




Title: This strategic partnership needs to be known. This is just a reminder for those just tuning in.
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GameStop announces multiyear strategic partnership with Microsoft


October 8, 2020 | Microsoft News Center



The partnership aims to advance GameStop's key strategic pillars and extend its digital omni-channel ecosystem

Grapevine, Texas and Redmond, Wash. (October 8, 2020) – GameStop Corp. (NYSE: GME) ("The Company") today announced that it has entered into a multi-year strategic partnership agreement with Microsoft Corp., further advancing its strategy to expand its physical and digital video game offerings, as well as enhance the Company's retail technology infrastructure. With over 5,000+ retail stores worldwide and its world-class eCommerce platform, GameStop leverages its vast customer network, PowerUp Rewards, and omni-channel capabilities to deliver enhanced gaming solutions to its customers. Through this partnership, GameStop will standardize the Company's business operations on Microsoft's cloud solutions and hardware products to deliver rich new digital experiences to customers, creating the "ultimate gaming destination" for gamers in its vision to be the premier omni-channel customer access point for video game products.

The


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partnership includes enterprise and commercial elements.

- Under this agreement, GameStop will standardize its back-end and in-store solutions on Dynamics 365, Microsoft's portfolio of cloud-based business applications and customer data platform, empowering associates with integrated experiences across its business operations including finance, inventory,

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