Microsoft

Module 1

Microsoft Cloud for Retail Overview
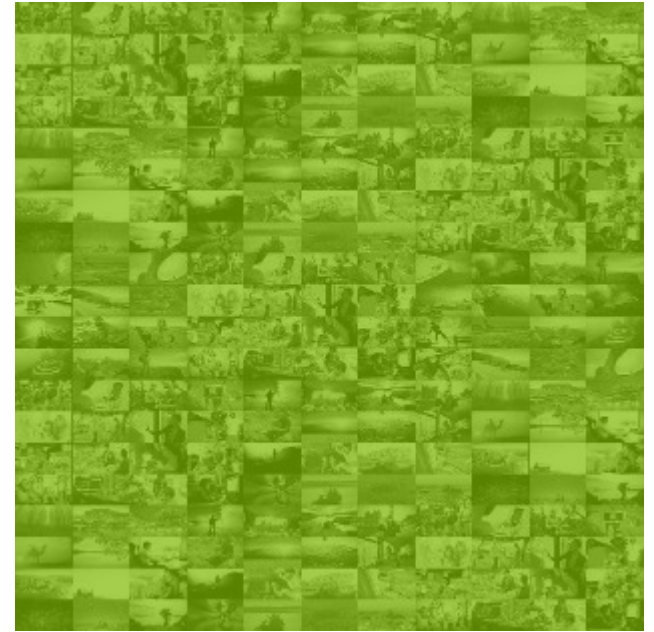
Microsoft

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[1]

Creating loyal customers

75% of US consumers have reported new shopping behaviors[2]

Enabling agile, resilient businesses

75% of apparel, hard goods, and specialty retailers intend to offer two-day or faster delivery[3]

But their technology is holding them back

Massive amounts of siloed data

40 petabytes of retail data being generated every hour[4]

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[6]

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

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
Protect your revenue from fraud using AI to identify patterns.

Retail media
Unlock ad revenue using your internal shopper data.

Real-time store communications and collaboration
Use 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
Use 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

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,[1] but it's hard to unlock value

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

Marketing

Online Transactions

Customer Service

Consumer

In-store Transactions

[1]Accenture, 2021

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

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

Maximize the value of your data

Product dependencies

Unified customer profile	Shopper and operations analytics	Intelligent fraud prevention	Retail media
Dynamics 365 Customer Insights	Azure Synapse Analytics	Dynamics 365 Fraud Protection	Microsoft PromoteIQ
Unified Customer Profile	Dynamics 365 Customer Insights		
	Microsoft Clarity		

Dynamics 365 | Microsoft 365

Power Platform

Dataverse | Retail data models | Data connectors | Synapse

Microsoft Azure

Existing retail source and systems

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

Dependencies: Dynamics 365 Customer Insights | Unified Customer Profile
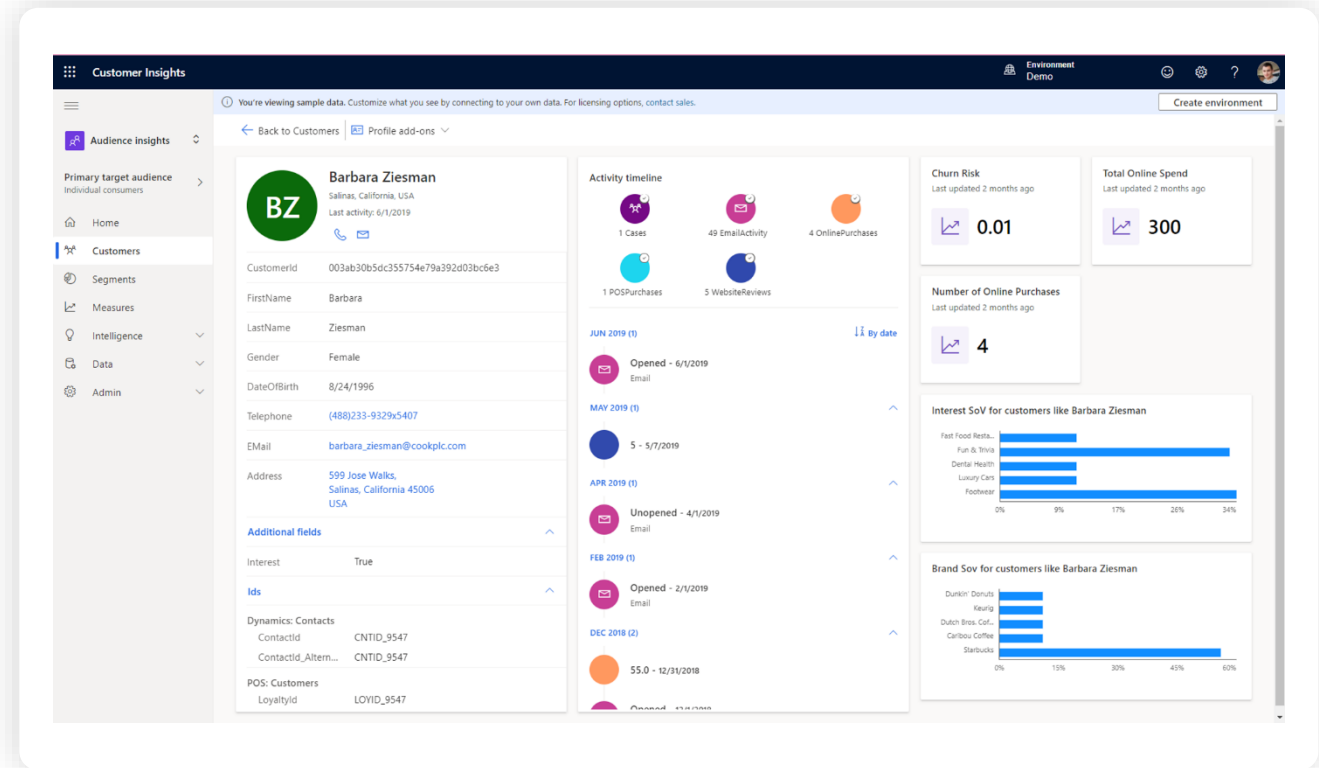
Unified customer profile (Pt. 2)

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
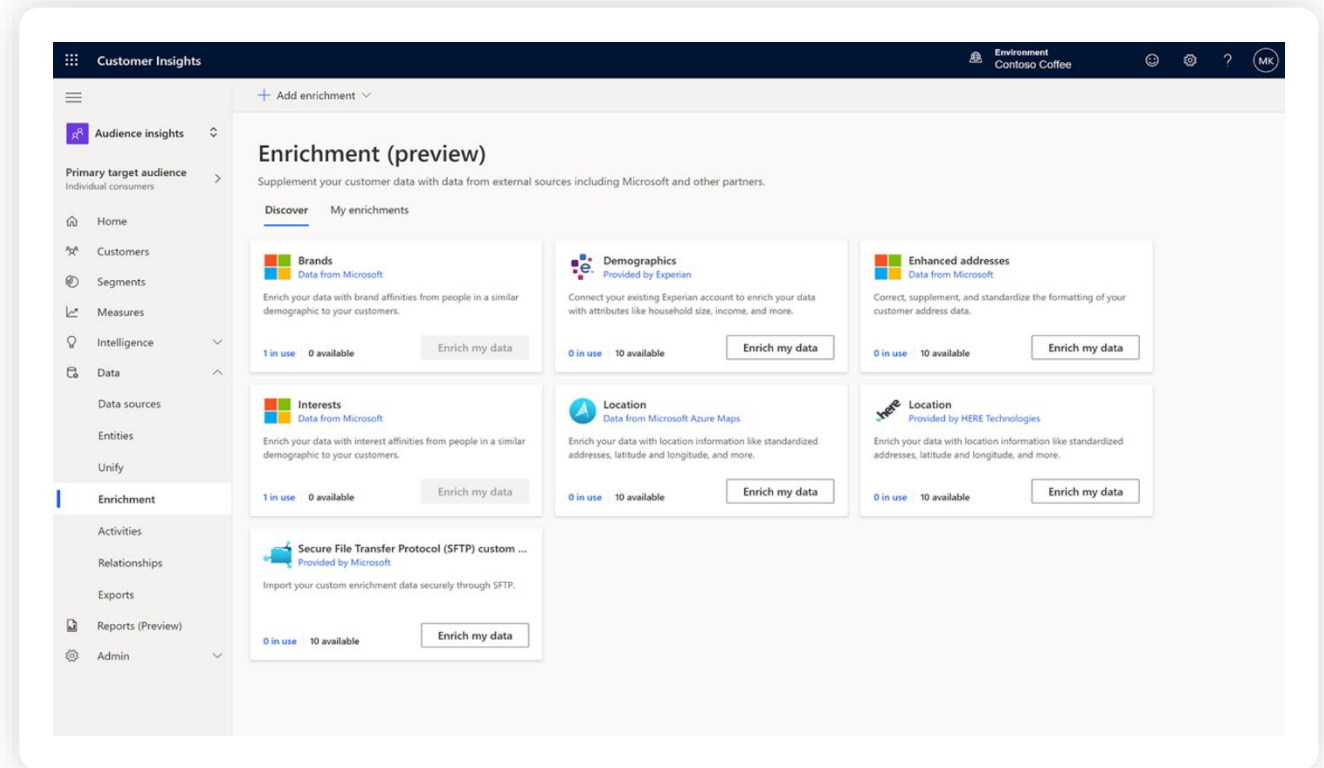
Trust, privacy, and consent

- 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

Dependencies: Dynamics 365 Customer Insights | Unified Customer Profile

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.

Dependencies: Dynamics 365 Customer Insights | Azure Synapse Analytics | Microsoft Clarity
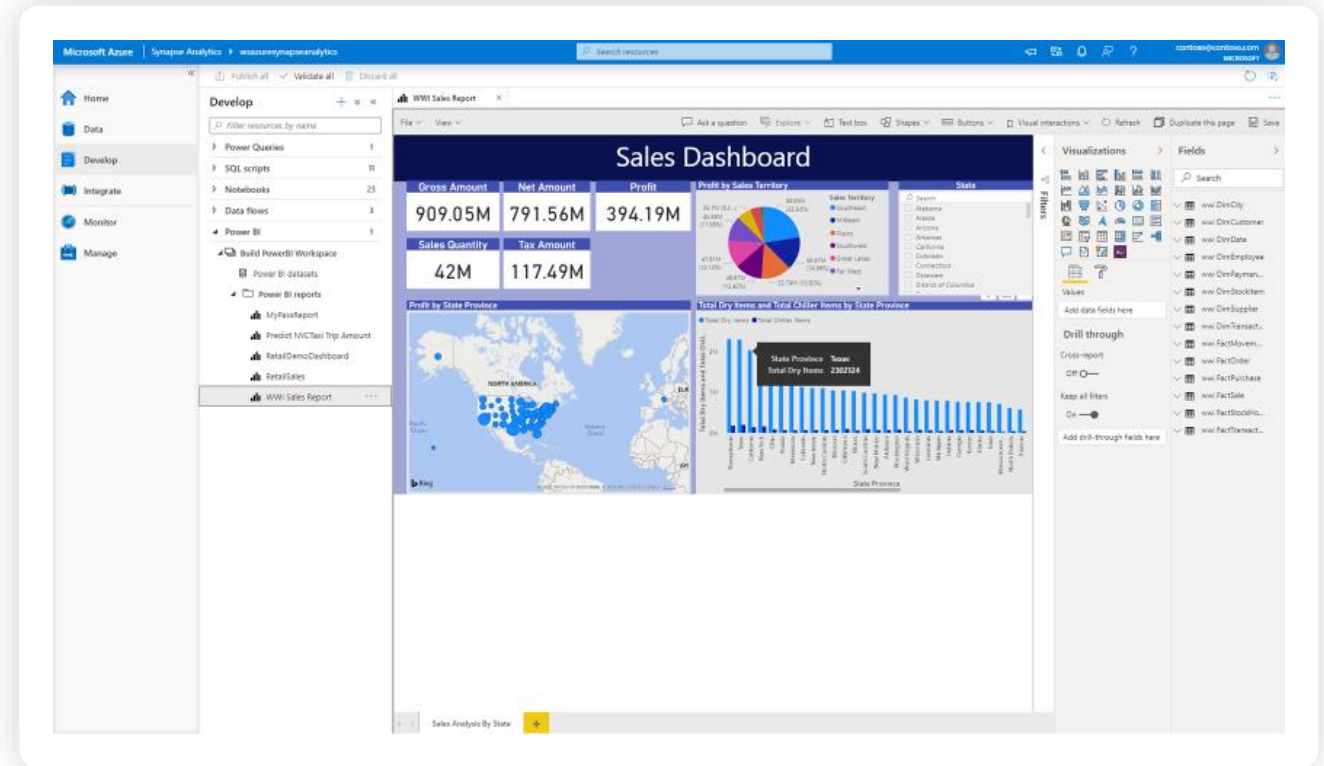
Shopper and operations analytics (Pt. 2)

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
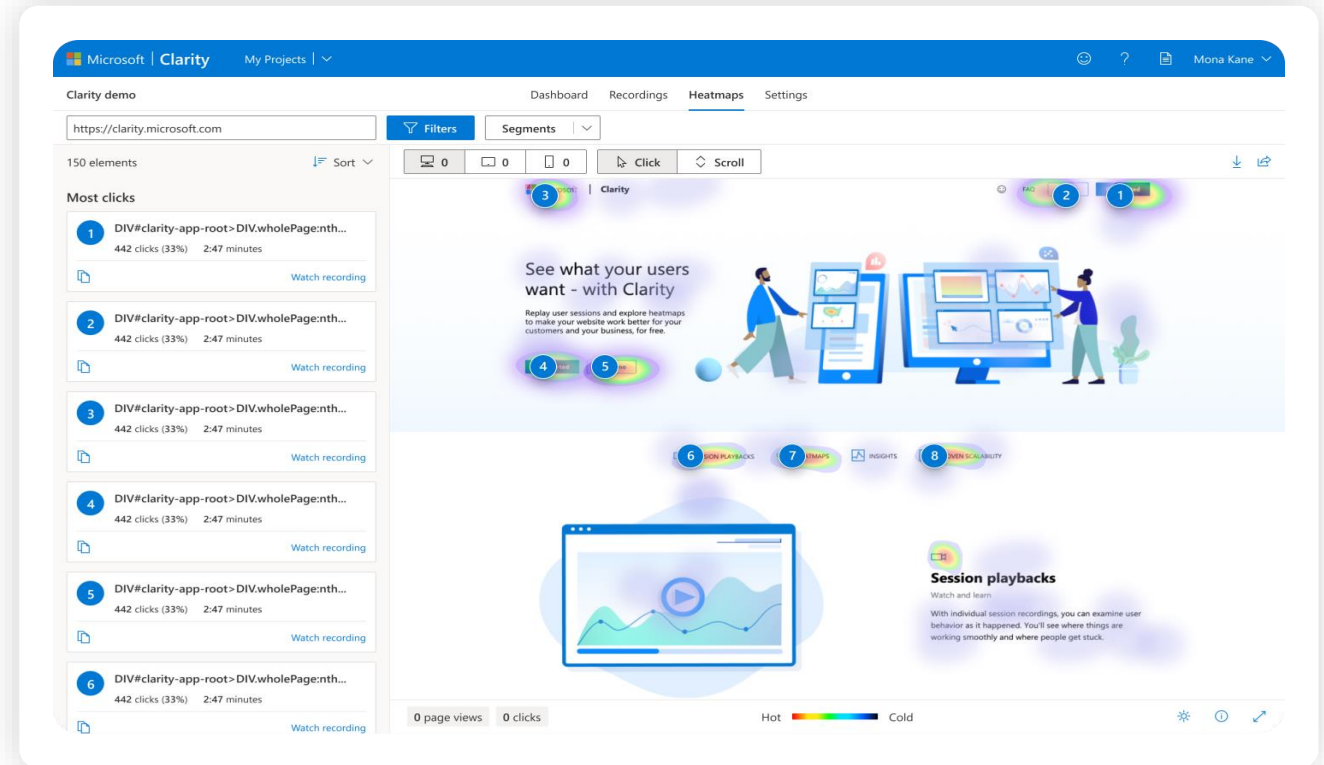
Dependencies: Dynamics 365 Customer Insights | Azure Synapse Analytics | Microsoft Clarity

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

Dependencies: Dynamics 365 Fraud Protection
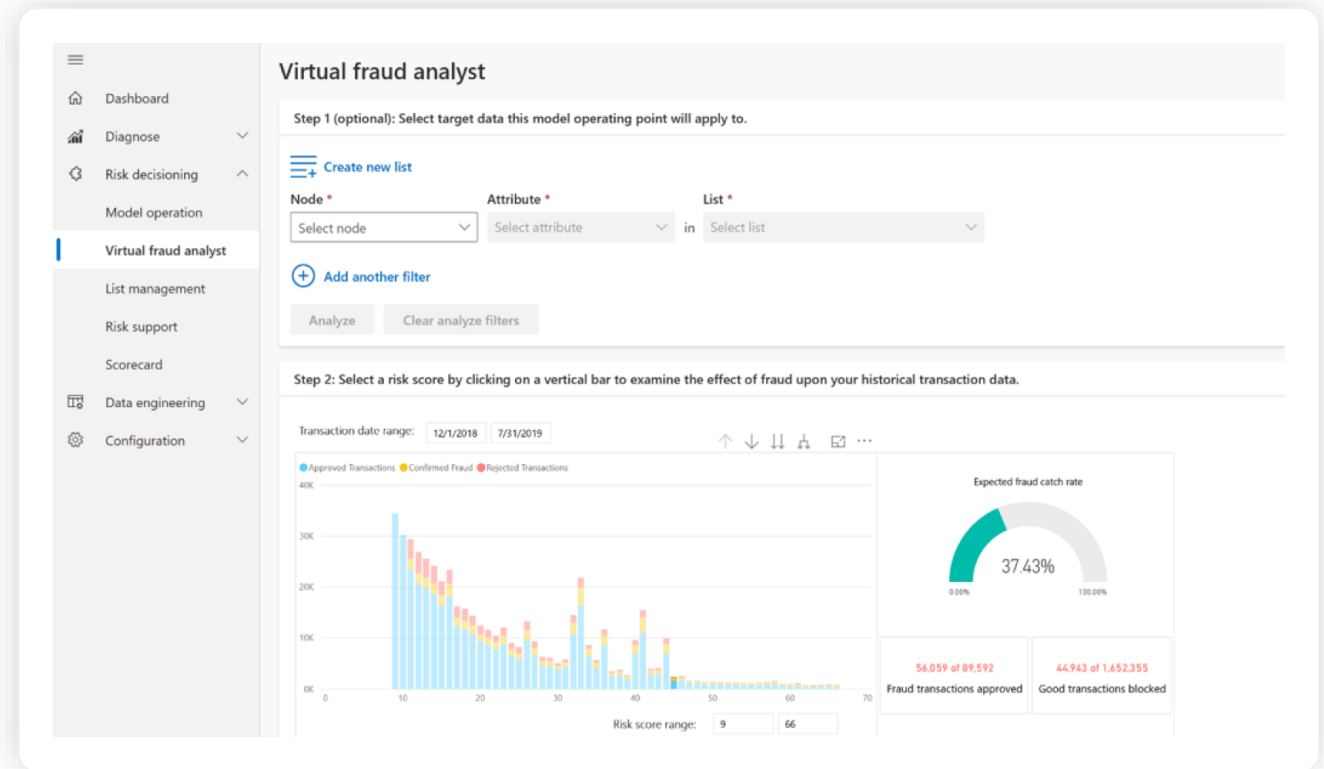
Retail media

Unlock ad revenue using your 1ˢᵗ 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

Dependencies: Microsoft PromoteIQ
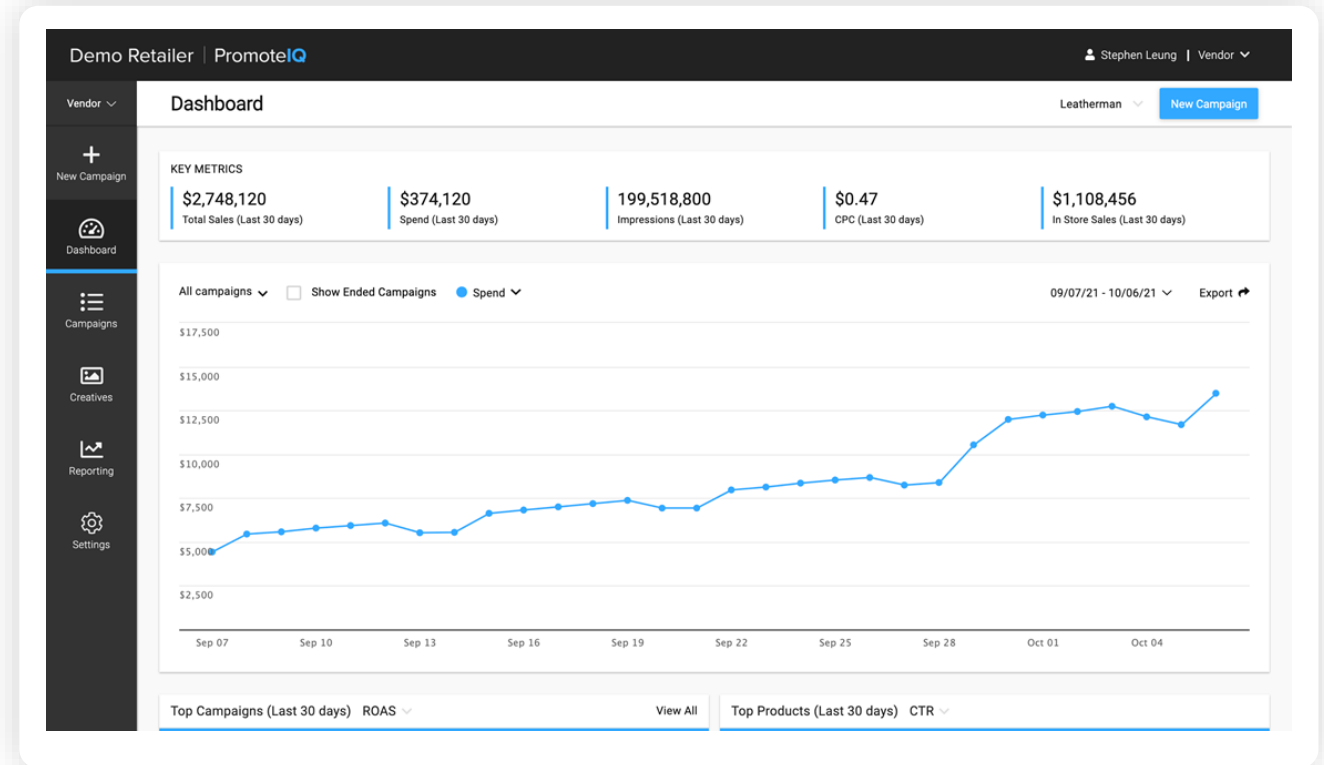
Elevate the shopping experience

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

Elevate the shopping experience

Product dependencies

Intelligent stores	Real-time personalization	Unified commerce	Digital advertising solutions	Seamless customer service
Dynamics 365 Connected Spaces	Azure Cognitive Search		Microsoft Advertising	Dynamics 365 Commerce
	Dynamics 365 Marketing	Dynamics 365 Commerce		Dynamics 365 Customer Service
	Microsoft Intelligent Recommendations			Power Virtual Agents

Dynamics 365 | Microsoft 365

Power Platform

Dataverse | Retail data models | Data connectors | Synapse

Microsoft Azure

Existing retail source and systems

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

Dependencies: Dynamics 365 Connected Spaces
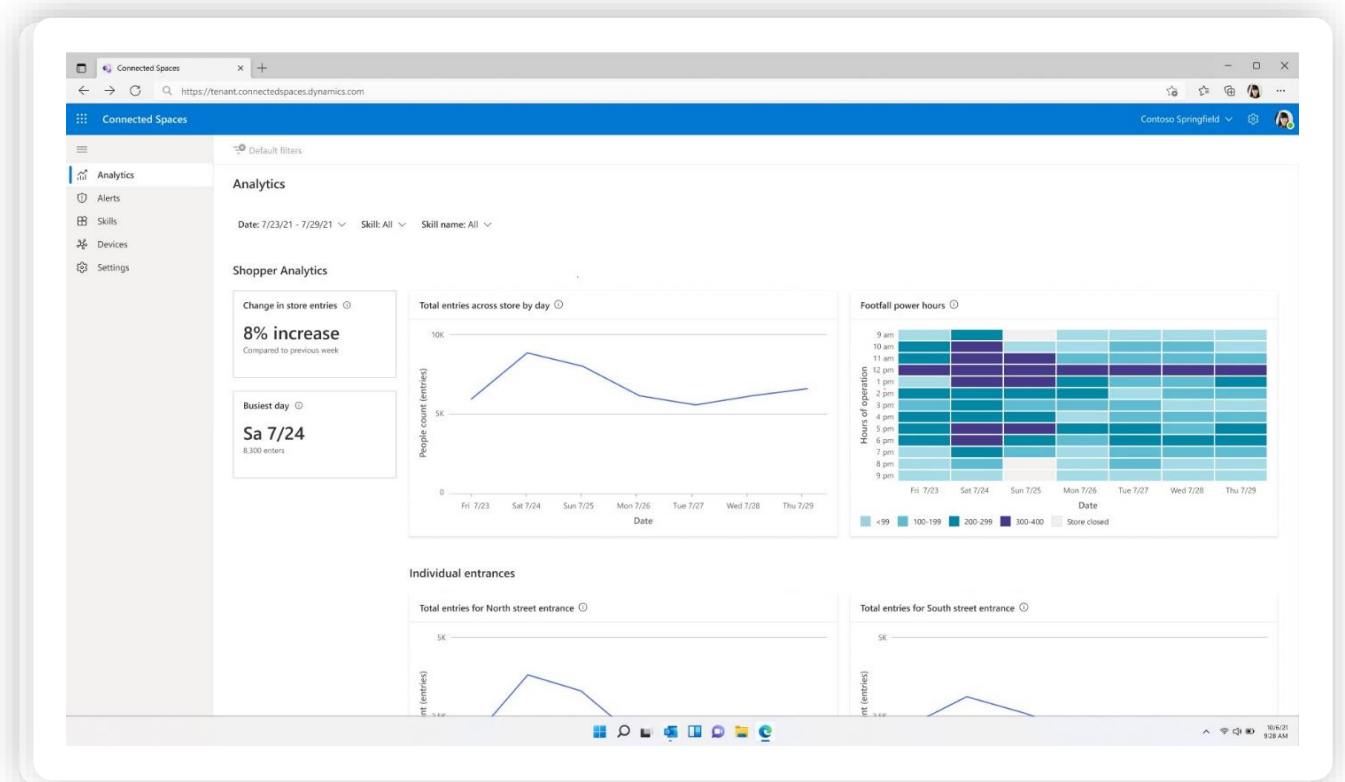
Real-time personalization (Pt. 1)

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

Dependencies: Microsoft Intelligent Recommendations | Azure Cognitive Search | Dynamics 365 Marketing
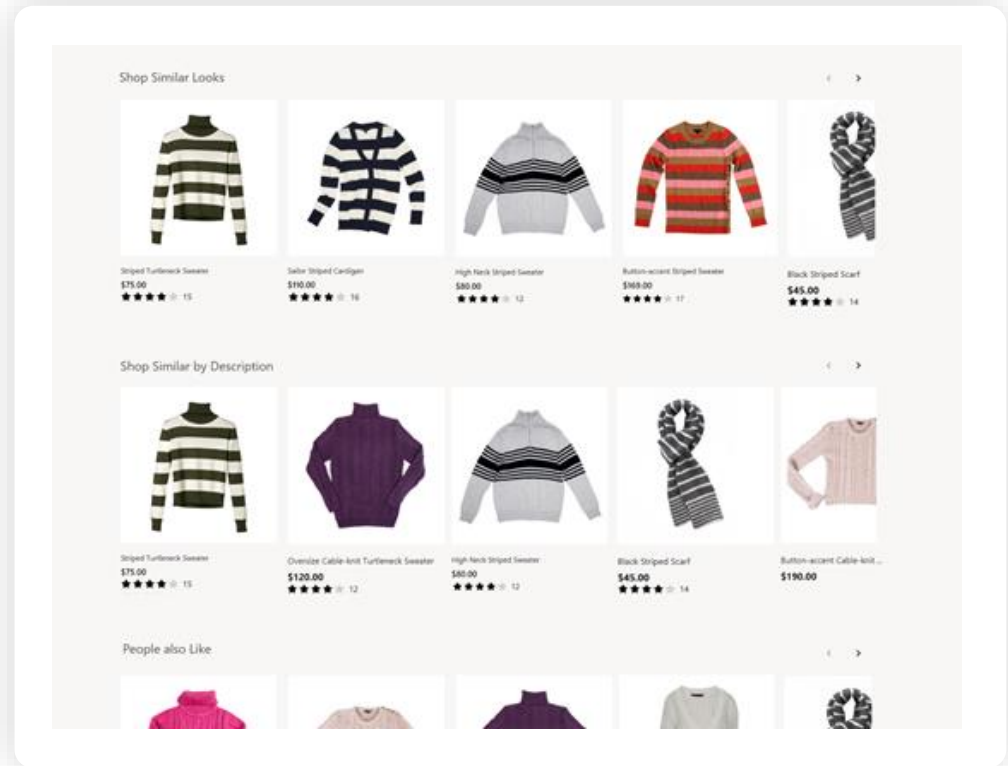
Real-time personalization (Pt. 2)

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
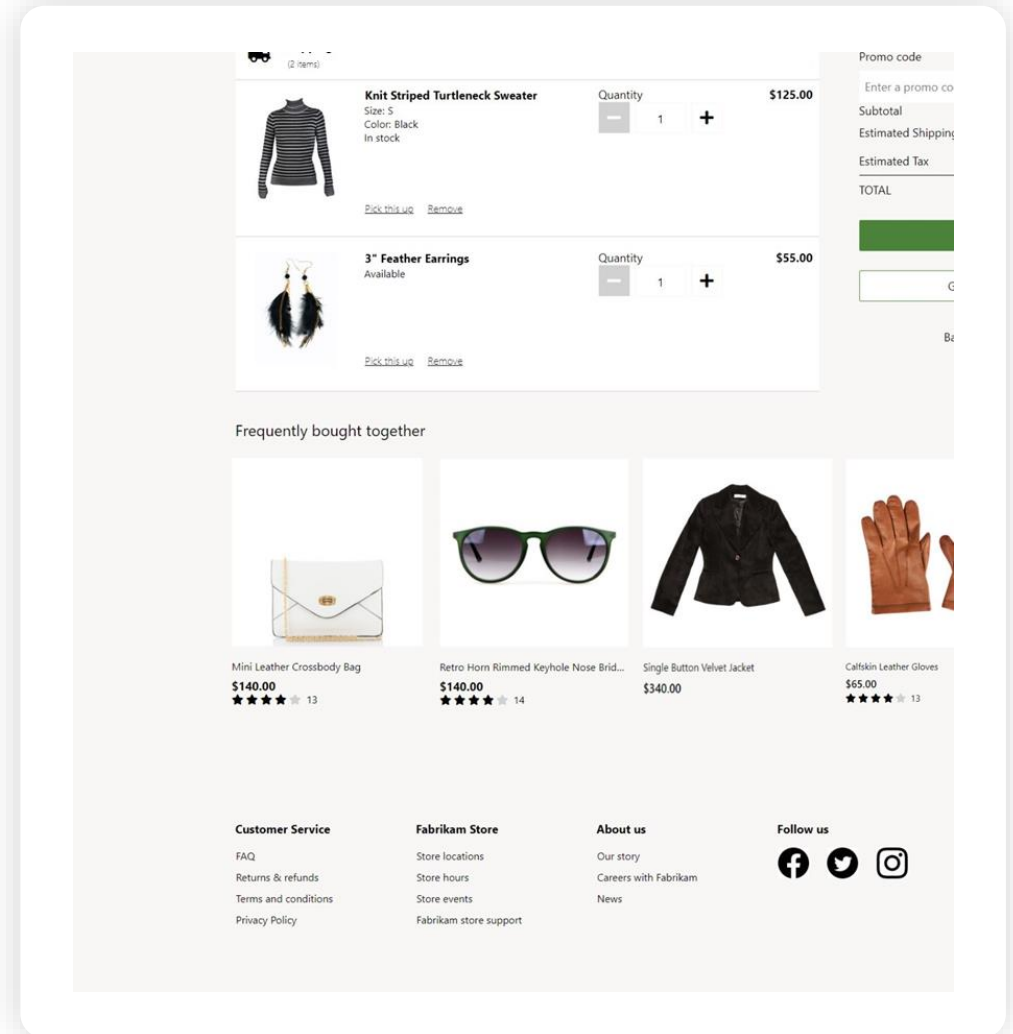
Unified commerce

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


Dependencies: Dynamics 365 Commerce | Azure Cognitive Search
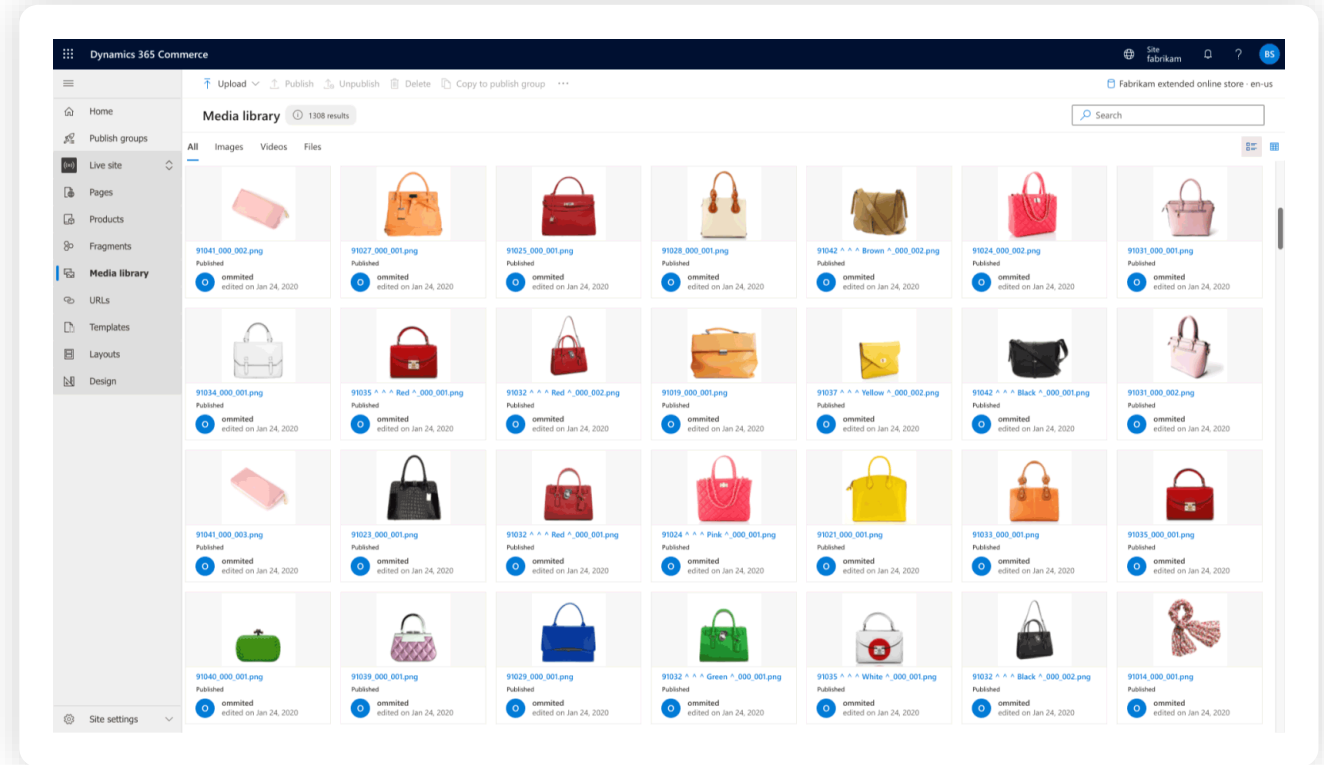
Digital advertising solutions

## 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
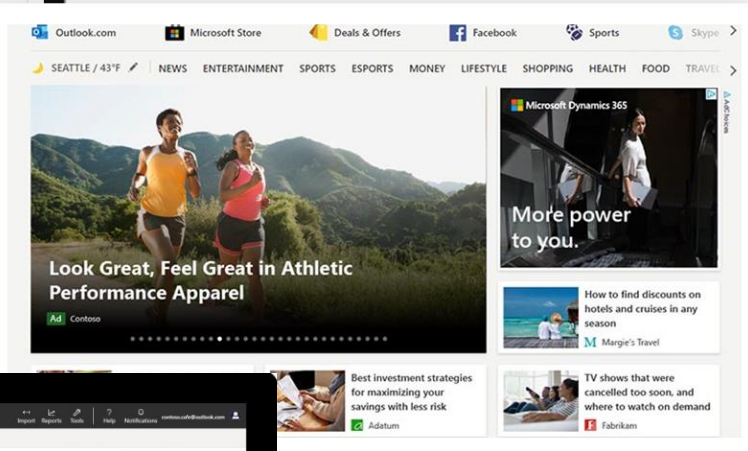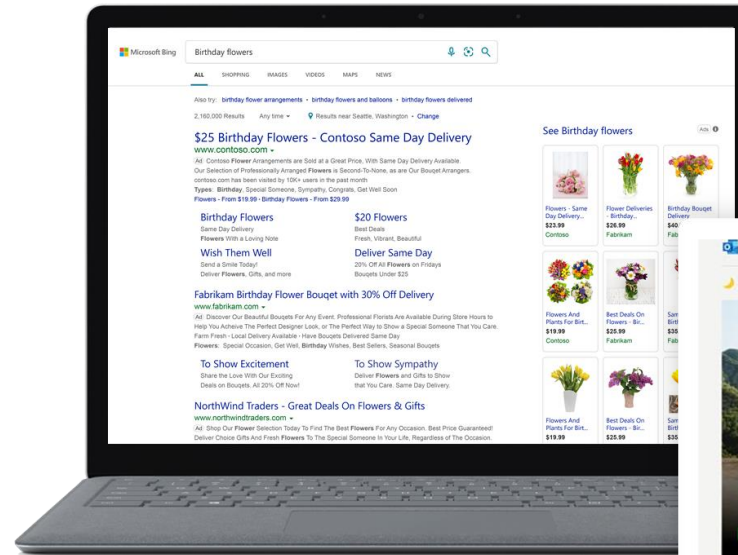
Engage customers on their terms

- 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
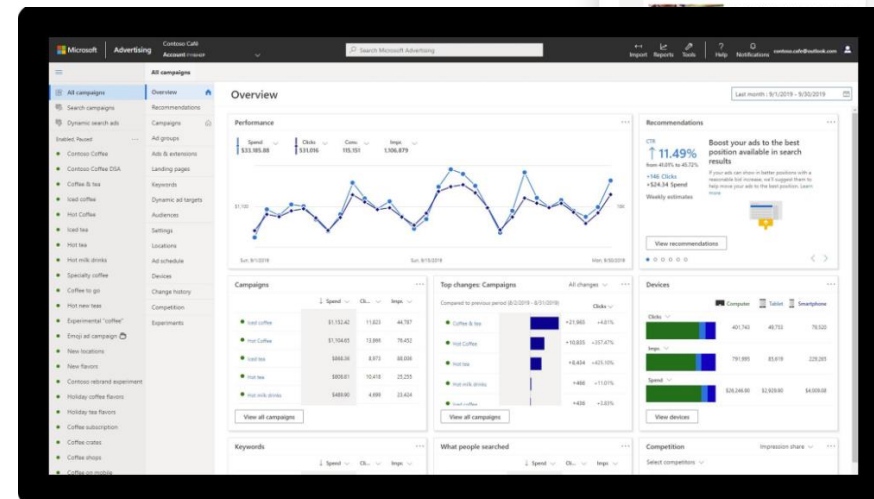
Dependencies: Microsoft Advertising
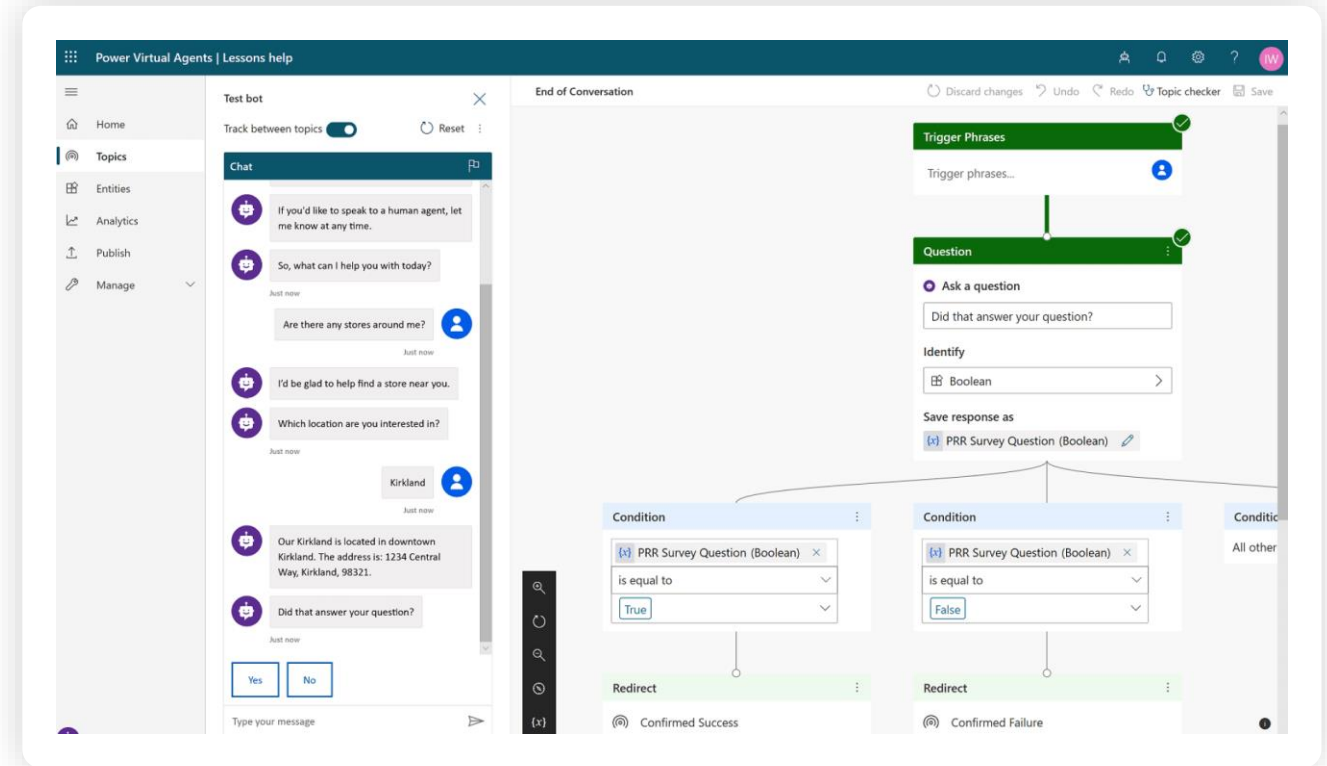
Seamless customer service (Pt. 1)

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

Dependencies: Dynamics 365 Commerce | Dynamics 365 Customer Service | Power Virtual Agents

# 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

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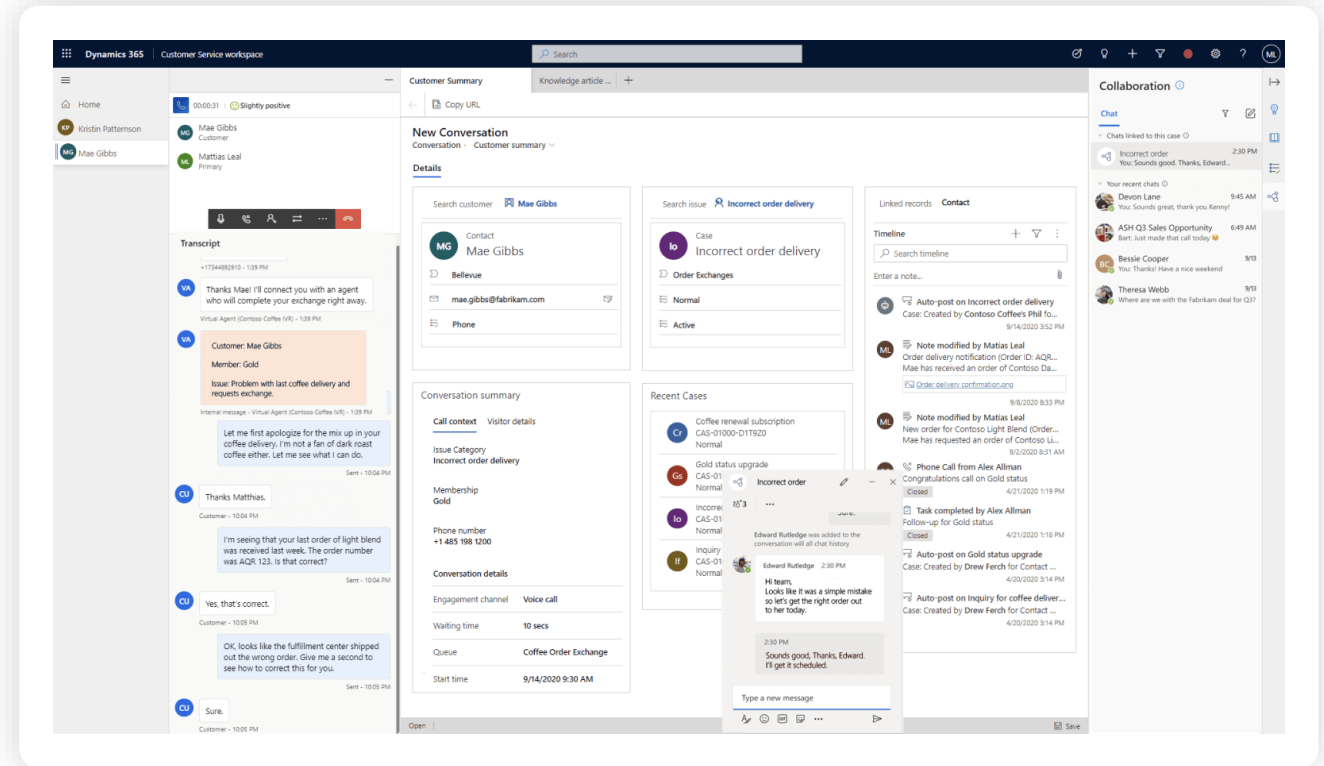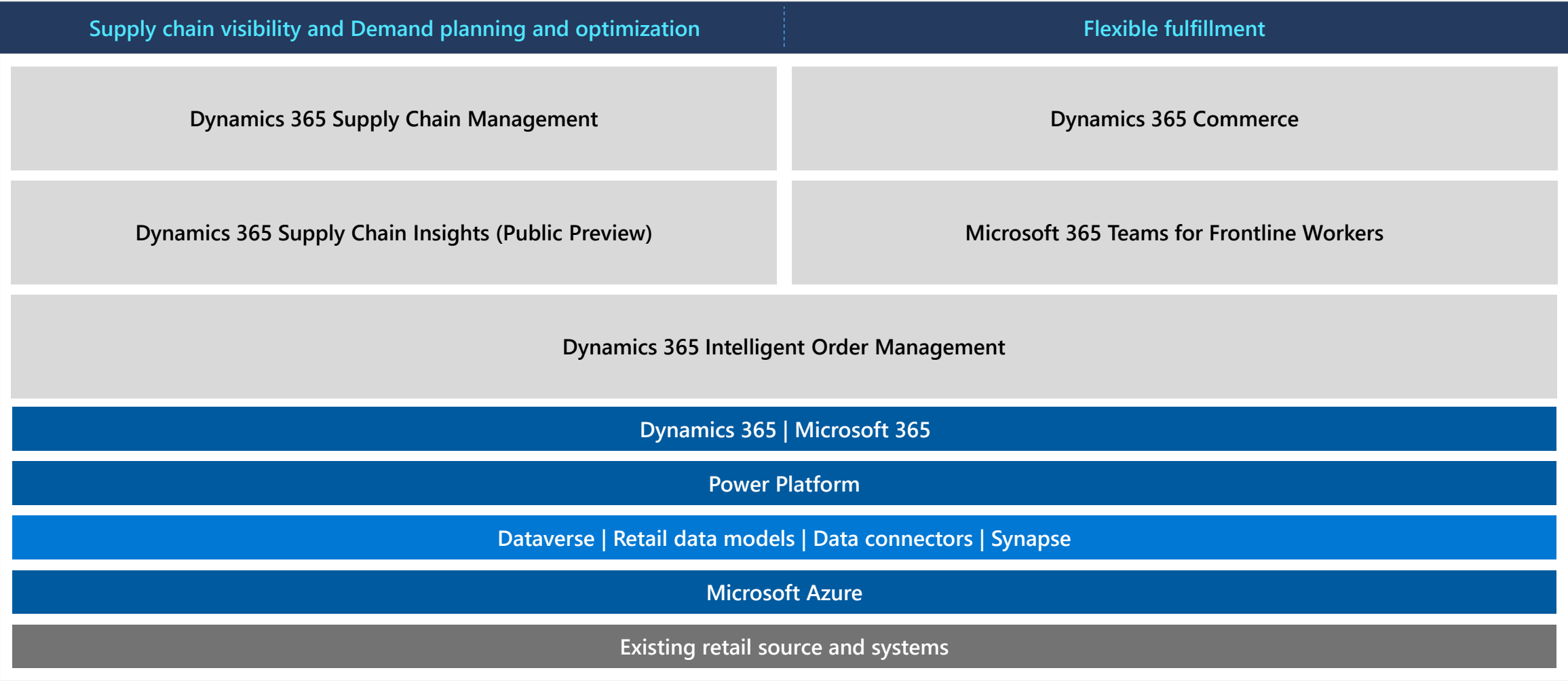
Build a real-time, sustainable supply chain

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 and Demand planning and optimization	Flexible fulfillment
Dynamics 365 Supply Chain Management	Dynamics 365 Commerce
Dynamics 365 Supply Chain Insights (Public Preview)	Microsoft 365 Teams for Frontline Workers
Dynamics 365 Intelligent Order Management	
Dynamics 365 | Microsoft 365	
Power Platform	
Dataverse | Retail data models | Data connectors | Synapse	
Microsoft Azure	
Existing retail source and systems	

Supply chain visibility

Leverage demand and supply signals for future opportunities
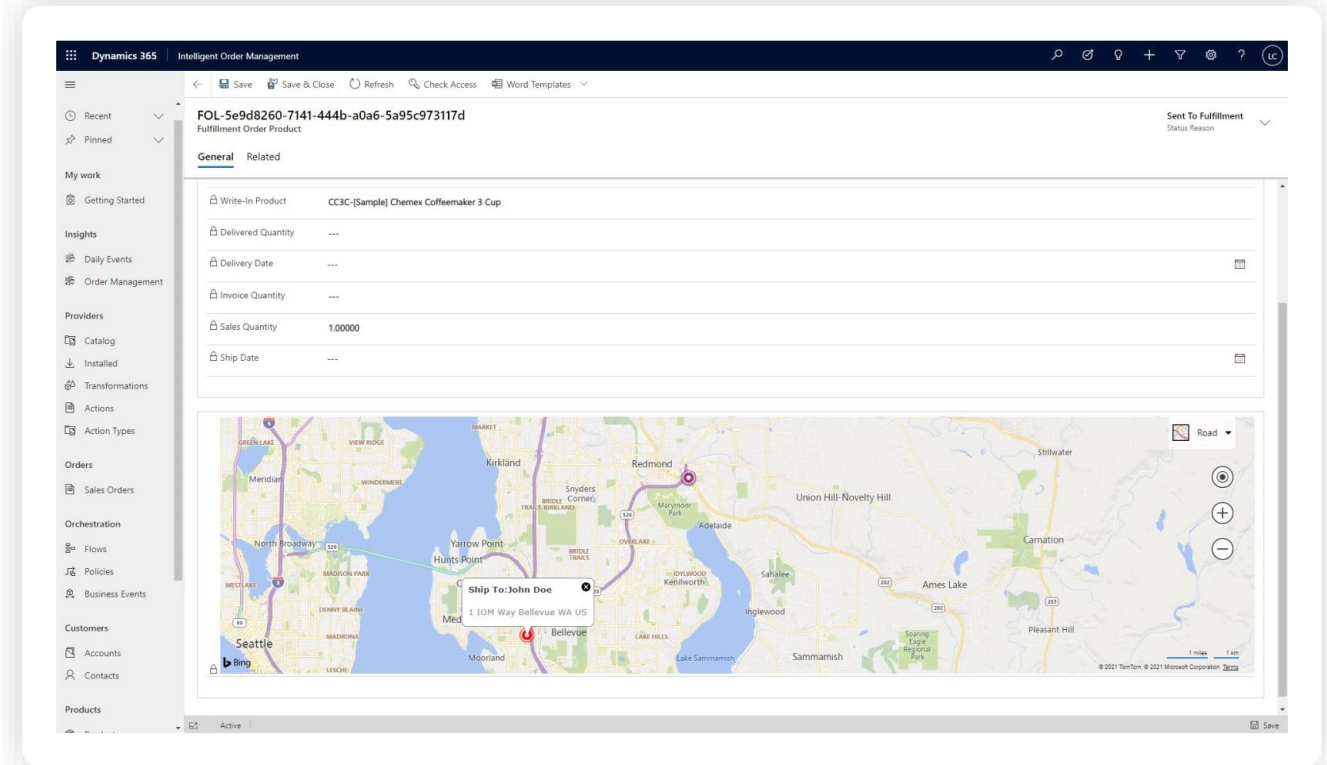
Intelligent decision making
- Leverage a digital supply chain twin to perform "what-if" simulations, multi-tier supplier visibility, and advanced analytics powered by AI
- Respond to dynamic shifts in supply and demand with prescriptive analytics using unified real-time data from data providers, partners, 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 identity 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

Dependencies: Dynamics 365 Supply Chain Management | Dynamics 365 Supply Chain Insights | Dynamics 365 Intelligent Order Management
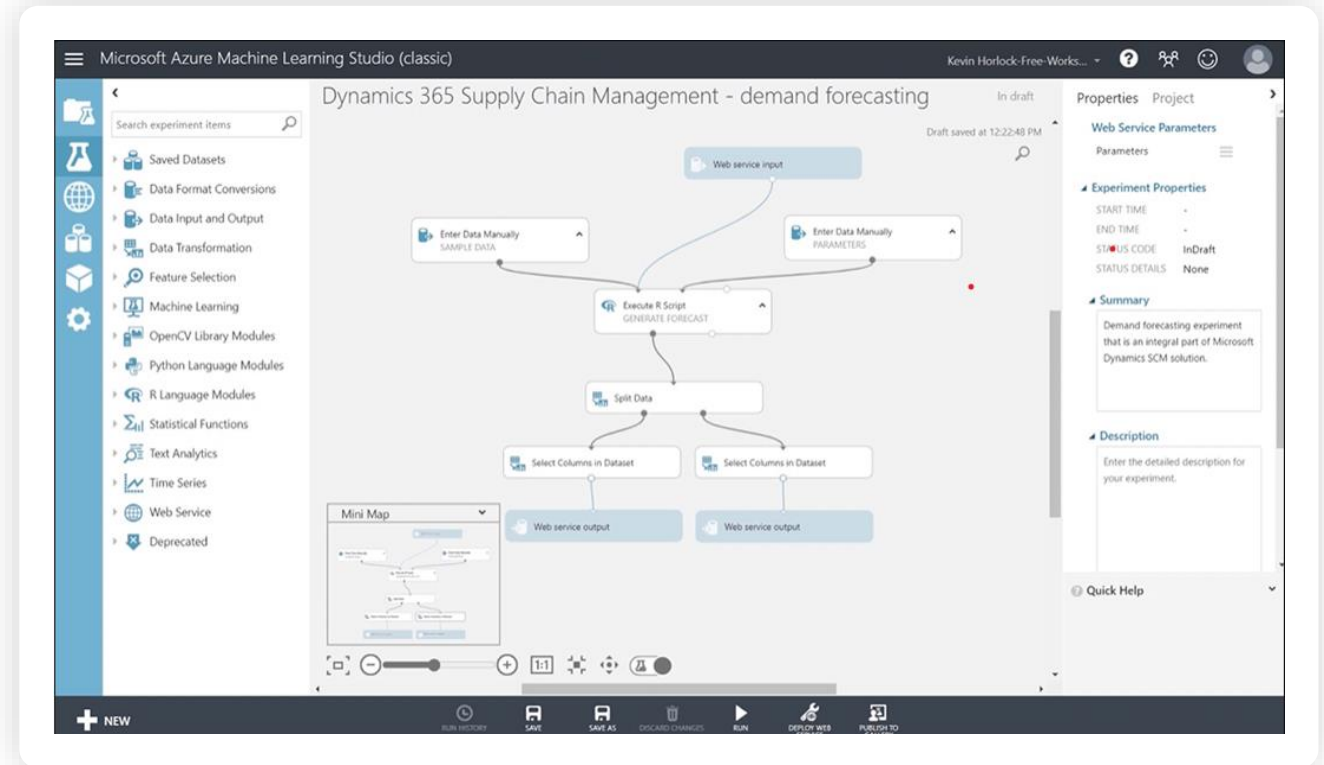
Demand planning and optimization (Pt. 1)

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


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

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
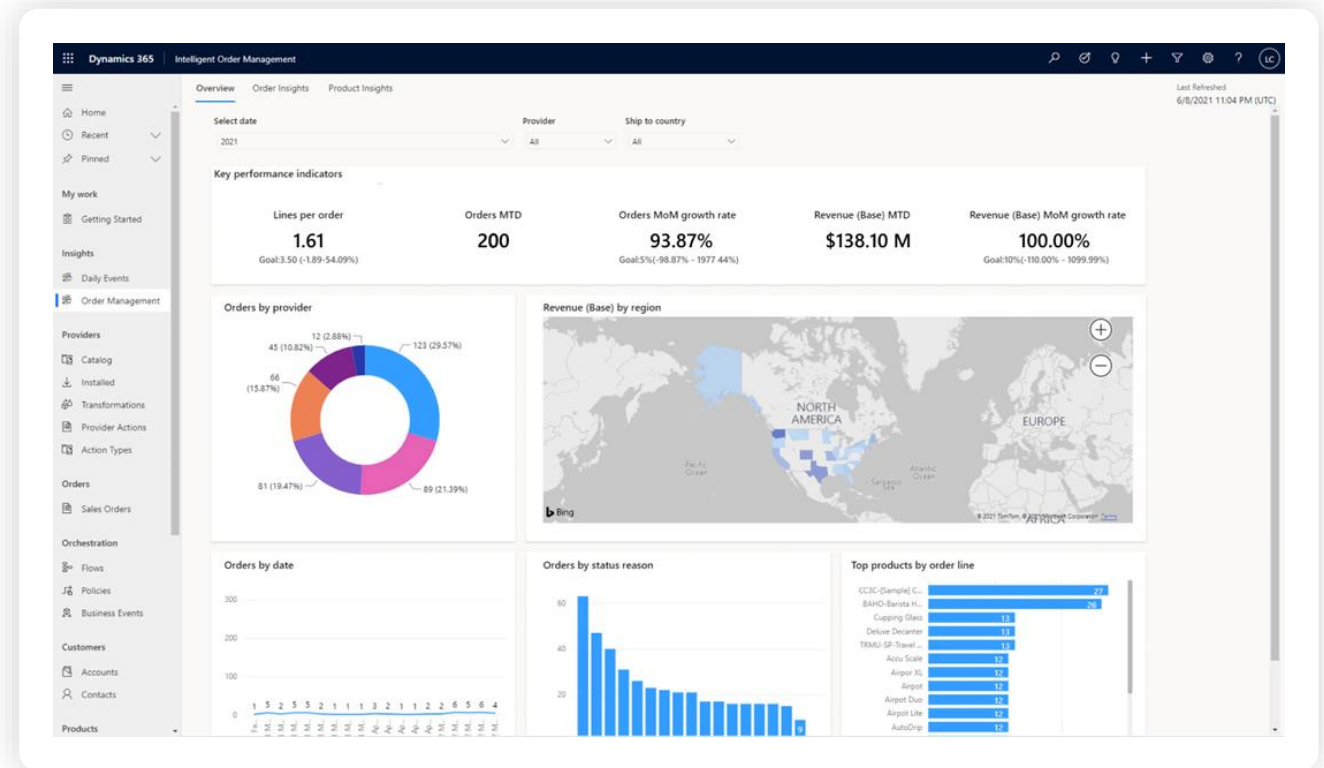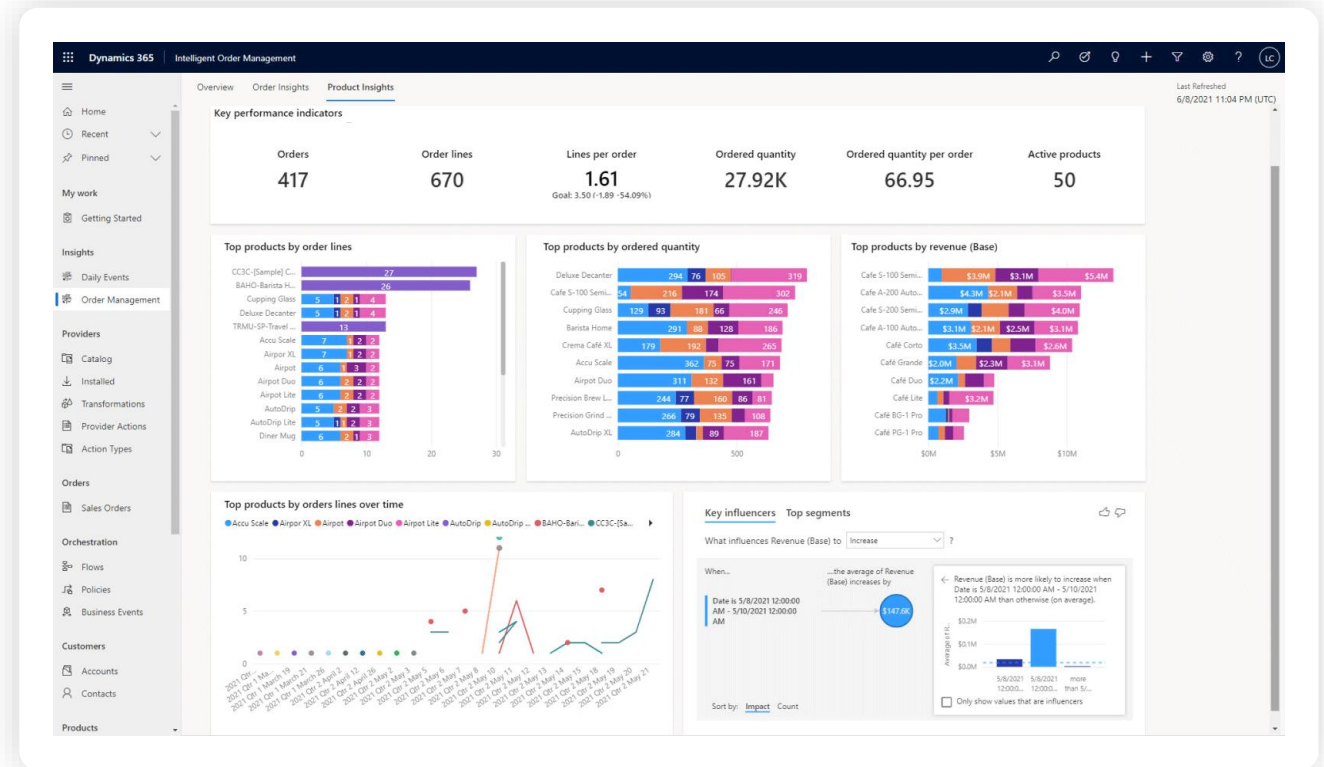
Flexible fulfillment

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

Dependencies: Dynamics 365 Commerce | Microsoft 365 Teams for frontline workers | Dynamics 365 Intelligent Order Management
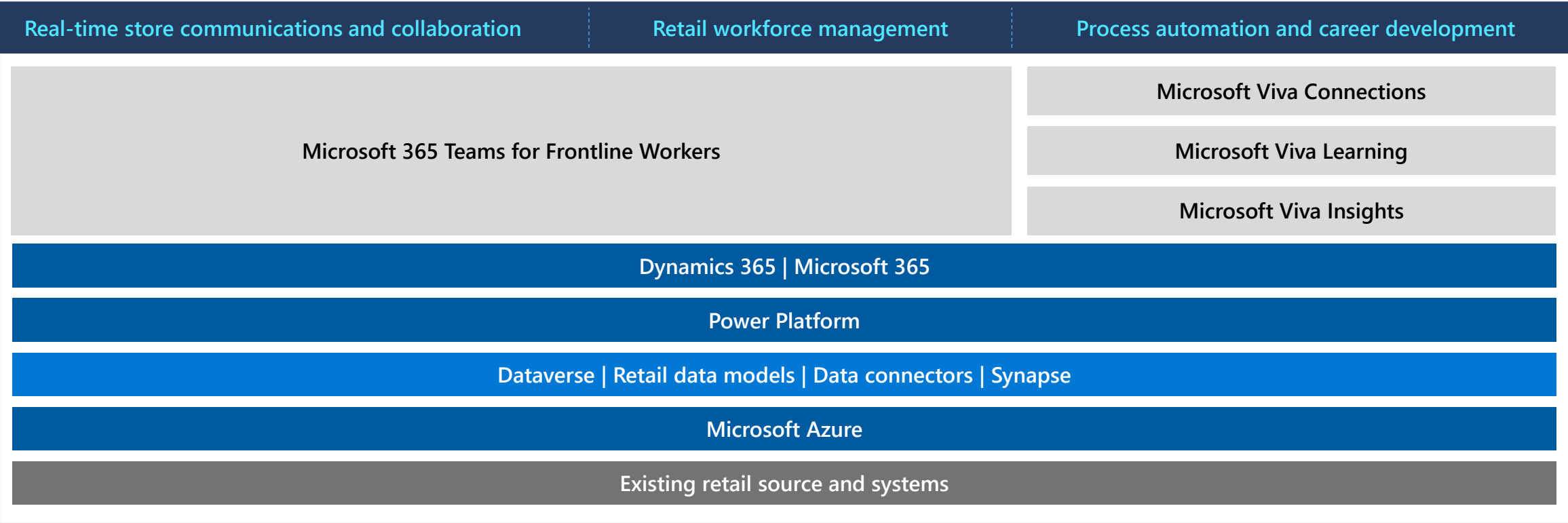
Empower the store associate

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

Empower the store associate

Product dependencies

Real-time store communications and collaboration	Retail workforce management	Process automation and career development

		Microsoft Viva Connections
Microsoft 365 Teams for Frontline Workers		Microsoft Viva Learning
		Microsoft Viva Insights

Dynamics 365 | Microsoft 365
Power Platform
Dataverse | Retail data models | Data connectors | Synapse
Microsoft Azure
Existing retail source and systems

# 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

Dependencies: Microsoft 365 Teams for Frontline Workers
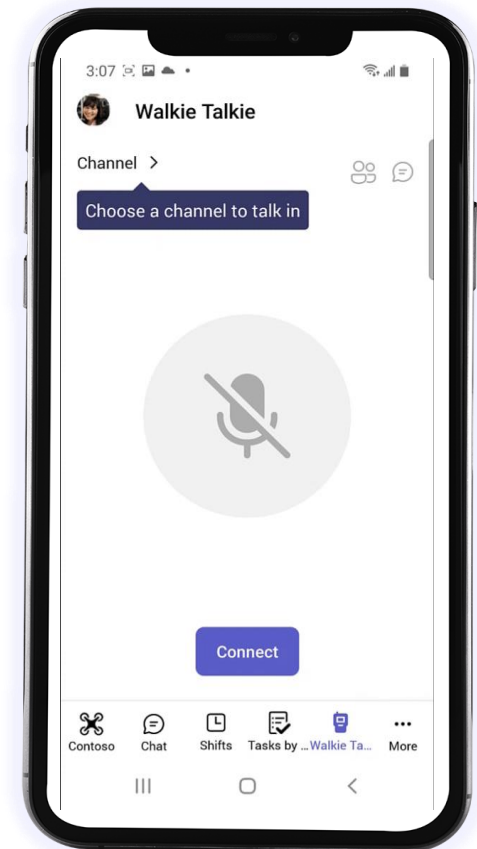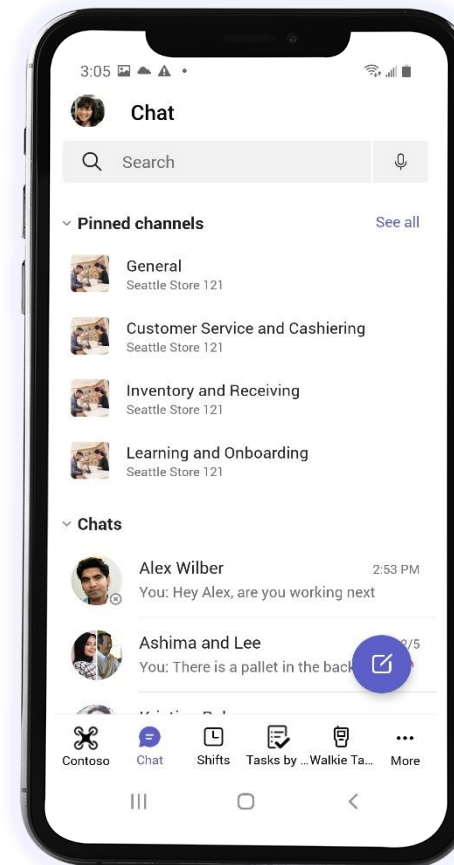
Retail workforce management

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
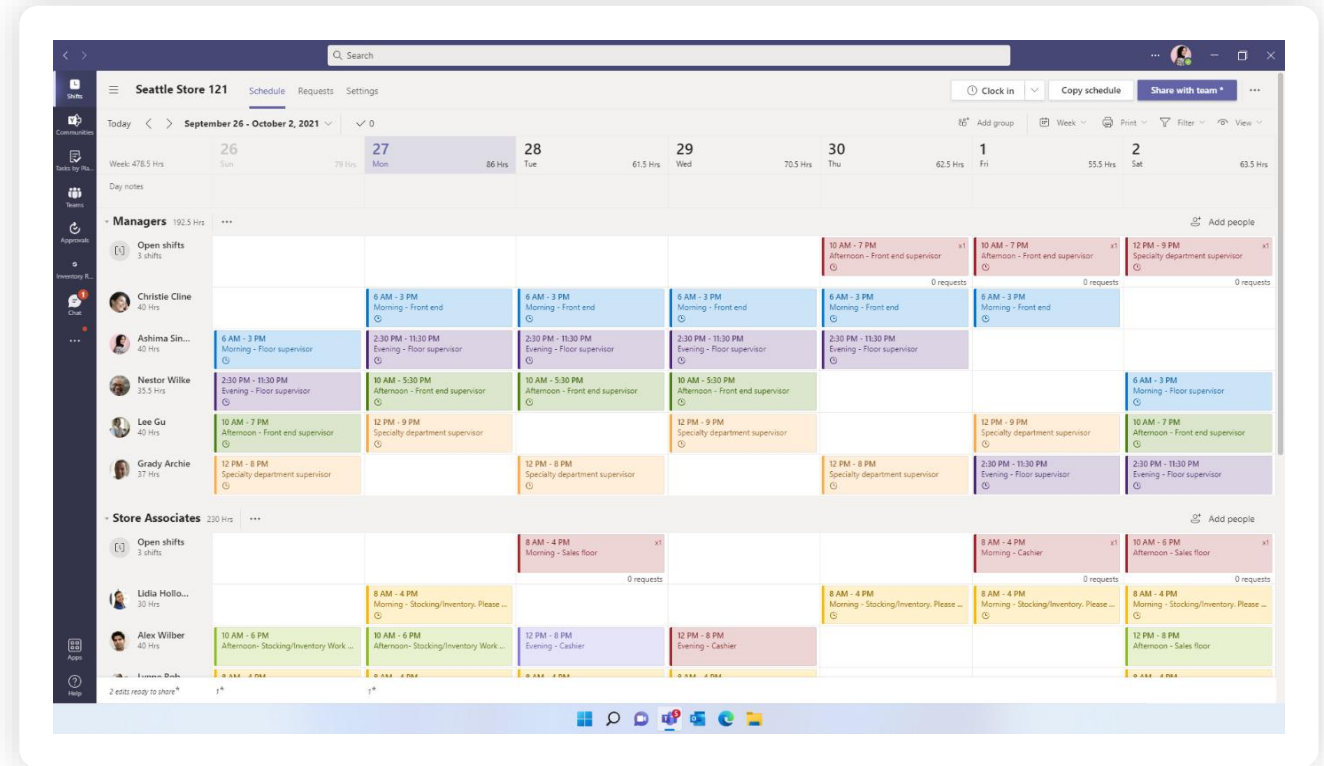
Task management made easy

- 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

Dependencies: Microsoft 365 Teams for Frontline Workers

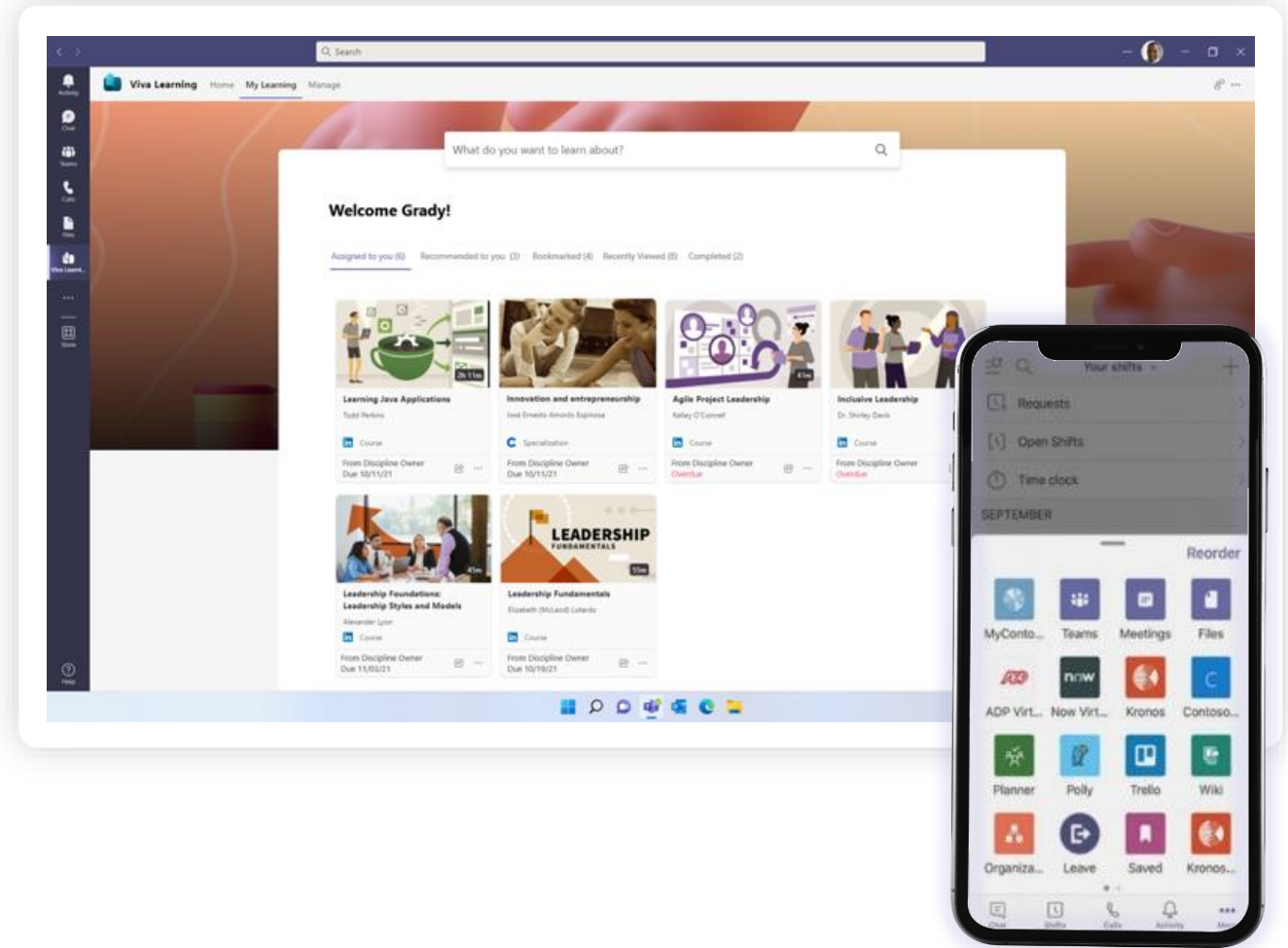# Process automation and career development (Pt. 1)

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.

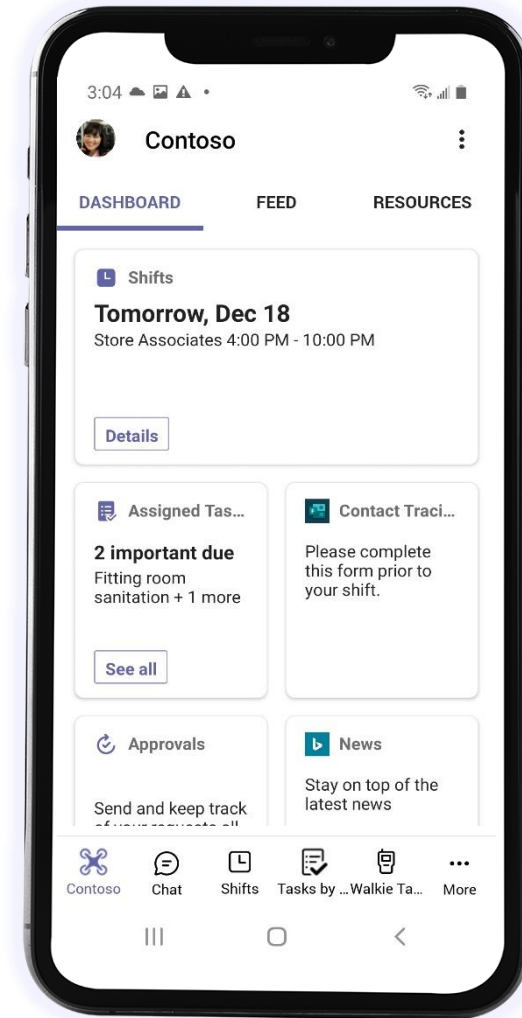- Enable Approvals to make customer discounts to run more smoothly

Dependencies: Microsoft Viva Connections | Microsoft Viva Insights | Microsoft Viva Learning

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

Dependencies: Microsoft Viva Connections | Microsoft Viva Insights | Microsoft Viva Learning

Microsoft

Thank you

Microsoft Cloud for Retail