

Empowering
Retailers to
be dynamic
and deliver
a “complete
shopping
experience”



Stats...

86% of consumers will pay more for a better customer experience ¹

56% of consumers research a brand on Facebook before purchasing ²

90% of consumers regularly research products online before buying them ³

23% of brick and mortar sales are influenced by their website ⁴

75% of consumers said product information found on social channels influenced their shopping behavior and enhanced brand loyalty ⁵

74% of customers leave if a website doesn't load on their smartphone in 5 seconds ⁶

71% of customers go online first whenever they have a problem with a product even though stores remain the source of more than 85% of retail's aggregate revenue ⁷

Empowered Consumer

Today's consumers are taking charge of their shopping experience – using their preferred devices and channels to become informed and empowered before they even engage with retailers. For example, shoppers have easy access to peer reviews and can both solicit and share opinions and experiences via web and social throughout the shopping experience. And they expect a unique, personalized and seamless experience while keeping their identity and data secure.

This leads to a much more complex relationship between retailer and consumer as consumers expect each point of engagement with a retailer to be connected and consistent.

The boundaries between virtual and physical space are becoming blurred in this omni channel environment. The focus of the retail experience has expanded well beyond the walls of the retailers' physical store and can include multiple channels such as catalogs, call centers, mobile commerce,, online and social networks— indeed, shoppers are engaging with retailers and products in so many more ways than they did in the past..

The challenge for retailers becomes staying relevant and compelling to their increasingly connected audience today while also reaching new audiences.



Retailer Response

To survive and thrive, retailers need to adapt and put the customer at the heart of their shifting businesses – whether shopping through traditional brick and mortar stores, or catalogs, call centers, and online. Retailers can no longer treat different channels as separate businesses with separate systems and managed by separate teams, which can result in lack of visibility across channels and an inability to follow and track customers as they move across different channels. A single, integrated strategy for driving compelling customer experiences while controlling costs has now become the standard. But realizing this requires strategic focus across multiple areas of the business.

Thriving in this new retail reality means retailers need to be more connected, more empowered, and more proactive than ever before. In a word, they need to be dynamic in order to:

Engage Customers: Globally reach connected customers how, when, and where they shop.

Ready employees: Increase employee productivity and effectiveness and help their most valuable asset—people—to provide the best possible customer service experience.

Expand rapidly: Anticipate trends and capitalize on opportunities through a 360-degree view of the business. And all this while protecting customer data at every interaction point.

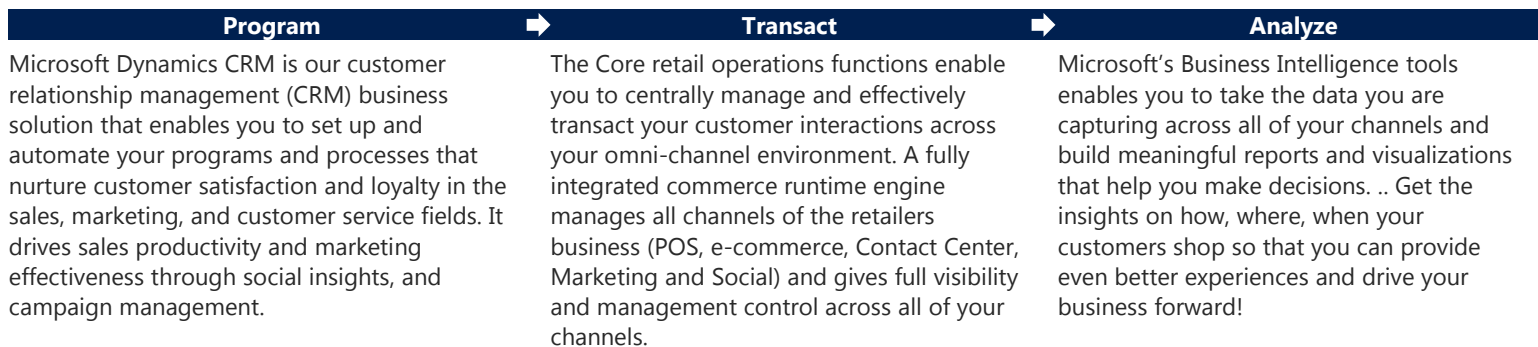
Microsoft Dynamics for Retail

Microsoft Dynamics for Retail is a modern, unified retail solution that reduces complexity for retailers, allowing them to focus on connecting with customers and empowering their employees across all channels. It empowers organizations to deliver a complete shopping experience—personal, seamless, and differentiated—by helping them with a single view of the business.

Microsoft Dynamics for Retail provides customer engagement capabilities that include store operations, channel management, order management, marketing and care, and business intelligence and also more back office capabilities like procurement and financials in an end-to-end solution delivering full visibility across the entire business operation while empowering users. These capabilities can be implemented as a comprehensive end-to-end solution or as individual business functions to complement existing technologies—allowing retailers to select the option that makes the most sense for them.

Retail Functions

We have you covered – from front office to back office, from designing your customer touch programs and driving transactions, and all the while, gathering data on those transactions so that you can analyze and make informed decisions to drive ROI.



Core Retail Deep Dive

Channel

Manage multiple channels seamlessly to achieve unprecedented customer centricity while also being able to create new and compelling customer engagement and loyalty scenarios.

Point of Sale (POS)

Superior store systems consolidates customers' purchase intelligence such as sales history, transaction details and wish list, and provides the right information at the right time for sales associates to better guide and recommend their customers based on purchase patterns and preferences.

- Transaction, Gift, Loyalty Processing
- Cash and drawer management
- Customer data capture, Purchase History, Wishlist, Recommendations
- Inventory Receipt, Reporting, Stock Counts
- Clientelling

e-commerce

Take your e-commerce strategy to the next level with a fully integrated online storefront with search-based technology that offers accurate, timely, consistent performance.

- Web Content Management and Site Development
- Destination based taxation
- Reserve and collect
- Dynamic Refiners and Recommendations
- Real-time Inventory Updates and Catalogue Management
- Shopping Cart, Payments

Marketing

Easily plan, execute, and measure campaigns from start to finish. Bring your marketing vision to life—engage customers with personalized, multi-channel campaigns, build pipeline, and demonstrate the impact of your marketing.

- Content & Spend Management
- Execution Planning
- Campaign Nurturing and Automation
- Media Buying and Planning

Contact Center

Use the Contact (or Call Center) for order entry, order processing and order fulfillment. Retailers can offer mail order catalogs to their customers and manage this streamlined channel.

- Case and Claim management
- Contact Center, Self-Serve, Mobile, Chat
- Portals, Social, Knowledge Base

Social

In today's social and mobile world, businesses need to move faster and share knowledge more broadly than ever before. They also need to connect to customers on their terms, which means including social channels in your omni-channel strategy.

Social insights can facilitate amazing customer experiences, ensuring that messages resonate while highlighting trends that impact your brand.

- Implement promotions, discounts, coupons, and more via social sites
- Monitor, publish content, knowledge management, brand awareness

Retail Operations

Achieve real-time operational excellence and insights by connecting your warehousing, stores, online business, POS, and head office.

Store Operations

Can help you track inventory real time, maintain accounts receivables, keep customers coming back with customer loyalty, save time by maintaining labor records, track layaways, track work orders, back orders, sales orders, quotes and much more:

- Statements and cash reconciliation
- POS Profile & UI Management
- Loyalty Execution and Program Management
- Pricing, Promotions and Offer Management
- Store configuration and Assortment Management

Supply Chain & Logistics

To have control, you need to know a real time view of your business and products. And with control, you can have more efficient people and processes, a better handle on costs, happier customers and, ultimately, greater profits.

- Buying
- Replenishment
- Order Management
- Warehouse, Transportation Logistics

Sales Force Automation

Win faster by making every customer conversation more relevant, valuable, and productive. And you can sell more with better insight, understanding, and pipeline confidence.

- Lead/Opportunity and Account Management
- Pipeline management, prospecting
- Sales order processing

Platform Benefits

When you invest in a retail solution from Microsoft, it means that as well as class leading capabilities for your industry you are also able to leverage all of the benefits of a microsoft platform..

Business Intelligence: Take the data you are capturing across all of your channels, combine it with data from other data sources and put into meaningful visualizations and reports to drive your business forward and turn insight into action. Simply put, get to know your customer better and see more clearly how your company is performing. You'll have a wealth of insights presented through familiar self-service capabilities, dashboards and reports. Our role-tailored, personalized dashboards are designed specifically for individual jobs, so people get the information most relevant to them. We put the data that they need at their fingertips—literally—providing them with the right information, at the right time helping them to convert insights into impact.

Workflow: Leverage Windows Workflow Foundation and enable users to create system or human workflows in Dynamics AX. Windows Workflow Foundation can be used to solve simple scenarios, such as showing UI controls based on user input, or complex scenarios encountered by large enterprises, such as order processing and inventory control thus removing some of the manual operations inherent in there types of processes.

Mobile Solutions: Having access to the same line-of-business applications you rely upon in the office while you're away is a critical component of many companies today. Mobile access to these applications was once a competitive advantage—now it's a business essential. For those organizations with field sales, mobile professionals, mobile service technicians, or support staff, connected mobile solutions based on Microsoft Dynamics and the Windows Mobile platform create greater efficiencies, help open new business opportunities, drive increased productivity, and reduce costs. Mobile solutions for Microsoft Dynamics provide a familiar, flexible, and financially compelling mobile solutions platform.

Interoperability: Microsoft Dynamics and other Microsoft products and technologies are built to deliver pervasive interoperability, giving users a consistent, familiar experience, seamless interaction with Microsoft Office delivering improved collaboration across the extended supply chain.

Beyond Traditional Retail Functions

Dynamics for Retail not only includes the core retail operations functionality but you can also deploy extended business functions such as Procurement & Sourcing; Manufacturing and Transport & Warehouse Management and extend your business to include CRM functionality

Deployment Flexibility

Customers can deploy a complete solution to run their entire retail operation or they can deploy specific business functions with the option to expand into others later. Unlike the best-of-breed approach where multiple solutions, have to be integrated middleware causes an added layer of complexity and disconnect,, Microsoft Dynamics offers a more accurate, timely, and consistent user experience with a single data model, business rules, and architecture. Start with the components most critical to your business, and proceed at the pace that's right for you. Microsoft Dynamics can be deployed on the cloud, through third party hosted partner clouds or Microsoft Azure via Infrastructure as a Service (IaaS), bringing customer's true choice and portability between on-premises and private cloud deployments, along with all the benefits and security features that come with the world-class Microsoft Azure service.

Take advantage of the solution's flexibility: extend it quickly and easily to new locations and geographies as your business grows. Perform some operations in the cloud, others on-premises. It's all part of the unique differentiation of Microsoft Dynamics for Retail that will enable you to differentiate your business with customers.

Partner

Microsoft Dynamics is delivered through a global network of partners with deep vertical experience. These business partners can provide you with assistance tailored to your specific needs—from solution selection, to planning and design, to customization and configuration, to implementation, training, and ongoing support. This means you can get world-class business solutions from professionals who understand how your business works. To find a local Microsoft Dynamics partner and solutions for your business, visit <http://dynamics.pinpoint.microsoft.com>



Services

Microsoft Services is the consulting and enterprise support division of Microsoft. Microsoft consultants help businesses around the world maximize return on their investment in Microsoft products and technologies. This means helping with deploying and optimizing IT, as well as helping businesses move forward with IT initiatives that deliver the most business value. Microsoft Dynamics solutions for retail are a specific area of focus for Microsoft Services, who can offer a number of options to organizations interested in Microsoft project management, Microsoft solution deployment, or supplemental support of a Microsoft Dynamics partner. For more information: <http://www.microsoft.com/services>

Why Microsoft?

Microsoft Dynamics for Retail is a widely available global retail solution. Deployed in more than 38 countries, customers include [Ashley Furniture](#), [Delta Air Lines](#), [Jean Coutu](#), [Sally Beauty Holdings](#), [Fanatics](#), [Kathmandu](#), [Ted Baker](#), [Clas Ohlson](#), [iBaby](#), [Weird Fish](#), [Spendless Shoes](#), [Bombay Dyeing](#), [SSIPL Case Study](#) and more.

Microsoft Dynamics for Retail provides greater ease of use, ease of integration, and low total cost of ownership (TCO)—all of which plays well with the businesses today that are dynamic and changing entities, requiring flexibility from their retail applications.

- With R&D investment of US\$10 billion annually, there is significant technology innovation to be shared and leveraged across the entire Microsoft portfolio that focuses on enabling retailers be successful.

Conclusion

We've designed Microsoft Dynamics for Retail to address the critical scenarios that drive retailing today, while making it possible to innovate and be ready for the future. Unlike retail software built to solve the problems of the past, Microsoft Dynamics for Retail is a modern, unified technology offering that reduces complexity for retailers. So they can focus on what matters most – connecting to customers, empowering their people, and delivering on the brand promise through excellence in execution.

As the most widely available, end to end, global retail solution today, retailers are able to scale and grow with consistency across a diverse range of channels, continuously delivering highly personal, differentiated, and yet seamless experiences for their customers. And, with an industry-leading release cadence, retailers can count on innovation and always be ready for 'what's next'.

Learn More about Microsoft Dynamics for Retail at: retail.dynamics.com



Sources

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⁵ The New Digital Divide: www.deloitte.com/us/DigitalInfluence

⁶ How One Second Could Cost Amazon \$1.6 Billion In Sales – Fast Company, March 15th, 2012

⁷ WebPro News: Twitter, Facebook Becoming Popular Tools for Customer Service May 2012