CONNECT THE DOTS.

THE CONNECTED RETAIL EXPERIENCE

Empowering Employees, Reinventing Customer Interactions

avanade®
Results Realized

Retail will change more over the next five years than the last 50 years.

Source: Operating Seamlessly: Integrating Operations to Deliver the
Non-Stop Customer Experience, Accenture, 2013

SOCIAL SHARING

DIGITALLY CONNECTED CONSUMER **DIGITAL BUSINESS**

NON-STOP CUSTOMER BUYING JOURNEY FOCUS ON CUSTOMER EXPERIENCE

BIG DATA CUSTOMER INTIMACY

GREATER COMPETITION **REAL-TIME**

PRICING MOBILE PROLIFERATION **OFFERINGS**

FLEXIBILITY **WEBROOMING** ELASTIC SUPPLY CHAIN

STORE AS **24x7 SHOPPING**

A DELIVERY CUSTOMER-CENTRIC MERCHANDISING

HUB

DEEPER PERSONALIZATION

EMPOWERED EMPLOYEES

SEAMLESS CHANNELS

OMNI-CHANNEL

Your customers are changing how they make purchases — their shopping journey is very dynamic, connecting with your business through a variety of channels, from online to mobile to store to social in the blink of an eye.

Millennials are 1.5X more likely than other generations to increase the frequency of their mobile purchases going forward.

Source: Accenture Seamless Retail Consumer Survey, Accenture, November 2012.

To support their non-stop and dynamic buying journeys, your customers want your sales channels to properly respond – whenever and wherever they want to buy.

The #1 way retailers can improve the shopping journey is by properly integrating their sales channels.

While using multiple channels to shop is important to your customers, they still place high value on your physical stores as a place to connect with your brand and complete purchases.

89% of consumers say the store is the easiest channel to complete a purchase.

60% of consumers will pay more for a better customer experience.

Today, value for your customers is not defined by price alone... Value is generated by their customer experience across the entire shopping journey.

Receiving greater value is so important to your customers that they are willing to share personal information to get it.

73% of consumers prefer to do business with retailers who use personal information to make their shopping experience more relevant.

47% of shoppers reported better experiences when store associates consulted technology tools, like tablets, for real-time product information.

For your customers, technology is playing a more important role in enhancing their experience and creating value.

What your customers are really looking for is a connected retail experience:

Consistent Engagement creating an easy, brand-consistent shopping experience regardless of channel

Seamless Shopping delivering an end-to-end shopping experience that feels connected and seamless across channels

Personalized Attention providing personalized offers, promotions, and service across channels

Memorable Interactions enriching the overall customer experience before, during, and after a sale.

Simply, delivering a connected retail experience greatly impacts brand advocacy and loyalty – big influencers of your success.

The average customer mentions brands 90 times a week with family, friends and co-workers. Brand loyalty directly contributes to 38% of profit margin.

Source: Business2Community; 15 Social Media Statistics That Every Business Needs to Know, Erin Richards-Kunkel, February 26, 2013

Source: Customer Relationship Management: Marketing Mastery Matters, Accenture, 2007

AVANADE HELPS RETAILERS REDESIGN HOW THEY WORK TO DELIVER A CONNECTED RETAIL EXPERIENCE.

We focus on empowering your employees...

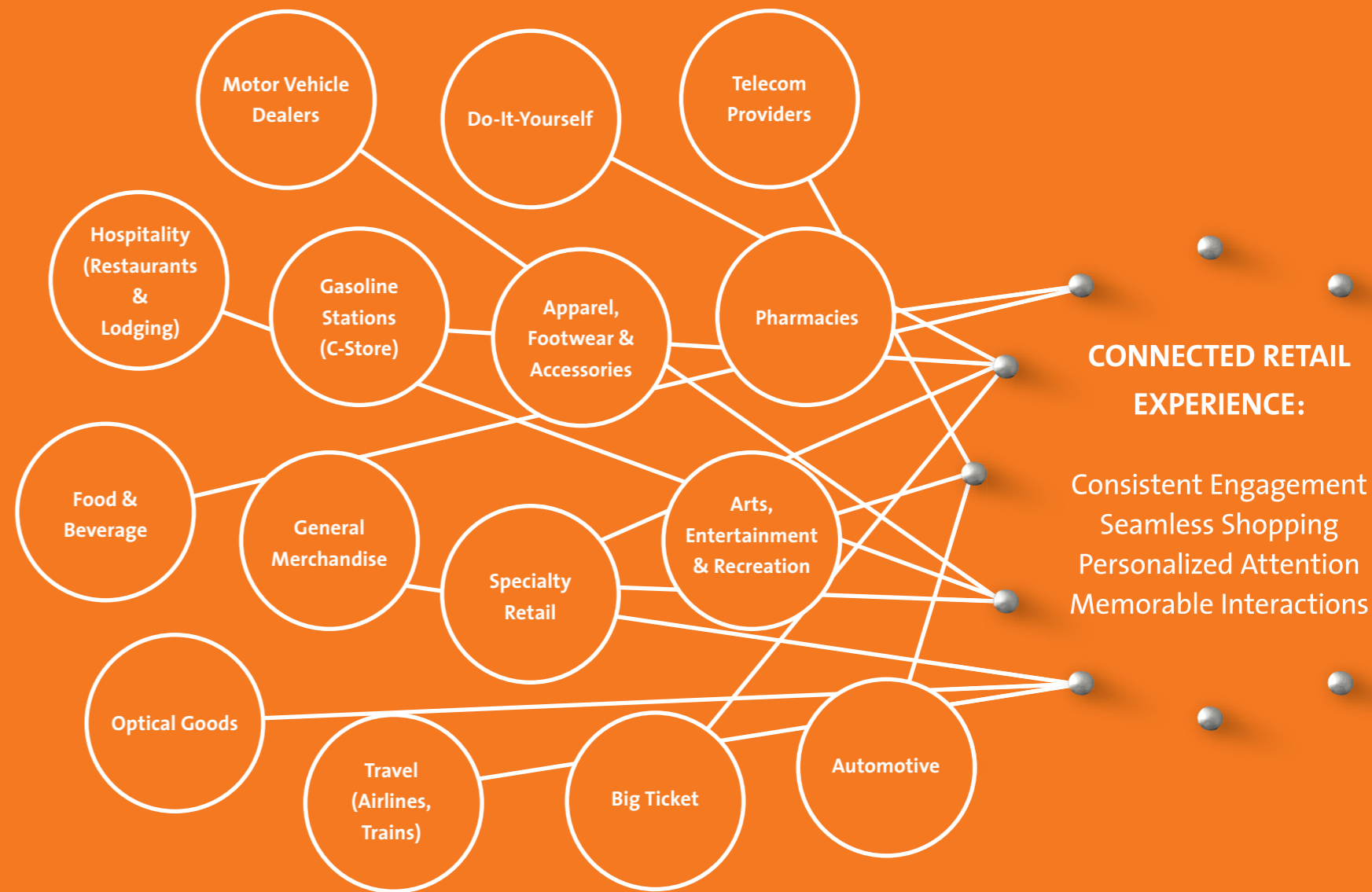*...to reinvent how you interact with your customers*

Leveraging Microsoft Technology & Accenture Insight

We provide innovative retail solutions rooted in leading retail practices.

We create new and truly differentiating ways for you to enrich and elevate the customer experience.
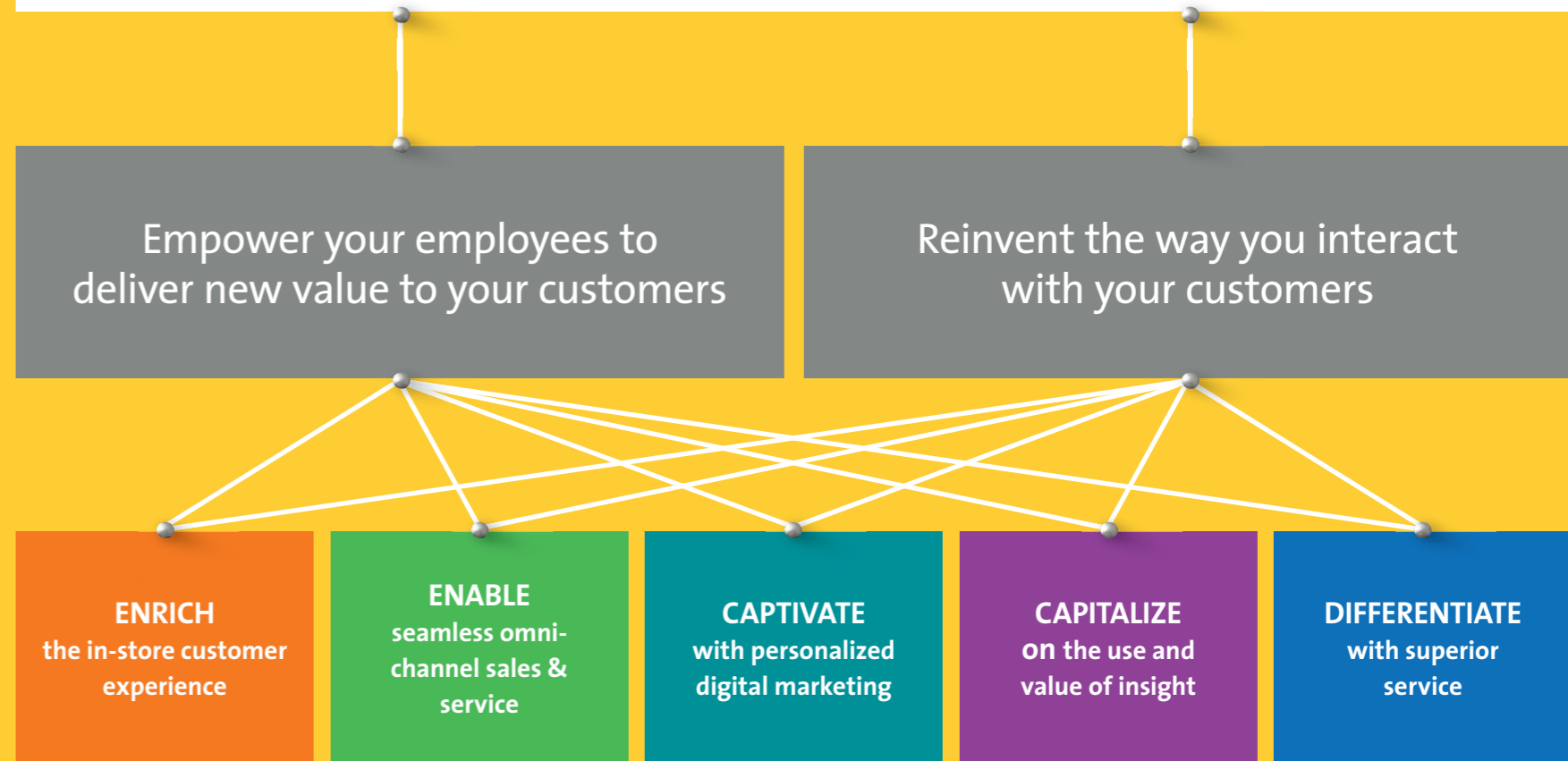

- Motor Vehicle Dealers
- Do-It-Yourself
- Telecom Providers
- Hospitality (Restaurants & Lodging)
- Gasoline Stations (C-Store)
- Apparel, Footwear & Accessories
- Pharmacies
- Food & Beverage
- General Merchandise
- Specialty Retail
- Arts, Entertainment & Recreation
- Optical Goods
- Travel (Airlines, Trains)
- Big Ticket
- Automotive

CONNECTED RETAIL EXPERIENCE:

Consistent Engagement
Seamless Shopping
Personalized Attention
Memorable Interactions

Avanade leverages a unique partnership with Accenture and Microsoft to help retailers deliver a connected retail experience

TECHNOLOGY

INSIGHT

Transformative business technology **from Microsoft.**

Power of 3 for retail

Retail industry insights and leading practices **from Accenture.**

Innovative solutions and proven delivery services **from Avanade.**

INNOVATION

We can help you deliver a connected retail experience by addressing five key business imperatives with our retail solutions:

Empower your employees to deliver new value to your customers

Reinvent the way you interact with your customers

ENRICH the in-store customer experience

ENABLE seamless omni-channel sales & service

CAPTIVATE with personalized digital marketing

CAPITALIZE on the use and value of insight

DIFFERENTIATE with superior service

ENRICH

THE IN-STORE CUSTOMER EXPERIENCE

Avanade applies innovative mobile, digital, and interactive technology connected with robust retail back-office capabilities to not only make your stores relevant, engaging, and personalized, but also to empower your store associates to make your stores a point of differentiation in your customers' minds.

Customer Spotlight

We helped one of the world's largest airlines deploy a retail point-of-sale and service solution, complete with advanced retail back-office capabilities for merchandising and inventory management.

This helped the airline enrich how it engages with customers in-flight, as well as turn its planes into stores to generate new revenue streams.
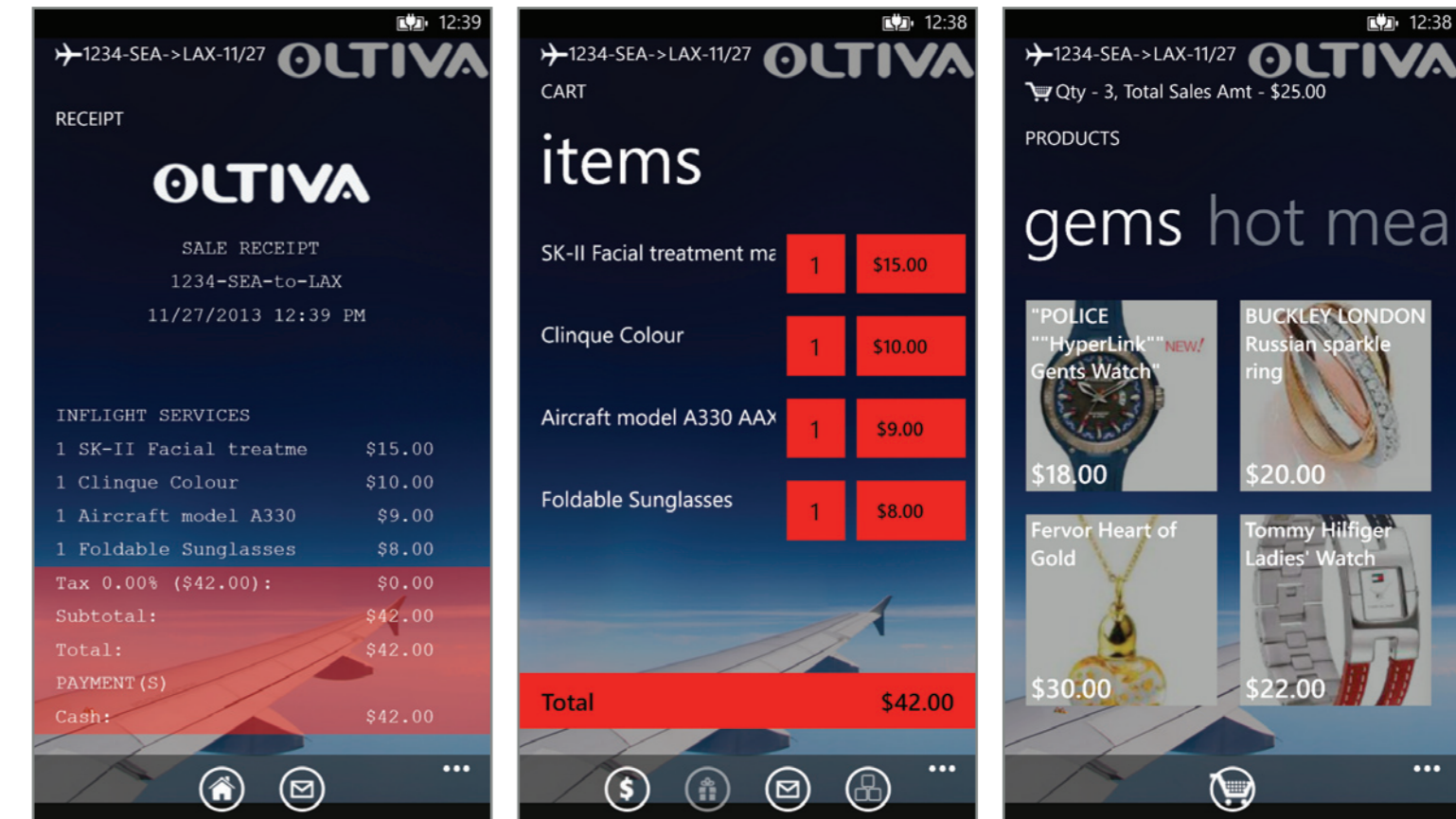
Mobile point-of-sale configured for easy and fast ordering and payment in-flight.

ENABLE

SEAMLESS OMNI-CHANNEL SALES AND SERVICE

Avanade can help you realize the operational excellence needed to profitably deliver an omni-channel experience that deepens customer relationships. Our retail management technology and leading industry practices help you redesign and integrate your front- and back-office processes to ensure the right products are provided at the right channel at the right price.

Customer Spotlight

We helped one of the world's largest retailers accelerate its omni-channel goals by deploying a multi-channel order fulfillment solution.

We integrated online ordering with in-store inventory and order management to enable customers to select in-store pick-up for online orders in over 3,000 stores.

Avanade Innovation: Assisted Selling

Assisted selling with omni-channel integration providing a complete history of customer transactions to stores associates.

CAPTIVATE

## WITH PERSONALIZED DIGITAL MARKETING

Avanade applies innovate digital marketing technology, from personalized multi-channel marketing to interactive digital displays and mobile marketing. These are designed to captivate your customers through new and engaging interactions that attract, educate, delight and ultimately convert interactions to sales -- across all of your digital channels.

Customer Spotlight

We helped a Scandinavian fashion retailer bring window shopping to life by delivering one of the first-ever interactive shoppable windows, complementing this retailer's multi-channel marketing strategy and offering a new and modern way to interact with its customers.

The solution enhanced sales by enabling customers to walk up to the window display and view the entire product catalog and make a purchase via their mobile phone without entering the store – perfect for captivating customers when the store is closed.

Avanade Innovation: Grab & Go Mobile Digital Marketing Solution
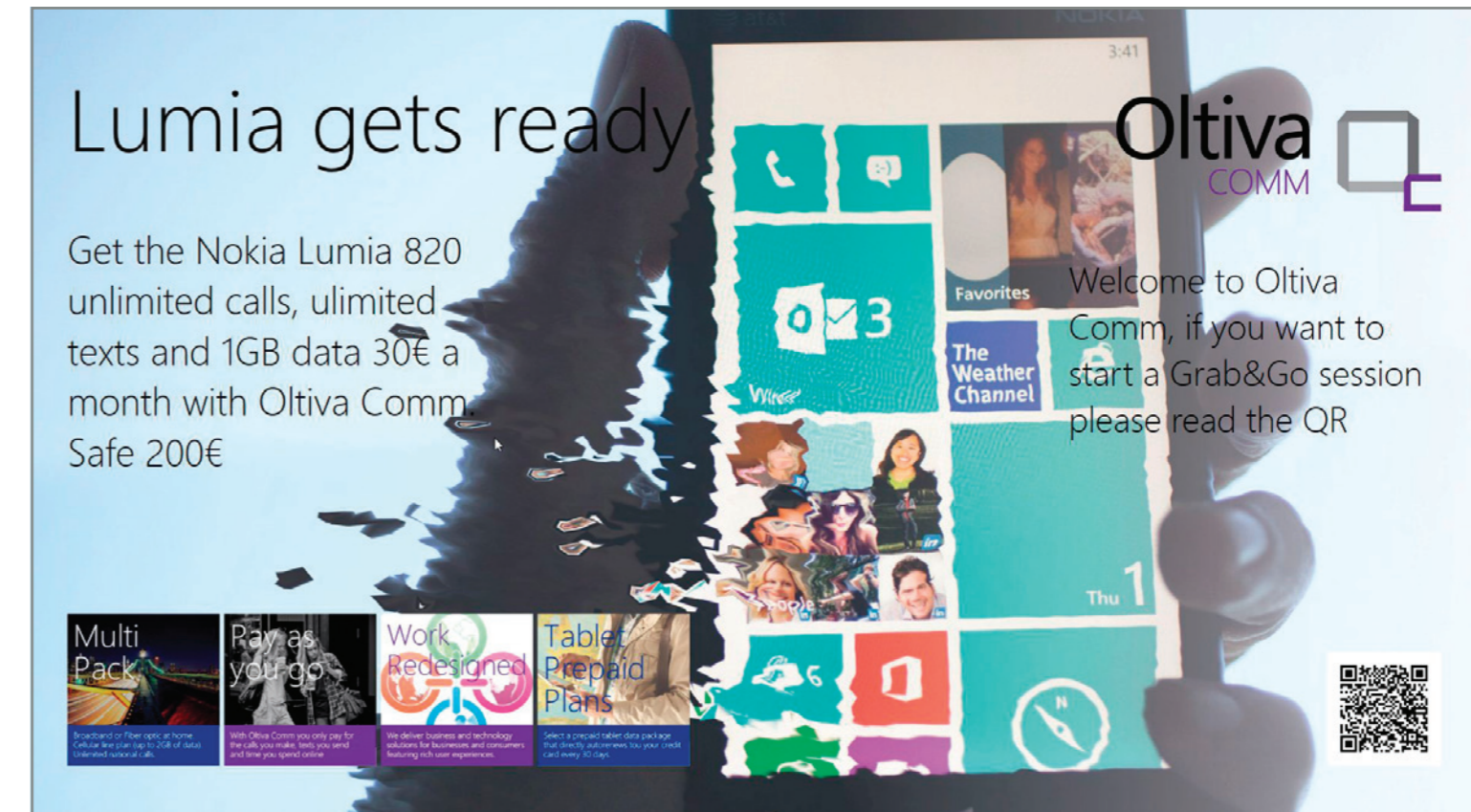
Grab and go allowing customer to download product information from a display to smartphone while in a store.

CAPITALIZE

ON THE USE AND VALUE OF INSIGHT

Avanade can help you apply sophisticated business analysis that turns data into actionable insight. We help you create business and customer insight from data gathered across your sales channels and business operations, and then apply this insight to drive personalization that enhances the customer experience and the operational changes that drive greater profitability.

Customer Spotlight

We helped a leading European retailer redesign its business intelligence layer to provide better customer and business insight via one information platform across the entire enterprise.

This retailer now benefits from increased insight and control over decisions with the ability of advanced analysis down to a very detailed level, based on up-to-date point-of-sale and other sales and operational data.

Avanade Innovation: Retail Dashboard
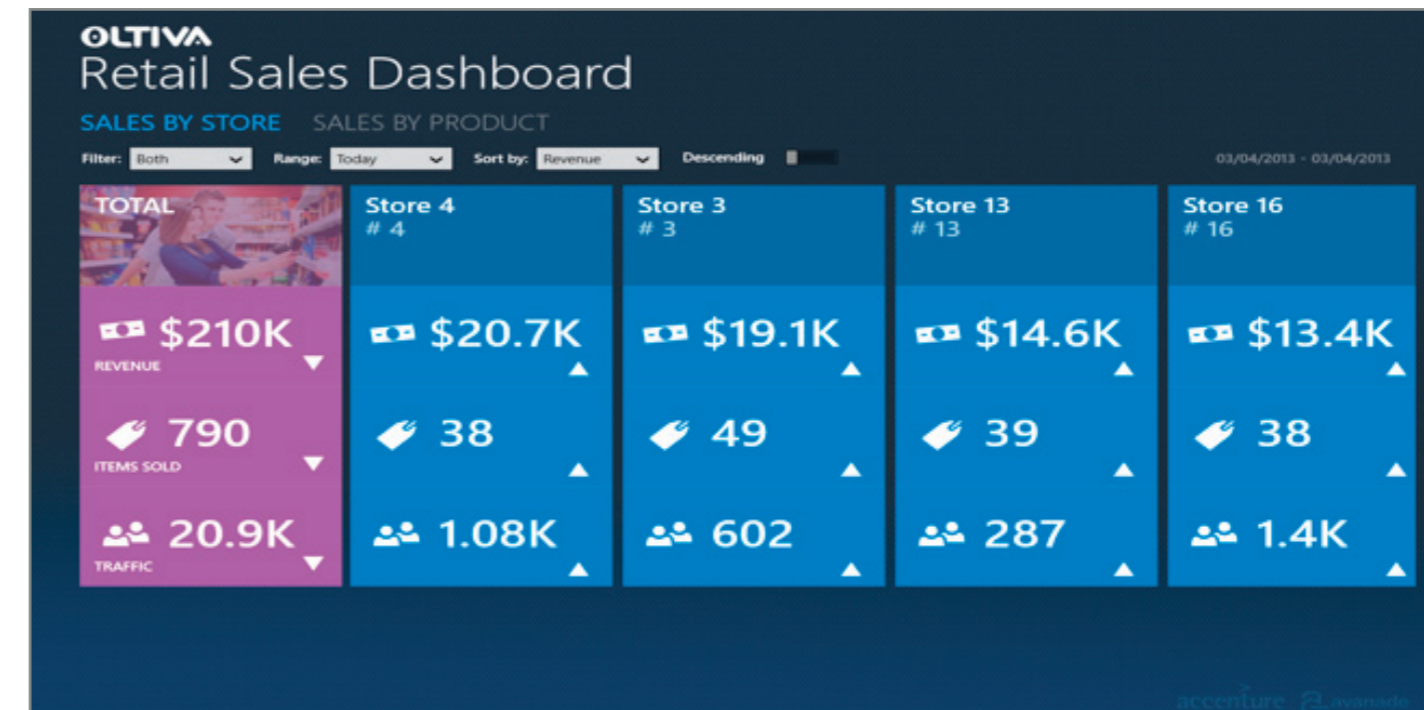
Mobile-enabled Retail dashboard providing fast information to retail store manager to make adjustments to improve the customer experience.

DIFFERENTIATE

WITH SUPERIOR SERVICE

Avanade can help you redesign your customer service and store operations processes through knowledge-rich and collaborative business processes. These enable quicker and more accurate problem-solving, ultimately helping to improve the customer experience. Our approach empowers your employees to realize the best results possible through anywhere, anytime access to knowledge, which is needed to expertly handle any customer inquiry or business problem.

Customer Spotlight

We helped a Japanese retailer redesign its in-store work processes to enable employees to spend more time supporting customers.

Through new knowledge and collaboration tools, store employees gain immediate access to customer, product, pricing, and inventory information as well as easier information exchange with headquarters to enable more accurate, efficient, and personalized interactions with customers.

Avanade Innovation: LiveChat Agent with CRM Integration

Live agent chat with store scheduling integration enabling real-time scheduling of in-store appointments.

Avanade solution portfolio for Connected Retail

Business imperatives

Empowering employees	Enrich the in-store customer experience	Enable seamless omni-channel sales & service	Captivate with personalized digital marketing	Capitalize on the use and value of insight	Differentiate with superior service	Reinventing customer interactions

Avanade business capabilities for retail

RETAIL MANAGEMENT
- Omni-channel sales & service
- Merchandising
- Product & pricing management
- Supply Chain Management
- Finance

STORE SOLUTIONS
- Assisted selling
- Mobile Point of Sale
- Digital displays
- Kiosks

DIGITAL MARKETING
- Multi-channel marketing
- Content management
- Mobile marketing
- Interactive displays

BUSINESS INSIGHTS
- Business intelligence
- Social insight
- Predictive analytics
- Behavioral monitoring

CUSTOMER SERVICE (CRM)
- Knowledge management
- Communication enabled business processes
- Contact center

Avanade services for retail

USER EXPERIENCE DESIGN	MOBILE APPLICATION DEVELOPMENT	BUSINESS PROCESS DESIGN	BUSINESS INTEGRATION	MANAGED SERVICES

Enabling capabilities

Microsoft technology	Accenture industry insight & leading practices

Avanade can help you realize a Connected Retail Experience that gives your customers what they want!

Enabling solutions & innovations ...
- Retail management
- Store solutions
- Digital marketing
- Business insights
- Business collaboration

... delivering on key business imperatives ...
- Enrich the in-store customer experience
- Enable seamless omni-channel sales & service
- Captivate with personalized digital marketing
- Capitalize on the use and value of insight
- Differentiate with superior service

... that redesign how you work ...
- Empowering employees
- Reinventing customer interactions

... to give your customers what they want!
- Consistent Engagement
- Seamless Shopping
- Personalized Attention
- Memorable Interactions

Our commitment to you

Focus on the user experience	Insight-driven solutions	Global delivery	Commitment to innovation
Our solutions are proven to provide simple yet compelling user experiences that will delight customers and enhance your employees' performance. We adapted our mobile point-of-sale solution to provide an easy-to-use and effective solution for use in-flight for an airline.	We leverage Accenture's decades of retail experience and insight to provide you with the best possible solution to differentiate your business in the market. Our retail management implementation program is based on leading retail practices gathered by Accenture.	With over 20,000 professionals in more than 20 countries, holding the most Microsoft certifications of any company, we have breadth and depth to deliver you a successful solution. We have delivered retail solutions from the US to Sweden, from Japan to South Africa.	We strive to find and offer the latest innovations that will create real results for your business. We delivered a shoppable window solution that helped a fashion retailer increase sales.

Together with our partners, Accenture and Microsoft, we have developed Avanade Connected Retail -- a portfolio of retail marketing, sales, and service solutions built on Microsoft technology and Accenture industry insight and leading practices.
Our retail solutions connect your customers and employees with the information and business processes that support a dynamic and omni-channel customer shopping journey -- one that brings the consistent engagement, seamless shopping, personalized attention, and memorable interactions your customers desire.

We help you deliver that Connected Retail Experience.
Our flexible approach allows you to apply the solutions and capabilities you need to redesign how you work – empowering your employees to reinvent how you interact with your customers.

avanade®
Results Realized

Microsoft

>
accenture
High performance. Delivered.

We're in a thought leadership frame of mind!

About Avanade

Avanade provides business technology solutions and managed services that connect insight, innovation and expertise in Microsoft® technologies to help customers realize results. Avanade, which is majority owned by Accenture, was founded in 2000 by Accenture LLP and Microsoft Corporation and has 20,000 professionals in more than 20 countries. Additional information can be found at www.avanade.com.

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