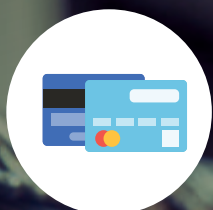# Retailing done Right with
Microsoft Dynamics 365

Important factors to keep in mind while considering an investment in enterprise business software

KORCOMPTENZ
ENGAGE ● ENABLE ● ACCELERATE

www.korcomptenz.com

DELIVER EXCEPTIONAL RETAIL EXPERIENCE THAT ELEVATE YOUR STORE AND POINT OF SALE OPERATIONS

Earlier it was just the Internet, fast forward now, we have a convergence of big data, cloud, and the Internet of things (IoT) that is creating possibly new highways to making sense of the large data available, throwing in new challenges and business opportunities at the same time. Today systems and applications are designed to capture, store, process, analyse data in a manner that can provide valuable insights and benefits for quick and well informed decision making.

There are technology that helps you to map every part of the customer experience pushing Retailer to be responsive to enhance the customer journey and offer more than expectations. Customers are expecting capabilities from enterprise that will woo them with more.

The Retail applications of Microsoft Dynamics 365 with the combined power of ERP and CRM , offers just the key tools to cater to the ever-changing digitized market

THE EVERCHANGING ECO SYSTEMS

Must haves for a happy shopper ...

Mobile responsive site, ease of access and downloads, shop on the go, secured and easy to pay options, cross device cart functionality, consistency and speed of service. Personalised service and reward programs.

In today's world, retailer encounters with many challenges, from managing daily operations at their stores to transforming their business for future growth

Retailer needs solution that is secure, scalable and cloud engineered. A simplified solution that is easy to deploy, configure implement and operate.

Systems and applications that support

- Omni-Channel Operations
- 360 intelligences of the customer
- Supply chain optimisation
- Finance and Accounting management
- Inventory management
- Agile Technologies adaptation
- Localization
- Safer, Quicker and faster deployment
- IoT Enabled & seamless integration across platforms and solutions
- Data driven Analytics

WHAT IS MICROSOFT DYNAMICS 365 ?

Microsoft Dynamics 365 is unique, powerful business software that has the functionality and benefits of both customer relationship management (CRM) and enterprise resource planning (ERP). The platform includes applications that address the full range of business processes including Sales, Customer Service, Finance and Operations, Field Service, Marketing, Talent, Retail, and Customer Insights.

HOW DYNAMICS 365 IS UNIQUE TO RETAILING?

- Ease of access to real time information
- Omnichannel capabilities
- Global reach and localisation
- Mapping Customer Journey's to enable enhanced engagement
- Customer Insights that cater to what's important and relevant
- Accelerate Operational efficiency that keeps you on track with the strategy to prioritize growth
- Data that helps in tracking KPI
- Future Ready solution integrating all dynamics of business
- Cloud and on premises capabilities

WHY MICROSOFT DYNAMICS 365?

- Dynamics 365 for Retail helps retailers get ahead in today's competitive environment that drive their retail operations, deliver a connected employee experience, and delight customers with exceptional shopping experiences resulting in positive business impact
- Real time data information at your finger tips
- Cloud based solutions that reduces the cost of on premise infrastructure
- Microsoft PowerApps and Microsoft Flow allow self-service customization and improved mobility
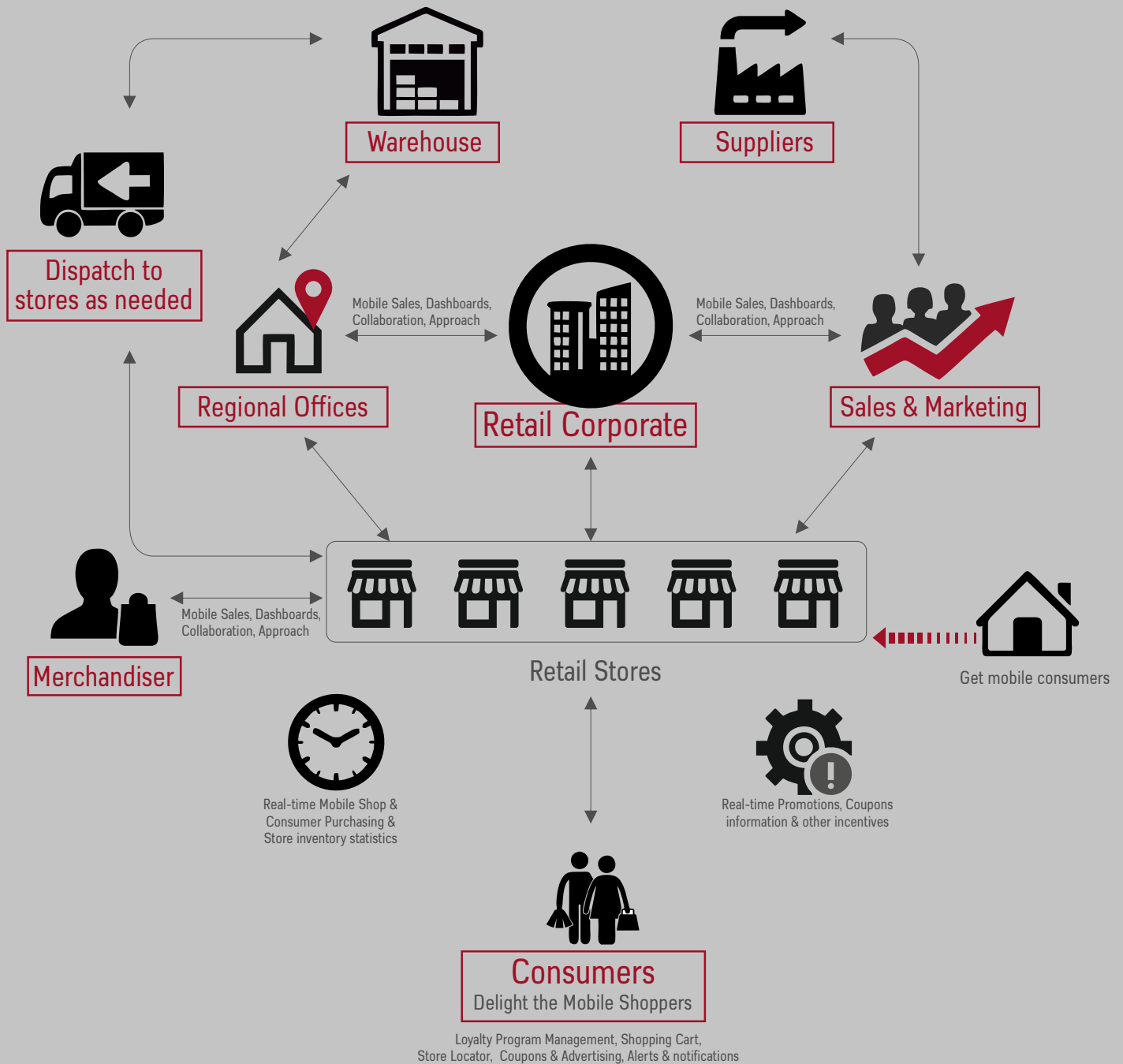

End-To-End Apparel Business Process

Powered by Microsoft Dynamics

- E-Commerce
- Financials
- Human Resources Management
- Merchandise & Assortment
- Allocation & Replenishment
- Supply Chain Management
- Store Operations
- Point of Sale (POS)
- Business Intelligence
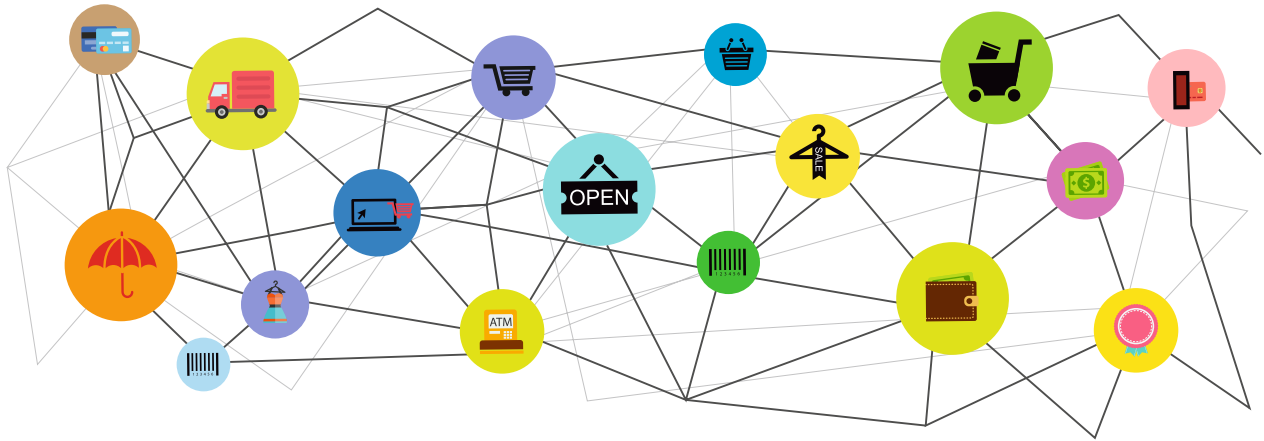- Customer Relationship Management

CHALLENGES OF RETAILING

- How to empower HQ users, Store managers and front line Operators ?
- How to tackle the omnichannel dilemma of accessing relevant data; inventory visibility and availability, security and payments.
- How to manage store level execution which may include managing day to day operations and labour or vendor management
- How to manage and drive sales seamlessly – online, instore, shipment
- How to streamline operations – supply chain and logistics
- How to build the Next generation experience for your shoppers consistently in the digital space

HOW DOES DYNAMICS RETAILING ANSWERS THE PAIN POINTS?

Microsoft Dynamics maps and integrates your key business operations seamlessly: Makes each function talks to each other
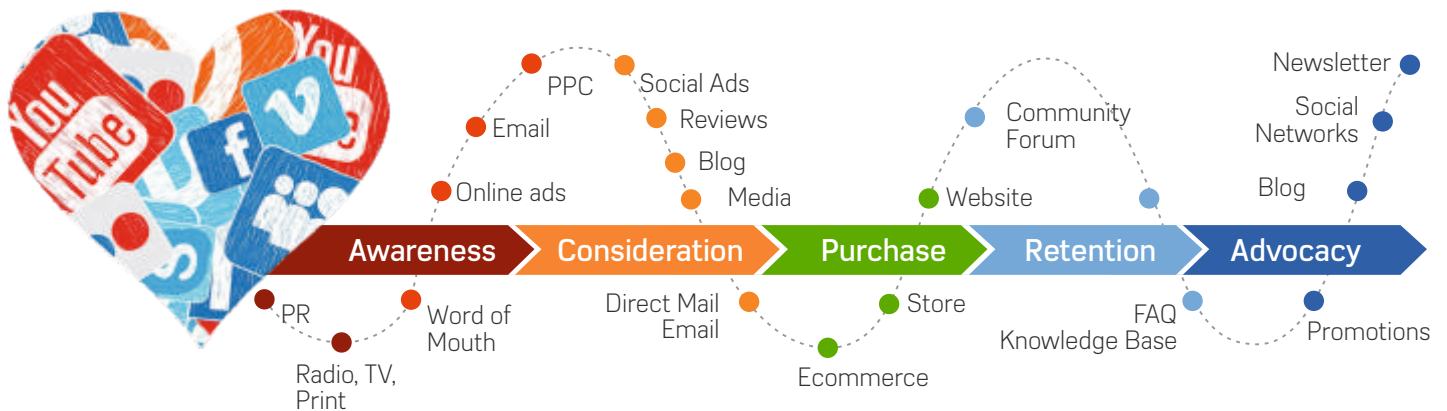

Warehouse

Suppliers

Dispatch to stores as needed

Regional Offices

Mobile Sales, Dashboards, Collaboration, Approach

Retail Corporate

Mobile Sales, Dashboards, Collaboration, Approach

Sales & Marketing

Merchandiser

Mobile Sales, Dashboards, Collaboration, Approach

Retail Stores

Get mobile consumers

Real-time Mobile Shop & Consumer Purchasing & Store inventory statistics

Real-time Promotions, Coupons information & other incentives

Consumers
Delight the Mobile Shoppers

Loyalty Program Management, Shopping Cart, Store Locator, Coupons & Advertising, Alerts & notifications

Microsoft Dynamics provides you with seamless Omnichannel and commerce excellence

Empowers Retailers to service empowered shoppers

CONSUMER JOURNEY MAPPING

Awareness → Consideration → Purchase → Retention → Advocacy

PPC
Social Ads
Email
Reviews
Online ads
Blog
Media

Newsletter
Community Forum
Social Networks
Website
Blog

PR
Word of Mouth
Direct Mail
Email
Store
FAQ Knowledge Base
Radio, TV, Print
Ecommerce
Promotions

Microsoft Dynamics gives a real view of resources and process to handle costs around functions of replenishment, order management, warehouse and transportation logistics

MODULE AND KEY FEATURES

Products & Variants

Barcodes

Labels

Mass Updates and Bulk Editing

Product Kits

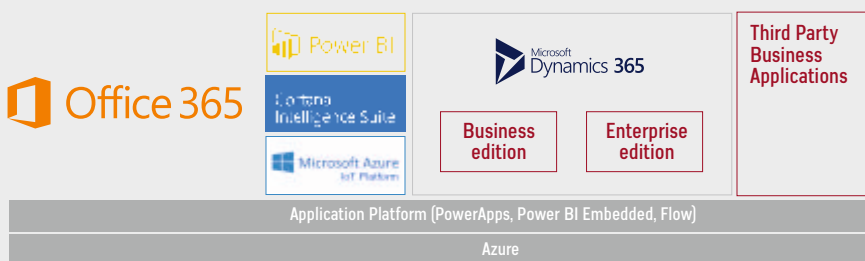**Attributes Framework**

Catalog Management

Assortment Management
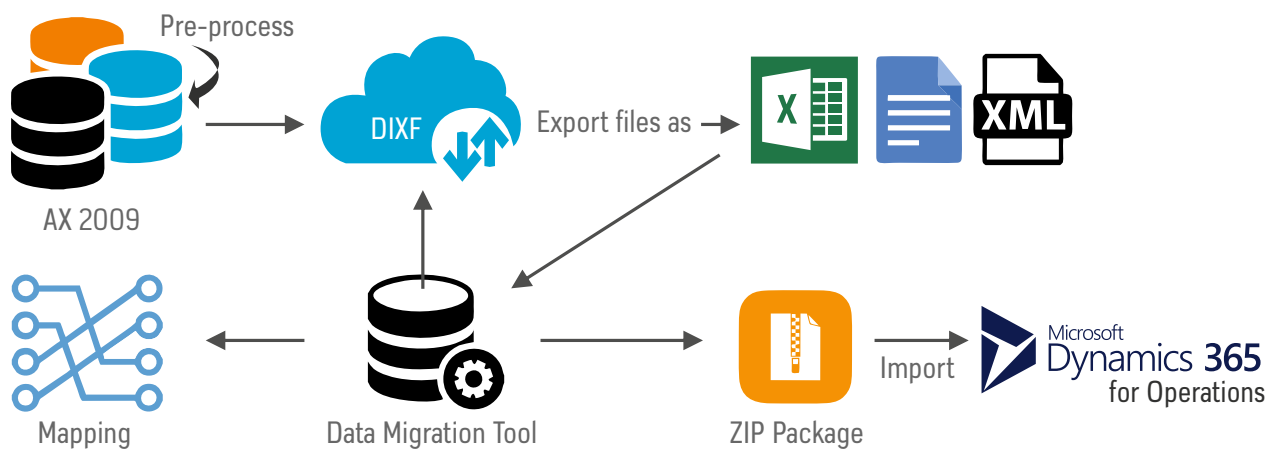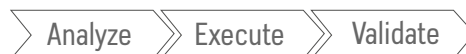
Pricing & Discounting

Microsoft Dynamics helps create a digitized operations around your retail outlets and store operations to enable interactive displays, assisted selling, assortment & Catalog management, merchandising and planning

MICROSOFT APPSOURCE

Power BI

Cortana Intelligence Suite

Microsoft Azure IoT Platform

Office 365

Microsoft Dynamics 365

Business edition

Enterprise edition

Third Party Business Applications

Application Platform (PowerApps, Power BI Embedded, Flow)

Azure

Microsoft Dynamics Retail helps create digitized workplaces by promoting access to data that is actionable to achieve more

Upgrade to Dynamics 365 for Retail

Analyze 〉 Execute 〉 Validate

Pre-process

AX 2009

DIXF

Export files as

XML

Mapping

Data Migration Tool

ZIP Package

Import

Microsoft Dynamics 365 for Operations

Korcomptenz Capabilities on MS Dynamics

- Korcomptenz has been providing Microsoft dynamics services for over **10+** years to almost

- **5** Fortune 100 companies, with continually serving them repeatedly. Our commitment is to work for your success—we strive to identify the ideal solution for your specific needs, engage the best possible resources with the right skills and experience, and deploy it an optimal fashion to realize the highest possible return on investment

SYSTEMS OF ENGAGEMENT

- Omni-channel Commerce
- Dynamic promotions
- Multi-channel order fulfilment
- Loyalty Management

ENTERPRISE EFFICIENCY

- ERP Implementation
- Application Upgrade
- POS solutions
- Merchandise Analytics

IT COST MANAGEMENT

- AMS
- L1, L2 & L3 Support
- Network Support
- Infra-structure support

WE'RE HERE TO HELP

KORCOMPTENZ is your total technology transformation partner, helping you engage your customers and prospects, enable your business, and accelerate your results. Request a consultation to learn more about our web and marketing technology services, business management solutions, mobile apps and custom development, and infrastructure management services.

Request a Consultation ⊕

KORCOMPTENZ
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