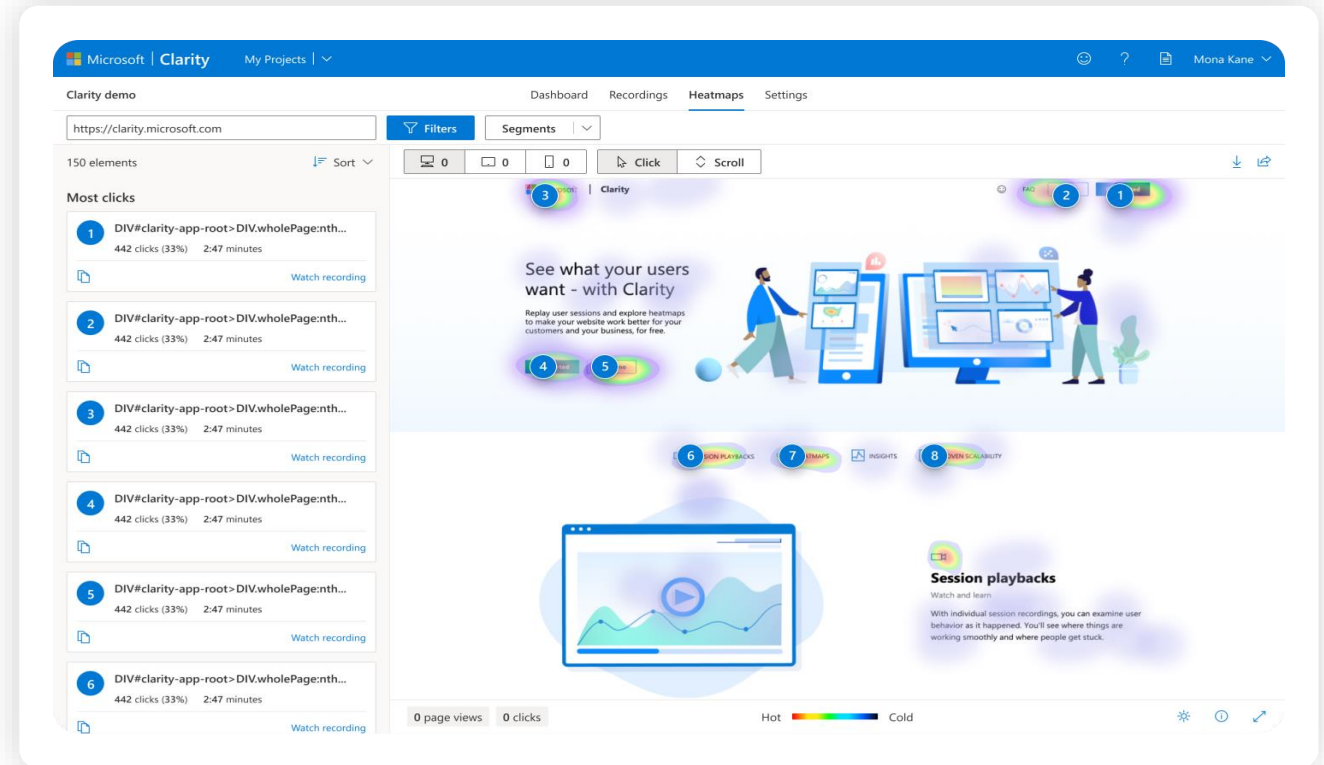
# Shopper and operations analytics (Pt. 2)



Unlock omnichannel insights with advanced analytics

## Monitor and understand engagement

- Utilize the heatmap feature to see where your site generates the most clicks, what people are ignoring, and how far they're scrolling
- Watch how customers are using your site with anonymized, hi-definition recordings and discover user frustrations by documenting rage clicks, dead clicks, and quickbacks with behavior-focused insights allowing you to come up with solutions more efficiently
- Understand customer engagement using built-in web and mobile analytics and return customer activity recognition, allowing you to create custom reports and views based on real-time customer behavior data





# Intelligent fraud prevention



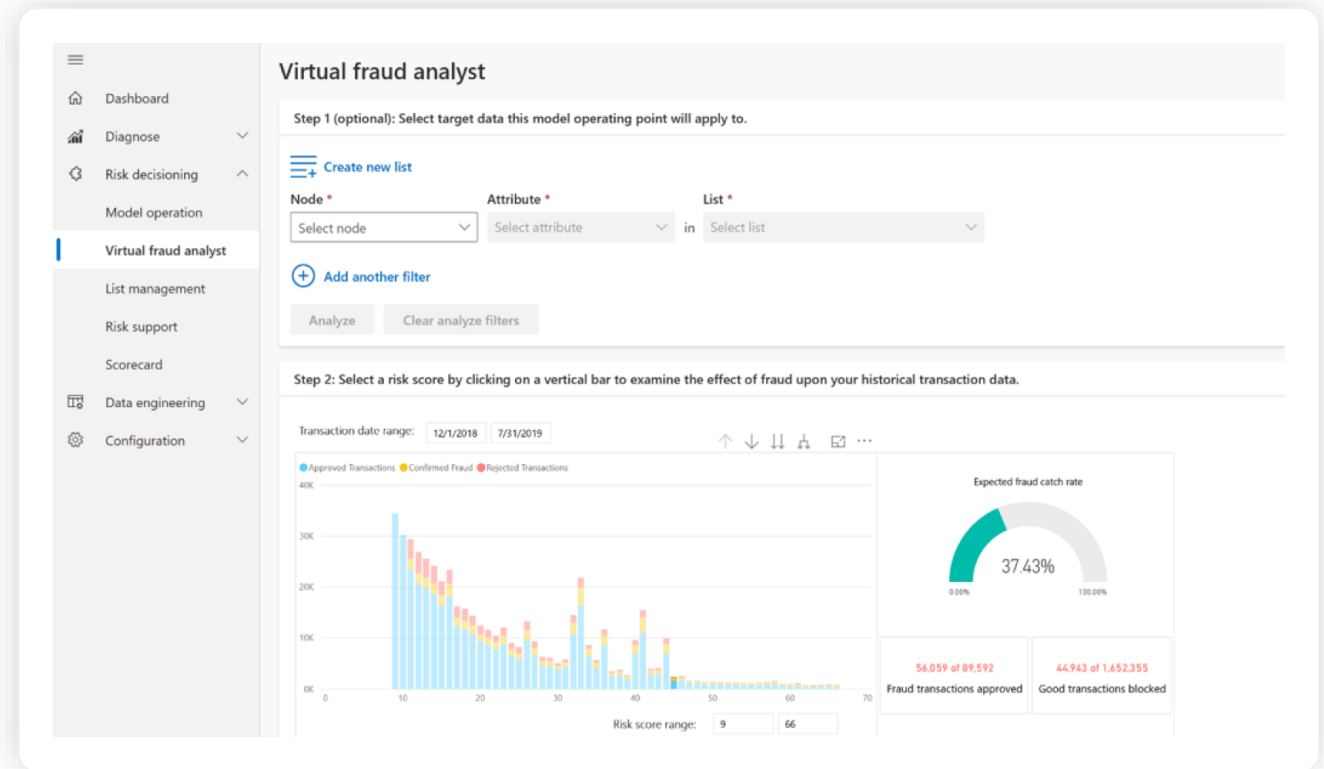
Protect your revenue from fraud using artificial intelligence (AI) to identify patterns

## AI and data-driven account protection

- Leverage adaptive AI, curated data sets, metrics, and Power BI reports for purchase protection and account protection
- Safeguard your accounts with device fingerprinting and bot protection, and protect against transaction fraud by recognizing patterns (using device and location attributes) and identifying returning devices with high fidelity
- Utilize an engine that helps protect specialized account activity scenarios and enhances loss prevention by detecting patterns in returns and discounts activity—improving detection of anomalies

## Empowered employees

- Gain broad awareness of account and purchase fraud with connected knowledge and provide employees with detailed risk insights about each transaction
- Increase operational efficiency by reducing the manual effort required to identify at-risk business entities and functions



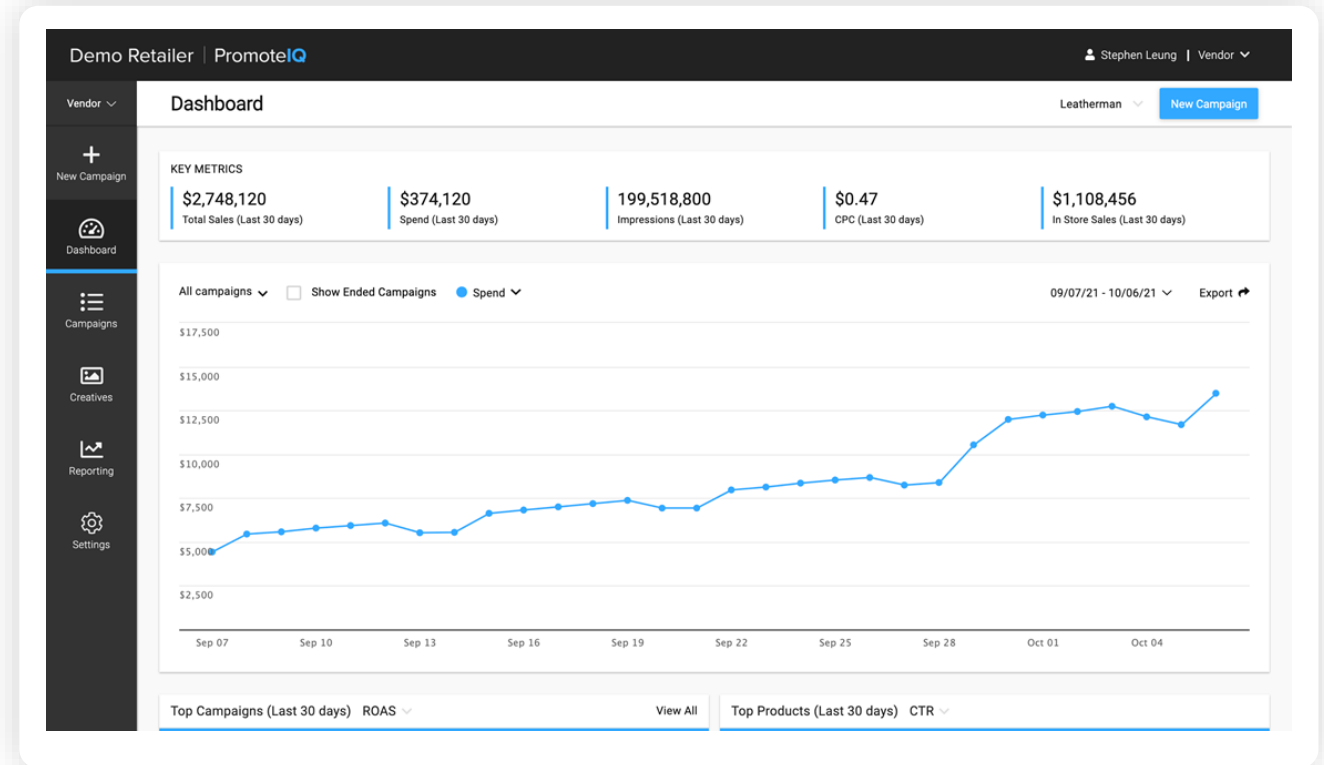
# Retail media



Unlock ad revenue using your 1<sup>st</sup> party shopper data

## Intelligent product promotion

- Boost revenue relative to outsourced ad networks by working directly with your existing brands to run vendor-funded product ads on-site
- Gain full enterprise controls over your vendor-marketing program within a single dashboard. Manage vendor access, customize ad placements, and set prices.
- Automate digital vendor marketing campaigns on-site, including promoted product delivery, shopper targeting, campaign reporting, and launch native ad placement that blends with organic site content





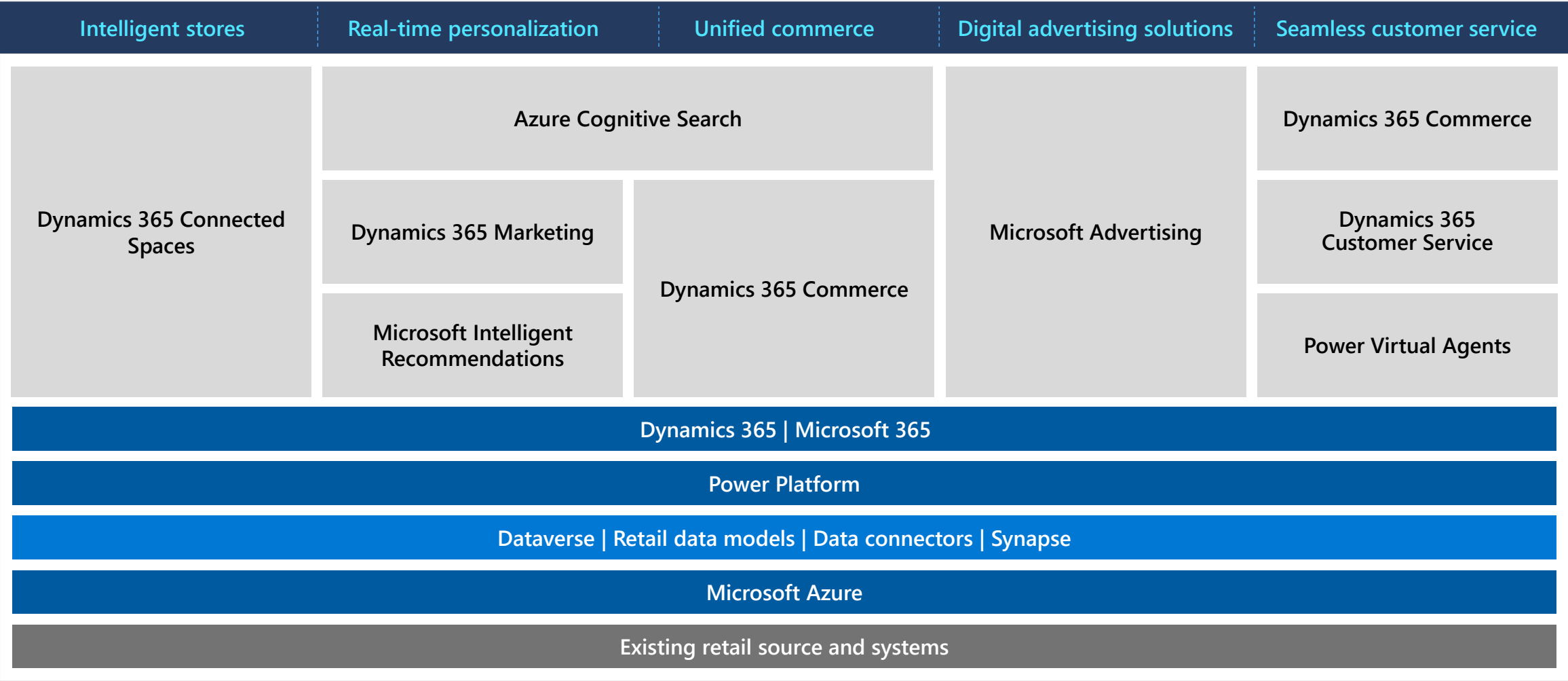
## Elevate the shopping experience

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



# Elevate the shopping experience

Product dependencies



# Intelligent stores



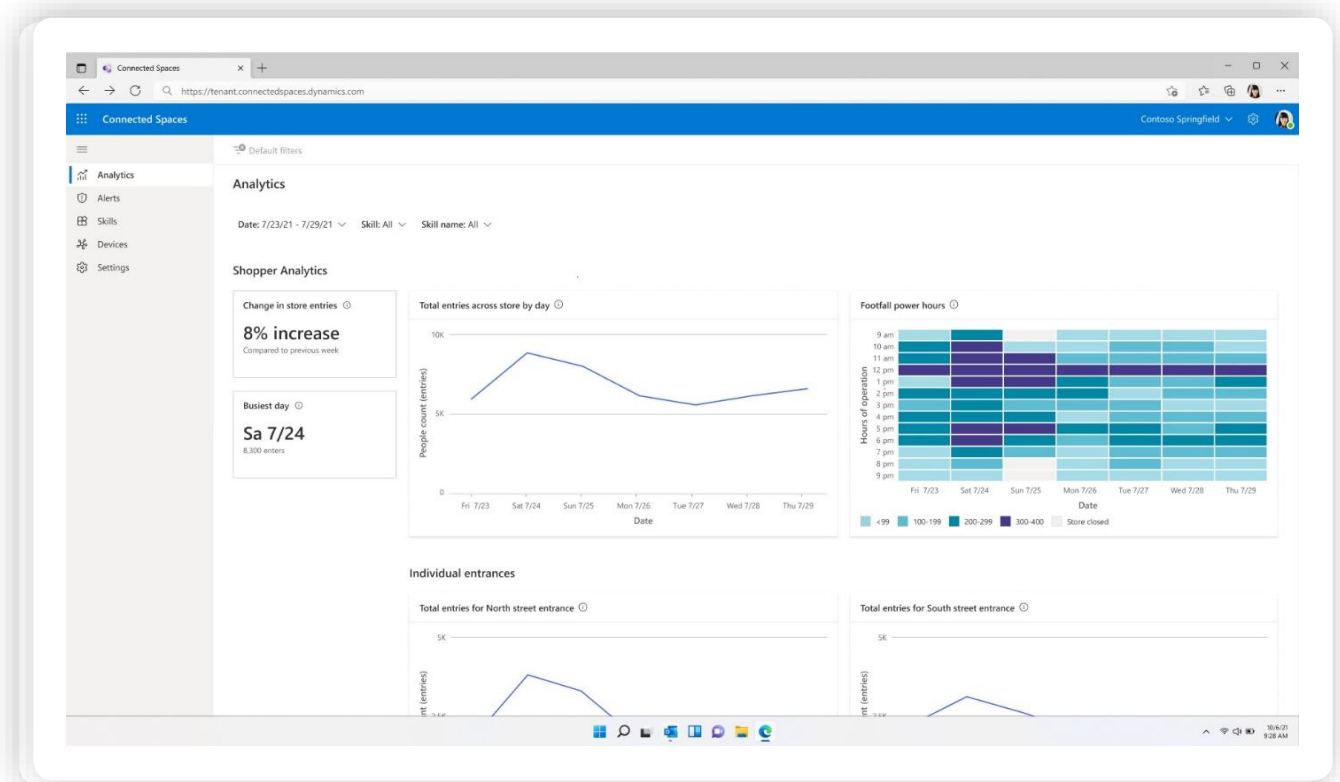
Protect your revenue from fraud using artificial intelligence (AI) to identify patterns

## Actionable insights to improve sales

- Utilize pre-built AI models and existing cameras to unlock trends, patterns, and new data
- Improve customer and employee experiences with features such as traffic patterns for optimal staffing placement, product display performance, and built-in alerts to gain real-time insights
- Deploy scenario-based AI models, or skills, such as display effectiveness, queue management, and shopper analytics to target specific business opportunities and pinpoint trouble areas

## Single view into insights

- Seamlessly view data-driven insights and alerts with a single, unified dashboard



# Real-time personalization (Pt. 1)



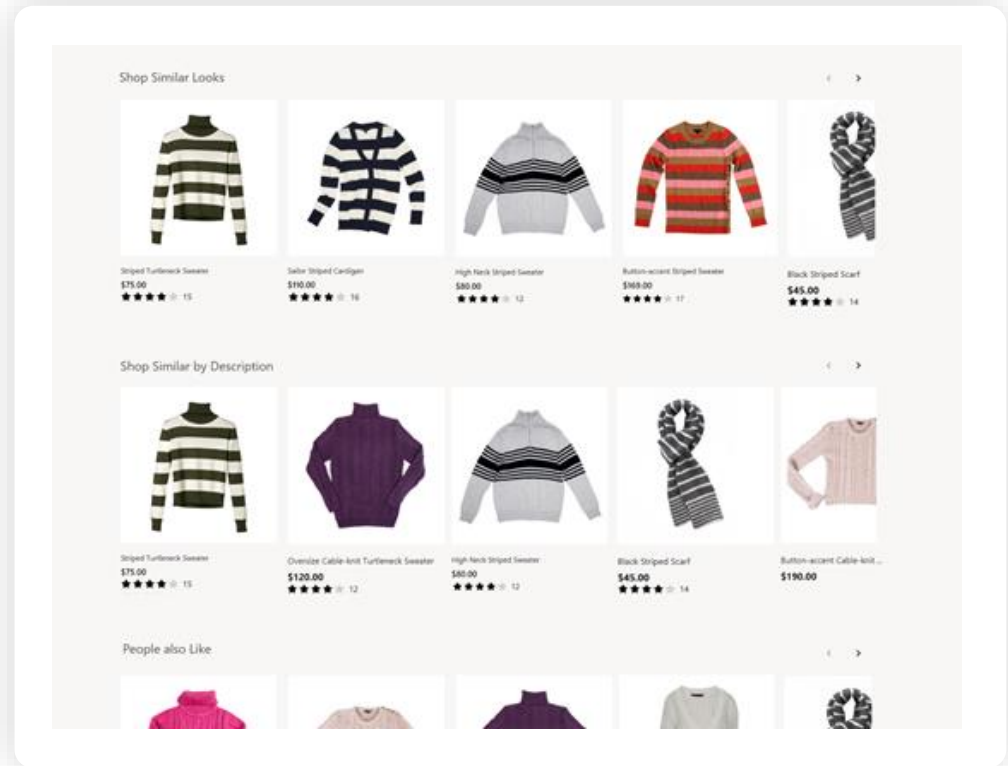
Enable personalized recommendations and search results

## Shop Similar Looks and Similar Descriptions

- Implement popular discover scenarios like Bring the Look, Shop Similar Looks, and more, leveraging world-class AI-ML to deliver personalized and tailored results
- Provide relevant discovery from existing user behavior data or item metadata, whether it's structured or unstructured data

## Real-time recommendations

- Enable personalized product recommendations—not standard generic recommendations—and telemetry insights using modern machine-learning algorithms
- Utilize semantic search capability to understand the intent of what your customers are trying to search, offer significantly improved search results, and drive deeper customer engagement
- Help customers and sellers find products online and in-store with intelligent product search





# Real-time personalization (Pt. 2)



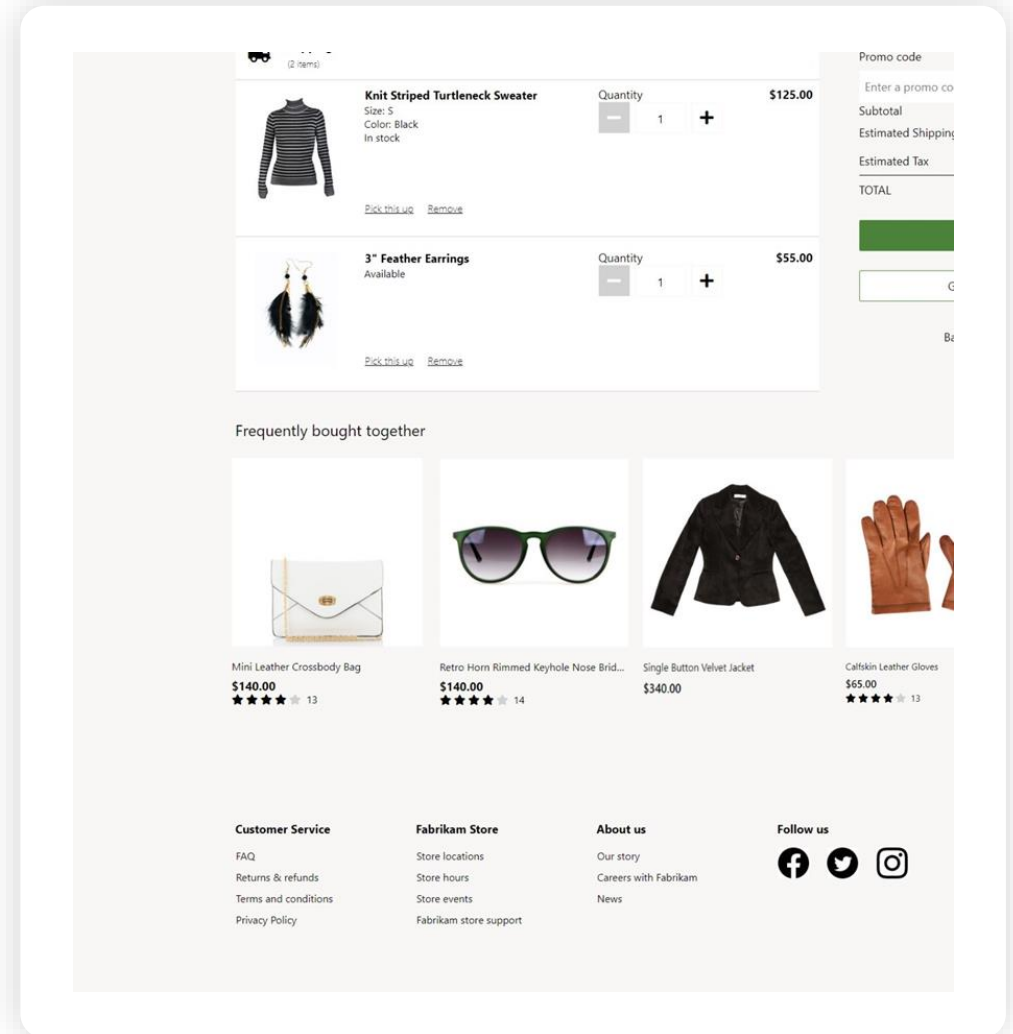
Enable personalized recommendations and search results

## Hyper-personalized customer journeys

- Understand the customer journey so far, and provide next best action based on your datasets and insights
- Create multi-touchpoint, personalized journeys using demographics and behaviors to orchestrate experiences across marketing, commerce, sales, and service

## Elevated experiences across all channels

- Experience quick onboarding with codeless tooling paired with extensible application programming interfaces (APIs) allowing seamless integration into any ecosystem
- Deploy capabilities anywhere: e-commerce sites, in-store, email, social media, and more, and align teams across your company by sharing a single, real-time view of customer context



# Unified commerce



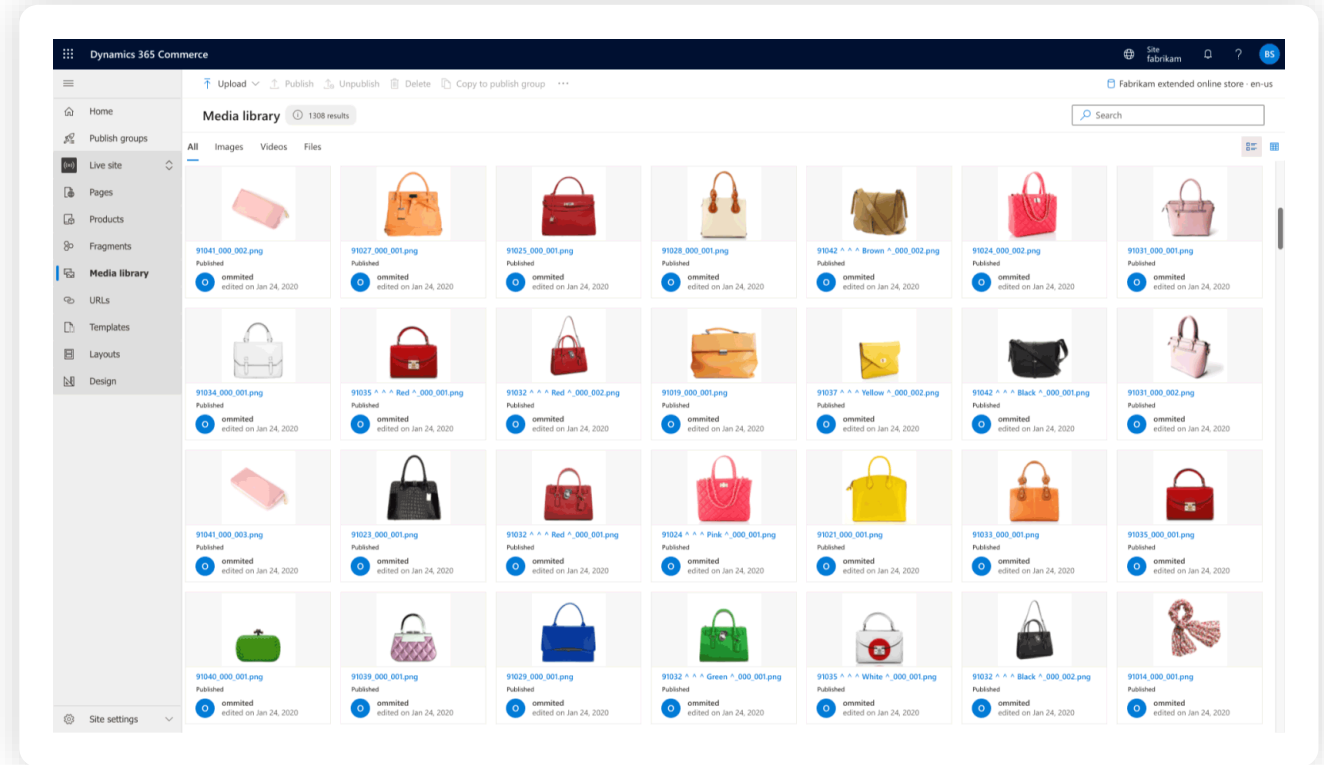
## Increase engagement and drive conversions across channels

### Engage across channels

- Operate on a flexible, unified commerce platform that allows you to connect digital, in-store, and back-office operations, with the ability to expand and grow to fit business needs
- Unify physical and digital storefronts, providing a single view of transactions, observational data, and behavioral data for customers
- Access real-time omnichannel sales and cost data to centrally manage promotions across all channels, and track inventory across channels to make informed inventory supply decisions with advanced analytics and machine learning

### Predict and personalize to drive conversions

- Predict customer demand with actionable insights provided by historical sales and purchase data
- Leverage a modern retail POS & AI-driven recommendations to enhance and personalize customer experience and help them discover what's relevant to them



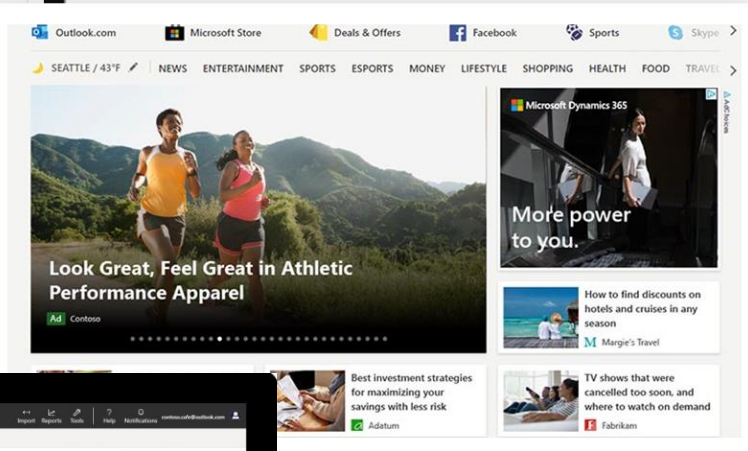
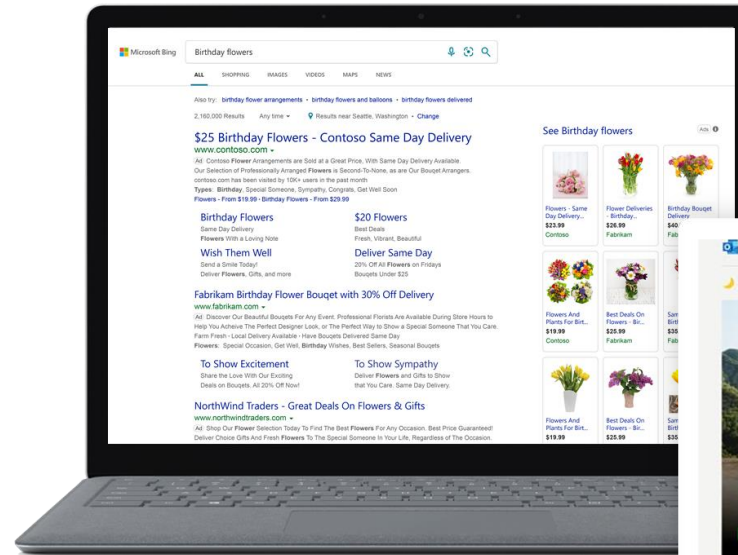


# Digital advertising solutions

Drive growth, acquire new customers, and increase life-time value (LTV)

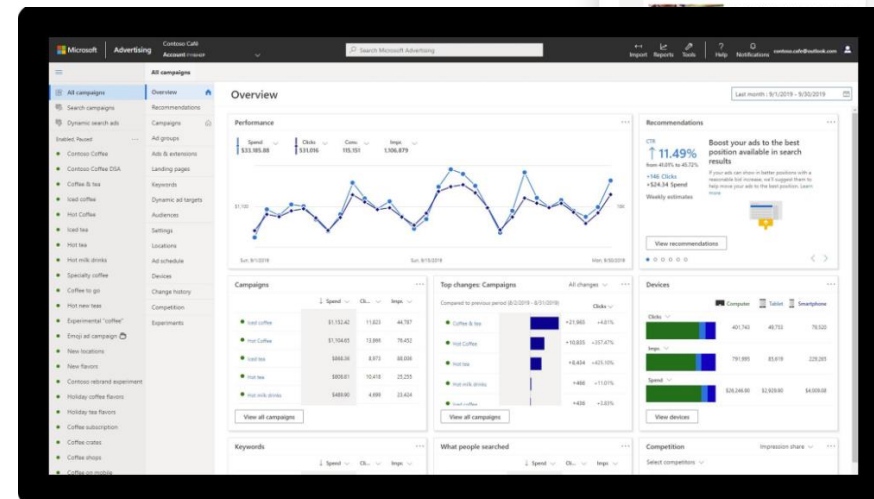
Maximize campaign performance and build smarter customer journeys

- Provide the best performance across channels with Microsoft Advertising AI that automatically optimizes to meet your goals and budgets
- Utilize a single dashboard to see how your digital marketing is performing and adjust accordingly if needed
- Quickly review and approve to have paid, live ads across multiple channels in minutes



Engage customers on their terms

- Build stronger relationships with your customers by engaging them directly through their preferred online channels (search and native ads) across work and life
- Create personalized experiences using powerful audience intelligence and platform capabilities to boost acquisition of new customers and increase customer loyalty



Dependencies: Microsoft Advertising



# Seamless customer service (Pt. 1)



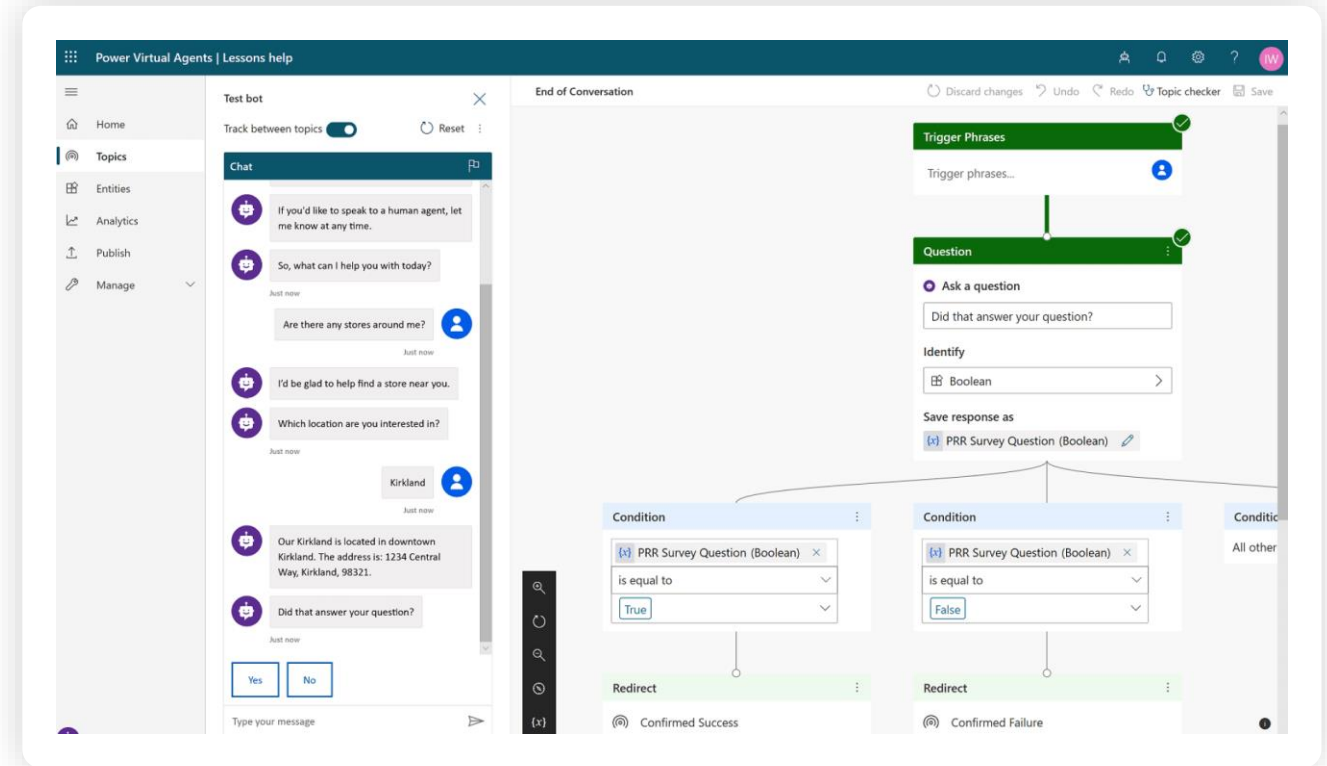
## Utilize intelligent and automated customer service tools

### Offer help anytime with AI-powered chatbots

- Create AI-powered chatbots that can resolve common issues and answer questions 24 hours a day
- Integrate your chatbots with the products and services you use everyday allowing it to look up records, hand off conversations to live agents, and call APIs
- Create personalized conversations with distinct topics using natural language understanding and entity extraction
- Monitor and improve your chatbot's performance using AI and data-driven insights

### Extend personalized assistance

- Tailor customer engagement by providing at-a-glance customer history, and utilize AI to classify, prioritize, and assign customers across all channels to the most qualified agent



# Seamless customer service (Pt. 2)



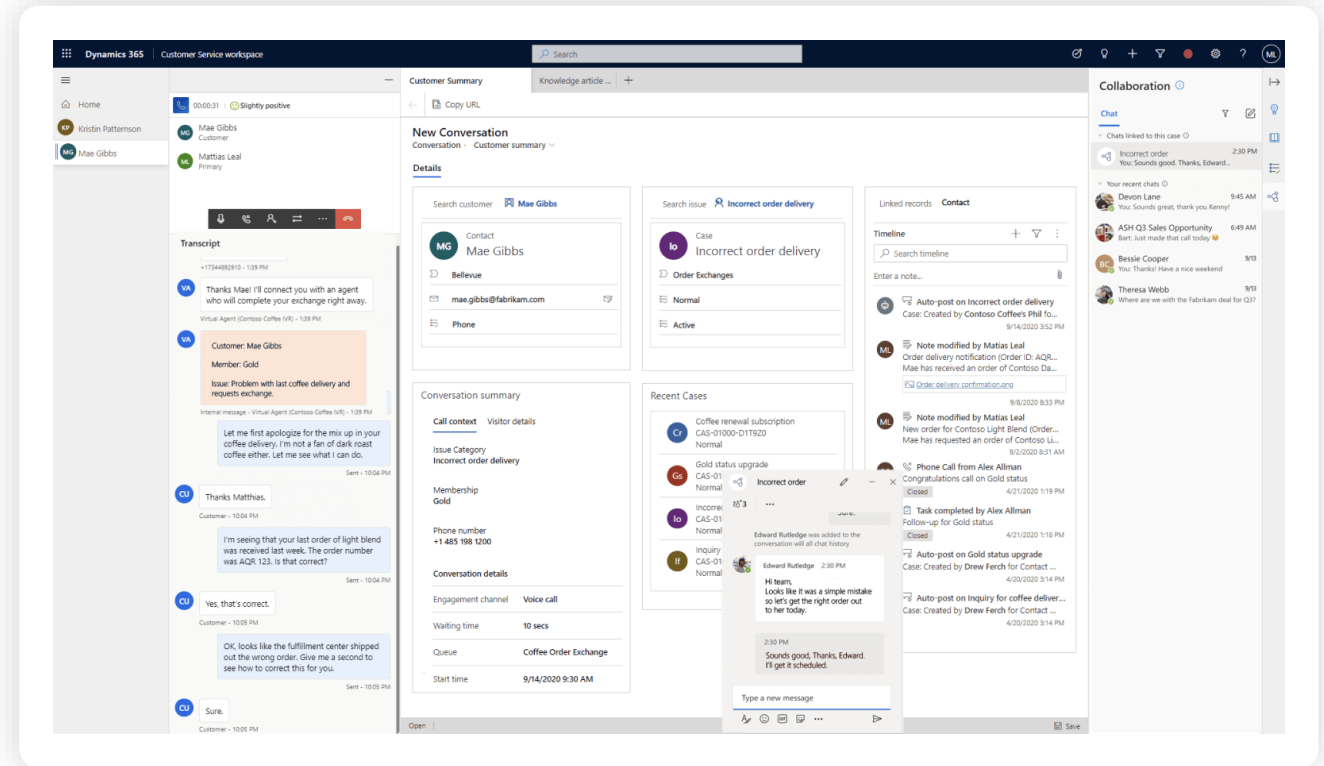
## Utilize intelligent and automated customer service tools

### Provide smarter, omnichannel services

- Elevate agent effectiveness with tools such as giving the option to work across multiple open cases and utilizing Microsoft Teams to connect with subject-matters experts
- Utilize the Internet of Things (IoT) to send remote commands to resolve issues quickly and to identify devices in need of attention
- Build custom workflows using Power Automate and create complex scenarios with Microsoft Bot Framework

### Resolve issues on your own

- Provide self-service support with virtual agents, knowledge base portals, and community support forums





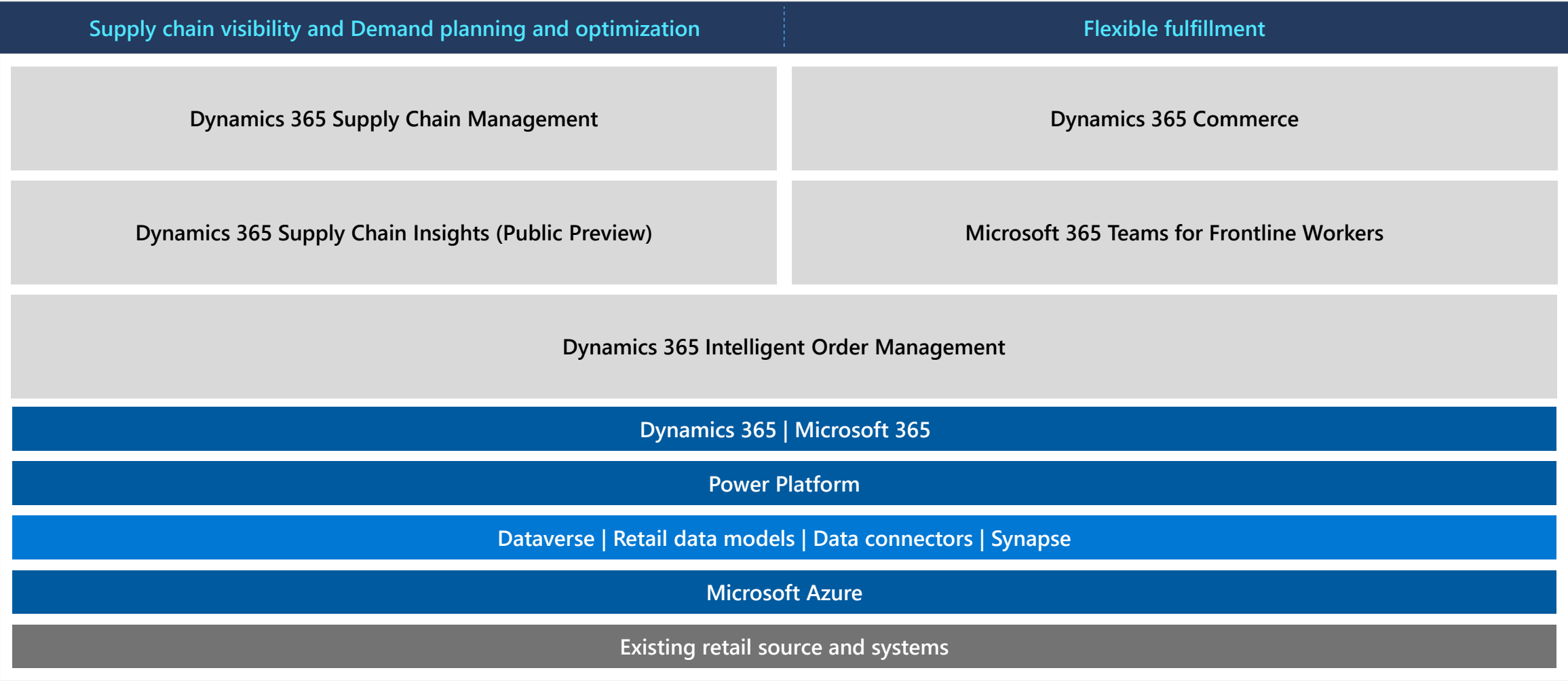
## Build a real-time, sustainable supply chain

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



# Build a real-time, sustainable supply chain

Product dependencies



# Supply chain visibility



## Leverage demand and supply signals for future opportunities

### Intelligent decision making

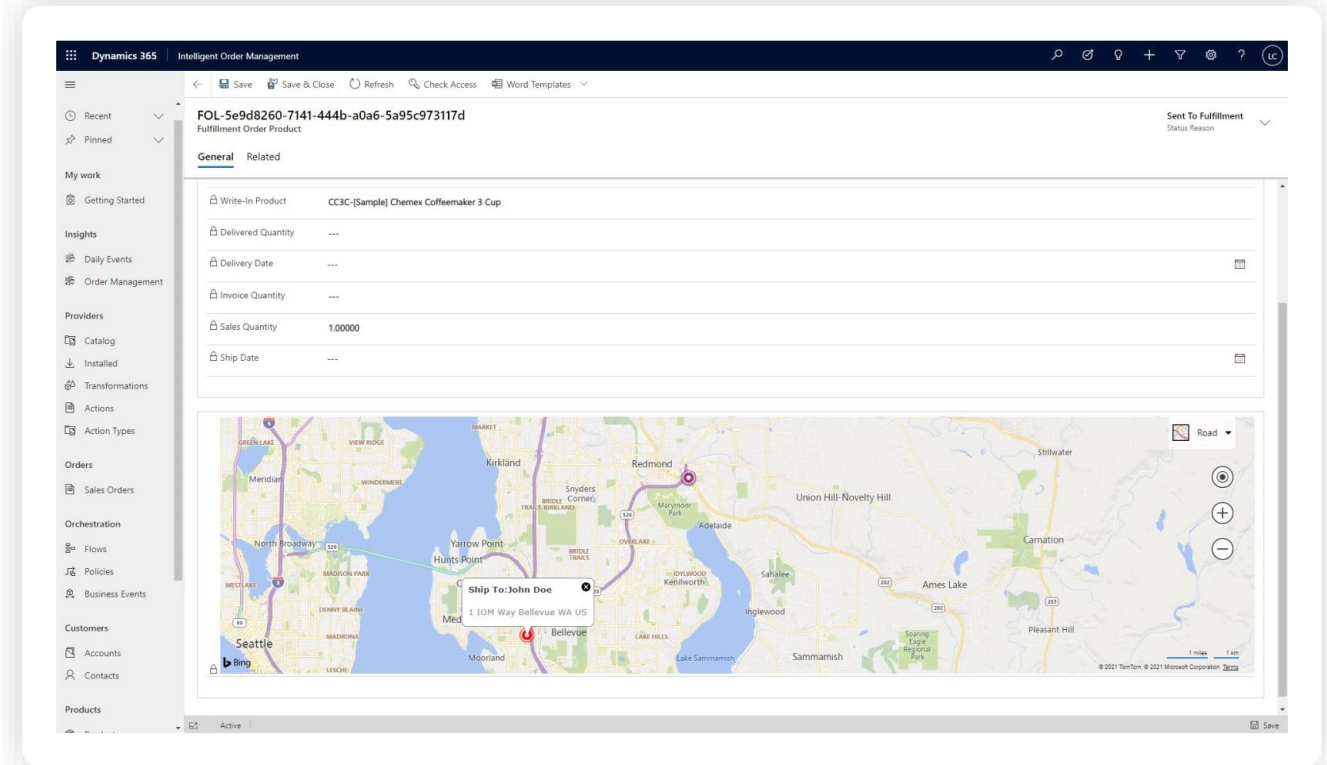
- Leverage a digital supply chain twin to perform “what-if” simulations, multi-tier supplier visibility, and advanced analytics powered by AI
- Respond to dynamic shifts in supply and demand with prescriptive analytics using unified real-time data from data providers, partners, customers, and suppliers

### Streamlined collaboration

- Seamlessly work with existing planning and execution systems and invite suppliers and partners to securely receive and share data on one platform
- Improve collaboration with suppliers, partners, and team members to identify risks early and plan for supply and resource constraints

### Centralized management

- Accelerate time to market by centrally managing product information and providing a platform for engineers to collaborate with planners
- Manage product quality more effectively by predicting and resolving quality issues quickly
- Increase organizational agility by automating and optimizing fulfillment with rules-based orchestration, real-time inventory management, and AI



# Demand planning and optimization (Pt. 1)



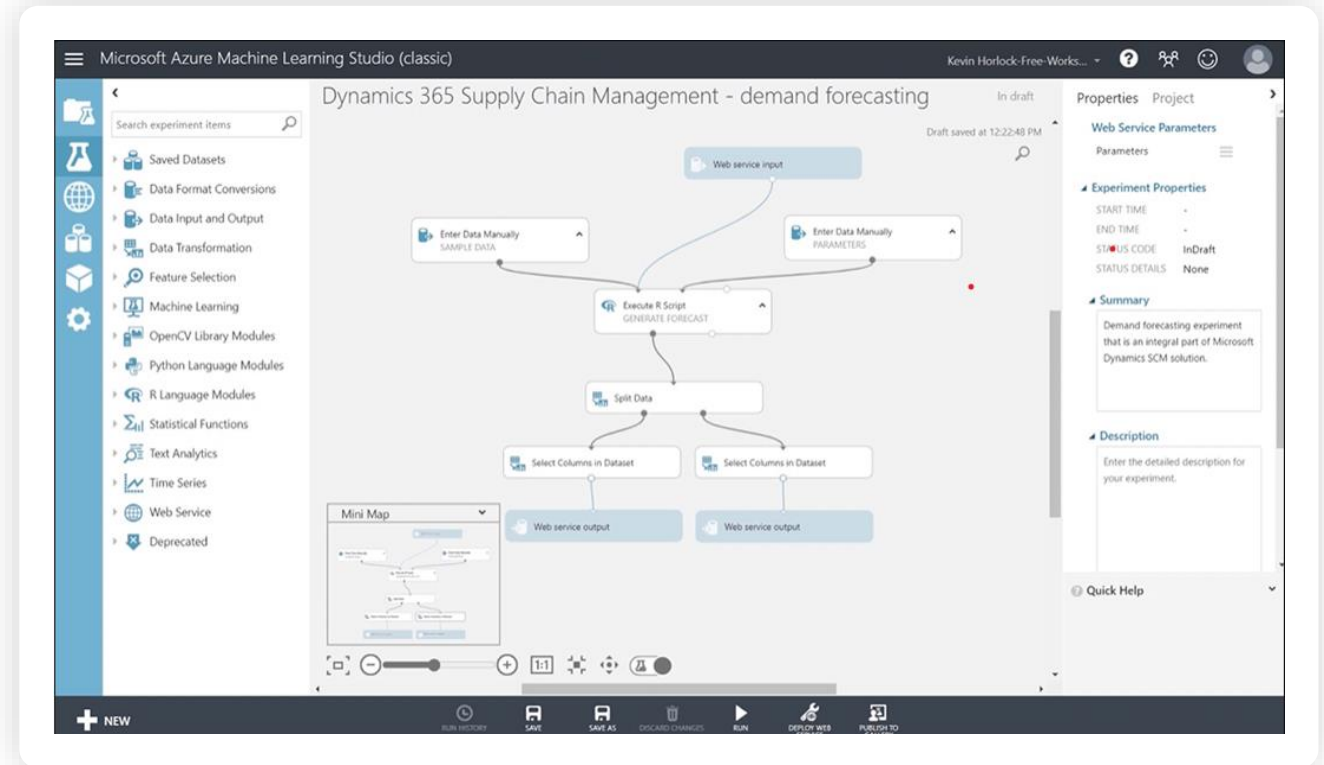
## Predict demand using AI to optimize inventory

### Real-time inventory visibility

- Utilize AI-enriched demand forecasting to help ensure on-time delivery of the right product and near-real-time production planning to eliminate stockouts
- Deliver cross-channel inventory visibility and maintain accounting ledgers globally in near-real time

### Planning optimization, even during disruption

- Respond intelligently to dynamic shifts in supply and demand with prescriptive analytics using unified real-time data from data providers, partners, customers, and suppliers
- Optimize operations, material handling, workforce planning, and inventory flow with integrated warehouse management
- Scale distribution during peaks and keep critical warehouse processes running at high throughput all while ensuring business continuity even when disconnected from the cloud



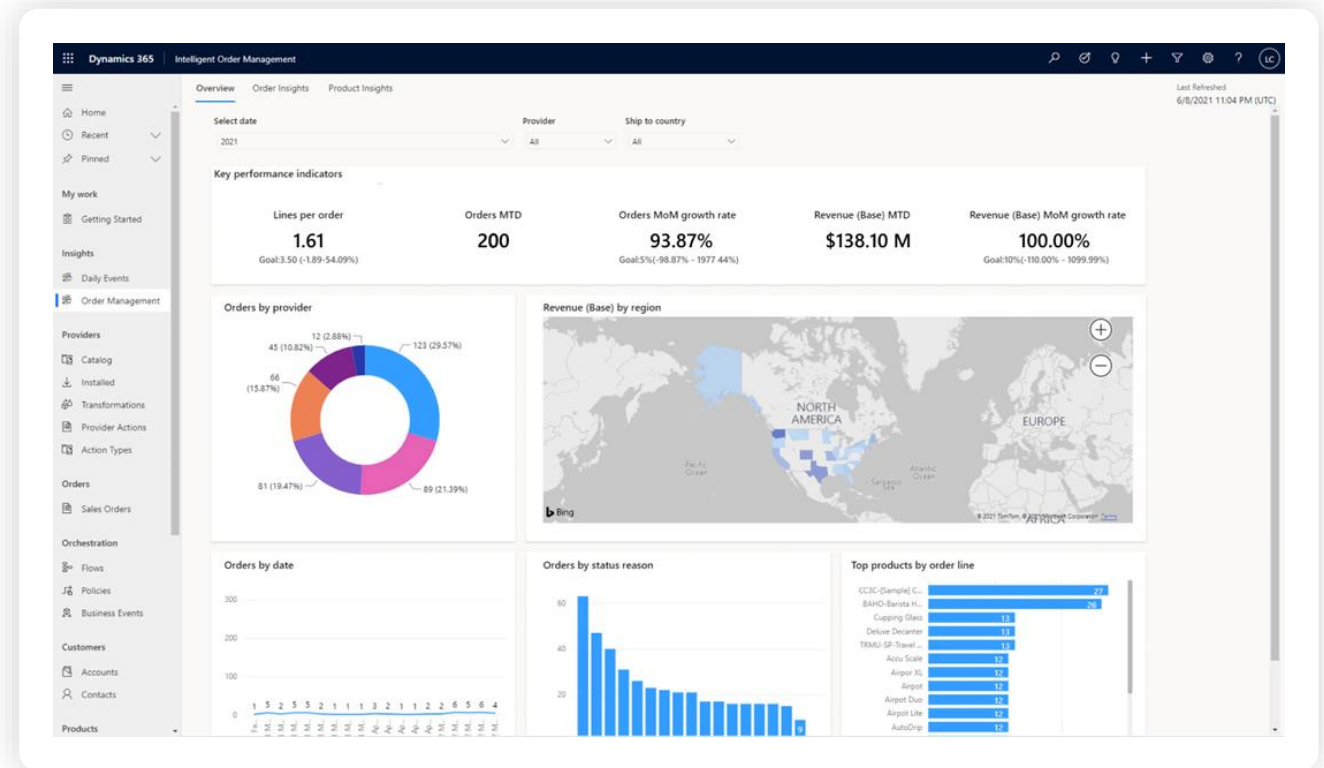
# Demand planning and optimization (Pt. 2)



Predict demand using AI to optimize inventory

## Intelligent order management

- Quickly respond to changing requirements with easy-to-use journey orchestration-designer tools to modify the order journey
- Orchestrate a touchless order system by leveraging architecture for the intake of orders from any e-commerce/electronic order system
- Deploy a visual interface that lets business users quickly change order-management rules across multiple channel





# Flexible fulfillment



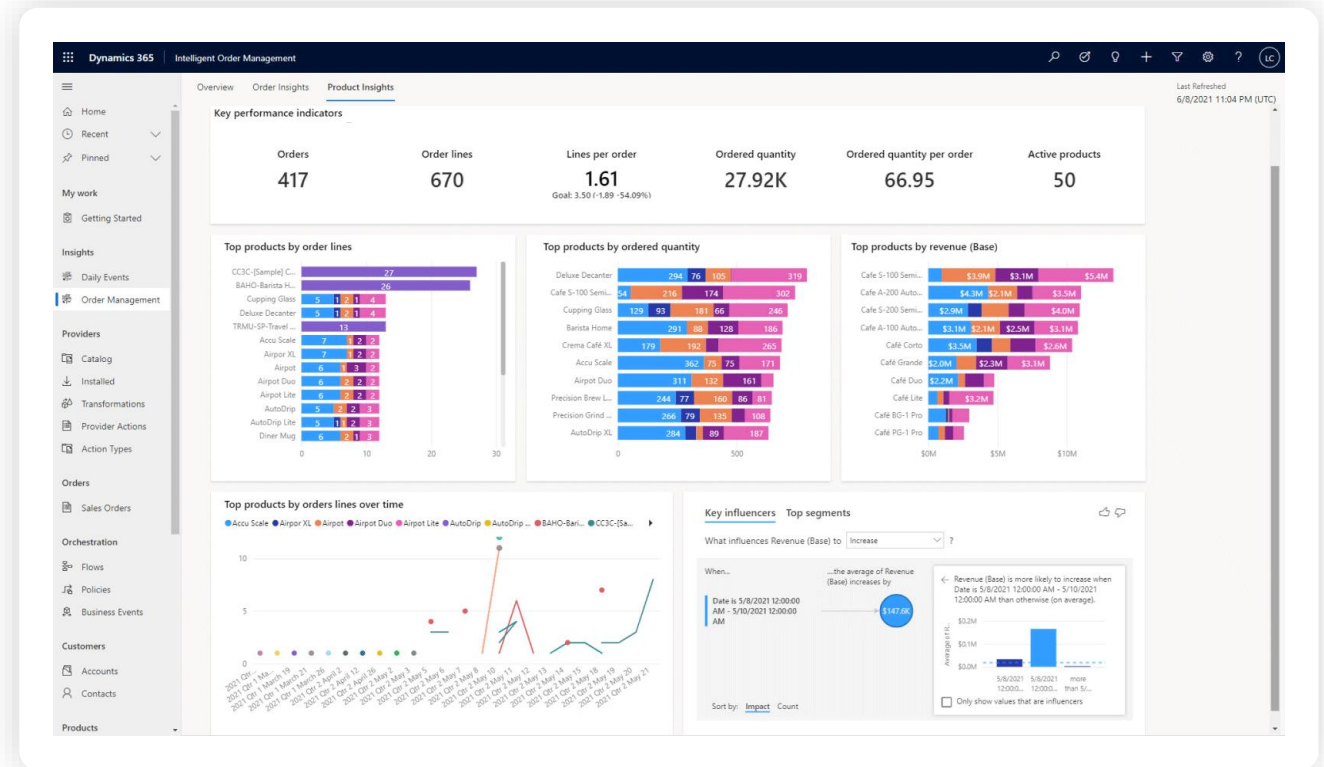
Optimize order management, giving customer choice across channels

## Enhanced customer experience

- Streamline returns management and enable flexible return scenarios
- Use AI and anomaly detection models to identify and address fulfillment constraints and improve delivery times while reducing costs
- Give customers ordering flexibility such as home delivery, curbside pickup, and pick up in-store with connected ordering and fulfillment tools
- Offer real-time inventory availability and order status with AI, providing a single solution to order-fulfillment orchestration

## Seamless inventory management

- Access a single global view of your inventory positions in real-time to make the right products available in the right place at the right time
- Track inventory across channels and make informed inventory supply decisions with advanced analytics and machine learning
- Utilize the Tasks app in Microsoft Teams to assign associates to stock count allowing for real-time numbers



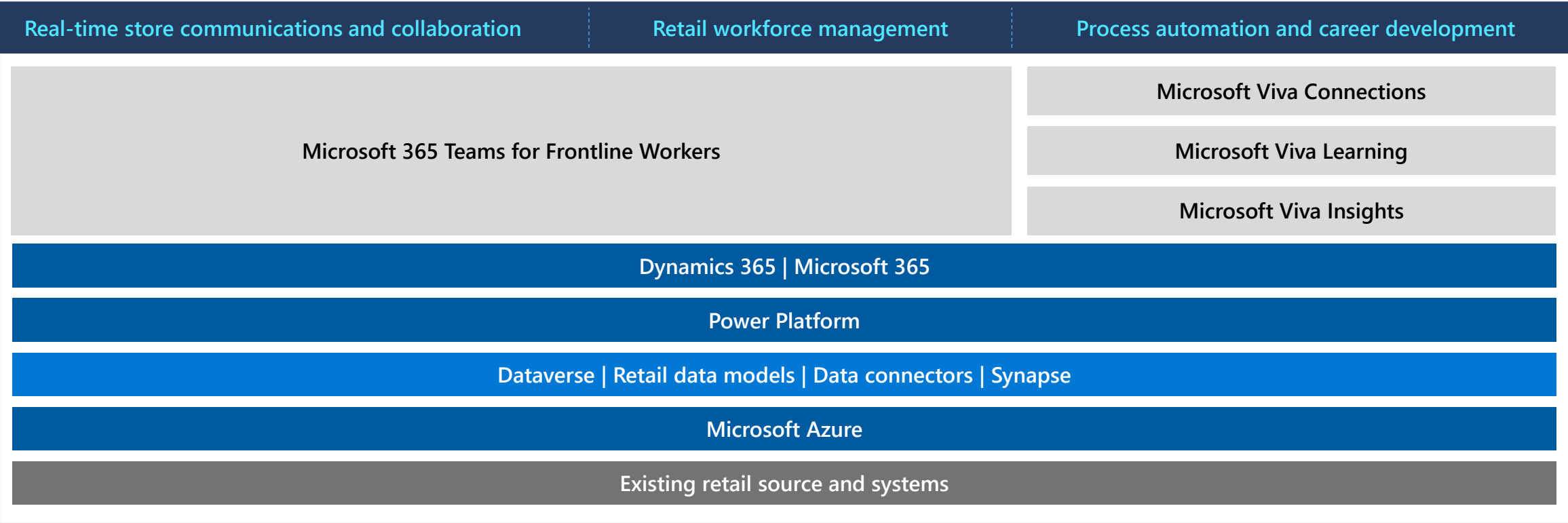


## Empower the store associate

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

# Empower the store associate

Product dependencies



# Real-time store communications and collaboration



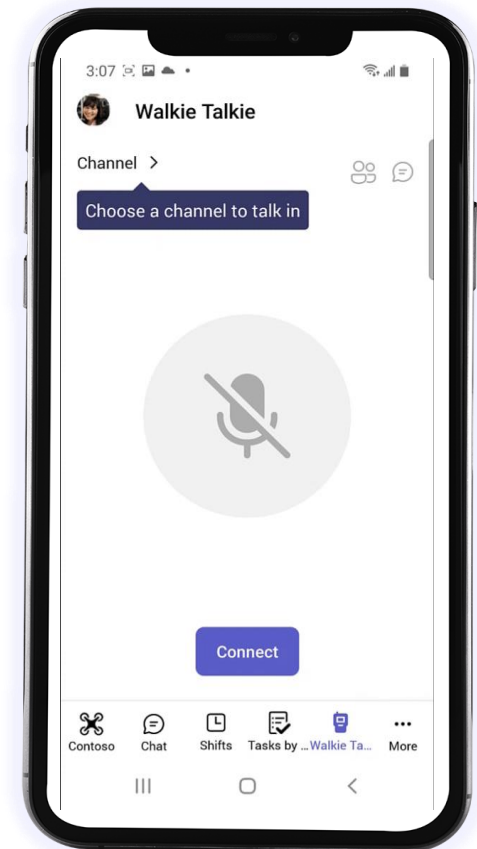
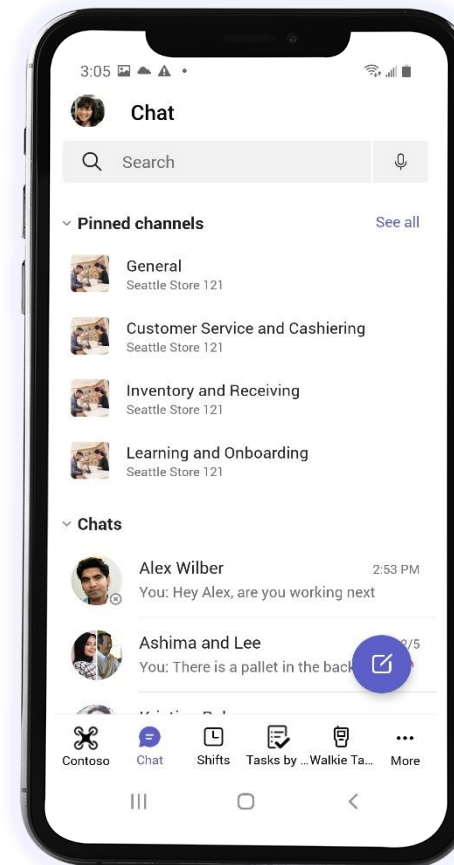
## Leverage modern tools for connecting your team

### Real-time collaboration

- Provide effective communication tools such as Walkie Talkie to facilitate real-time collaboration across the floor and speed up customer service
- Equip workers with secure messaging and file sharing to access key information all in one app
- Leverage Microsoft Teams to create channels to connect your workforce, coordinate planning and tasks, and streamline communications

### Secure and rich messaging and file sharing

- Take advantage of priority notifications, tagging capabilities, read receipts, and share images, files, and praise all over Teams chat
- Leverage shared or personal devices securely and equip workers with your choice of purpose-built devices





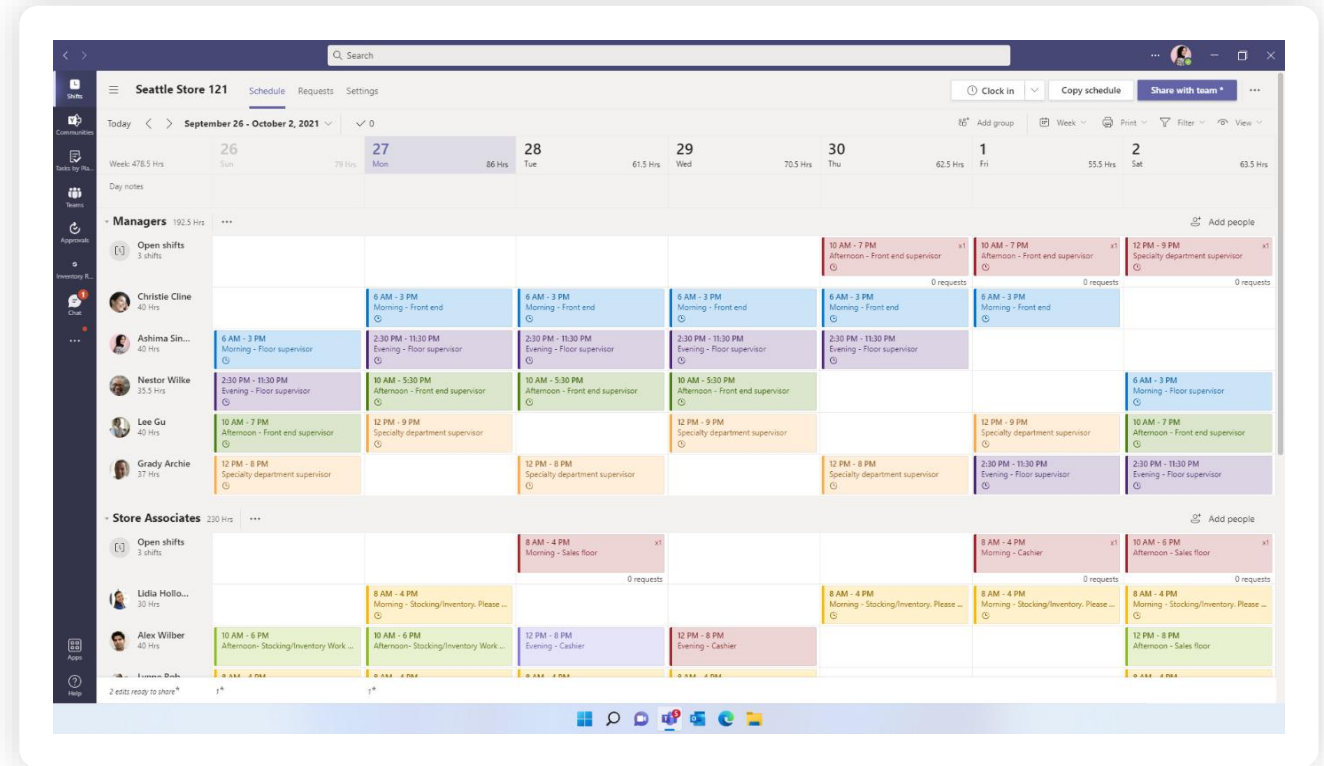
# Retail workforce management



## Digitize managerial tasks like store scheduling

### Seamless scheduling

- Seamlessly manage shifts by enabling managers to easily create and manage their team's schedule, adjust schedules to fluctuating business needs, and let employees set their availability
- Track time and attendance with easy clock in and out with geo detection and digital time tracking sheets.
- Enable Shifts connectors with workforce management systems for real-time visibility into labor scheduling, time and attendance, and store operation scheduling in a single interface—ensuring a seamless and accurate scheduling experience



### Task management made easy

- Enable corporate employees, such as corporate communications or retail operations teams, to easily create, distribute and track task assignments to targeted location
- Equip managers to manage tasks regionally and assign them to the right individuals in the store
- Provide frontline workers the ability to execute tasks locally with clear, detailed directions from HQ/Operations

# Process automation and career development (Pt. 1)



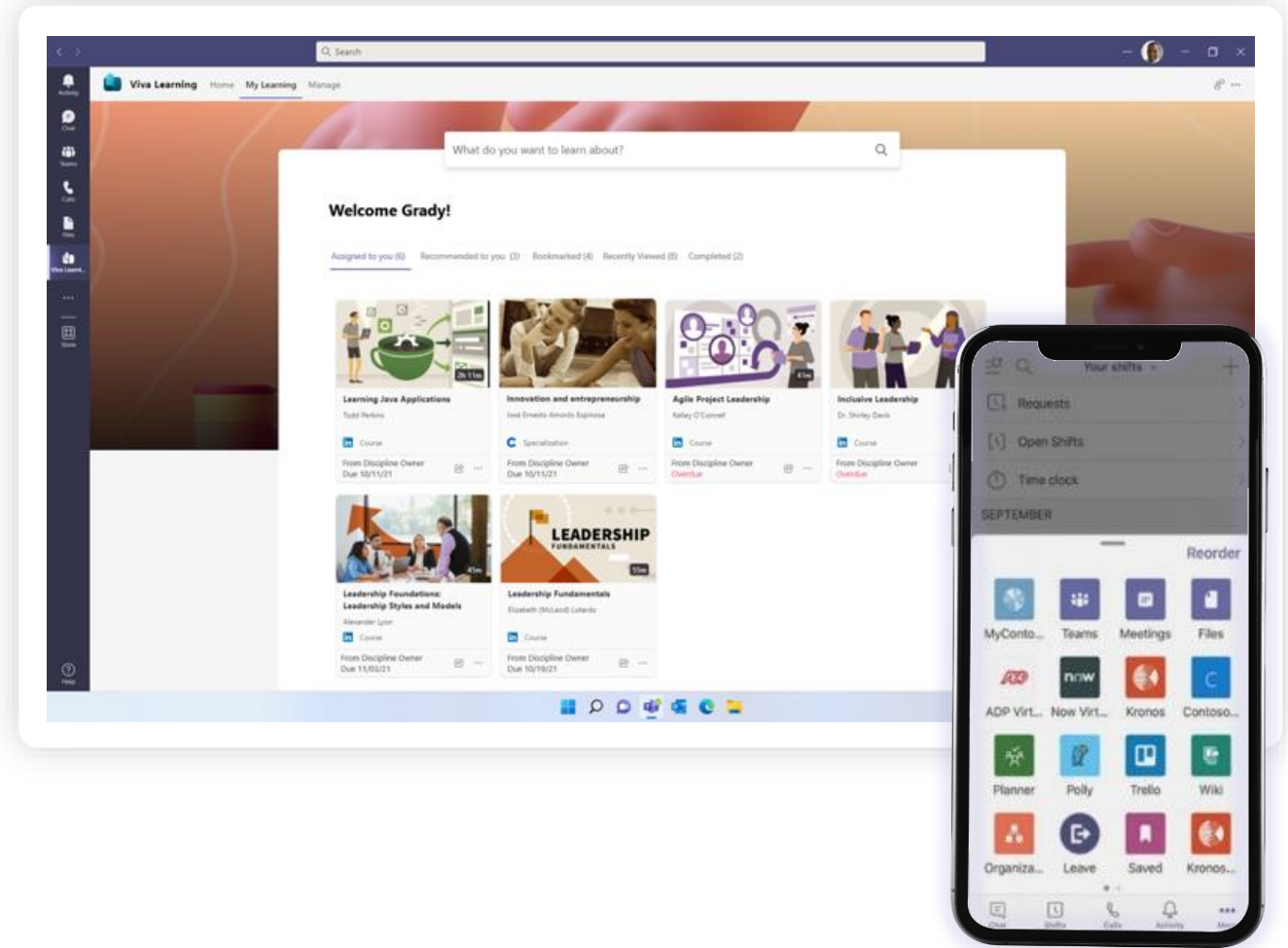
Expand what your stores and people can do through automation

## Leverage automation with apps

- Utilize Power Apps templates to start building and launching apps right away in Microsoft Teams
- Learn to build custom, low-code solutions with Microsoft Power Automate, allowing apps, bots, automated workflows, and data to handle repetitive tasks
- Gain access to over 700 apps in the app store and integrate workflow apps and process automation apps into your everyday Microsoft Teams workspace workflow

## Equip people and processes to offer better experiences

- Enable virtual fittings and appointments that create a seamless experience for customers and workers alike with virtual visits.
- Enable Approvals to make customer discounts to run more smoothly



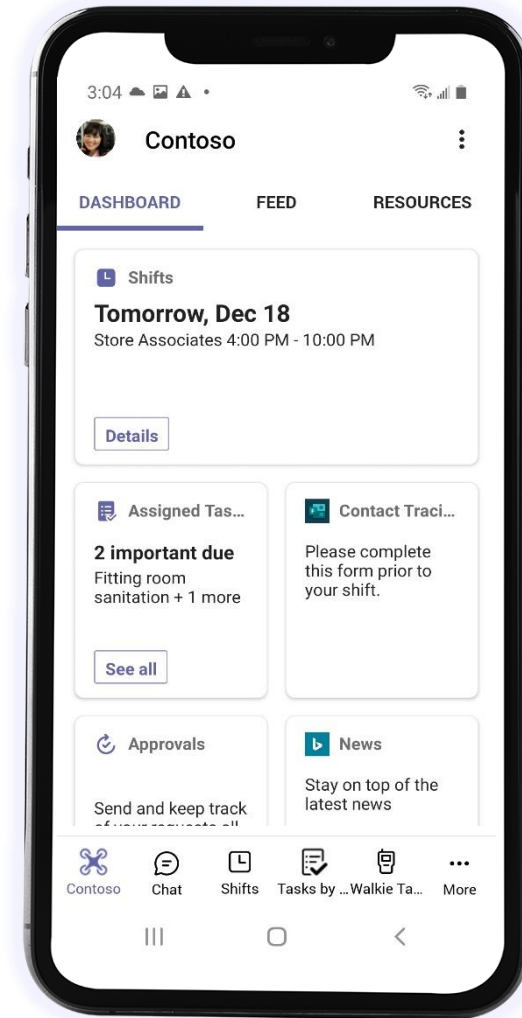
# Process automation and career development (Pt. 2)



Expand what your stores and people can do through automation

## Facilitate employee growth and development

- Connect everyone in your organization on a single platform with individually tailored feeds, personalized dashboards, and powerful targeting through Viva Connections
- Keep your entire workforce up to date and quickly onboard new employees on newest training, policies, and general learnings with the learning management system and content providers inside Viva Learning in Teams
- Focus on employee wellbeing and employee insights with Viva Insights







Thank you