

Retail Reimagined

Avanade Digital Connected Retail
with Microsoft Dynamics 365



For Retail Companies



Everything is new

Avanade and Microsoft Dynamics 365 deliver a complete shopping experience, with a seamless and differentiating omnichannel solution that is digital, mobile and global.

Contents

- 03 Transform Your Retail Operations
- 05 Leverage the Digital Customer Journey
- 07 Build a Dynamic Retail Enterprise
- 09 Streamline Retail Operations
- 11 Offer a Digital Employee Experience
- 13 Create the Ultimate Customer Experience
- 15 Use the Cloud Your Way
- 17 Leverage Best Practices
- 19 Empower Your Workforce

Transform Your Retail Operations

Thrive in the Digital Age of the Customer

Digital transformation is changing the retail world. In the last decade, few industries have been impacted by rapid advancements in technology like the retail industry. Emerging platforms have created new channels to reach customers and given shoppers unprecedented access to product information.

The proliferation of personal devices - such as smartphones and tablets - is changing the shopping experience, both in-store and online. With several options on what and where to buy, consumers are empowered like never before. Retailers that want to thrive in this Age of the Consumer need to deliver customer experiences.

With Avanade and Dynamics 365, retailers are able to help better manage global expansion with flexible deployments, create seamless commerce and omnichannel experiences for customers, and improve merchandise management. In an era of the empowered consumer, Avanade and Microsoft are empowering retailers to create amazing customer experiences through intelligent operations, driving business success today and into the future.

We live in the age
of the empowered
customer.

Retail Reimagined:

Digital transformation is changing the retail world.

Key Industry trends in Retail:

Unified Commerce

- Mobile commerce
- Showrooming
- Webrooming
- Voice ordering
- Smart reordering

Platform Economy

- Transformation to the Cloud
- Flexible supply chain
- Leveraging Big Data

Personalization

- Artificial intelligence
- Empowering store personnel
- Clienteling
- Modern POS and Cloud POS
- Personalized promotion

Experience

- Digital in-store experiences
- Experience stores
- Augmented reality
- Chatbots



Leverage the Digital Customer Journey

With Intelligent Operations

Delivering exceptional customer experiences is essential to every retail organization in the age of the consumer. Your customers want to shop in any mode, on any device, and at a time convenient to them.

They want to move from social networks, to online stores, to in-store experiences in a seamless, integrated, and consistent engagement. Offering a frictionless and rewarding experience to your customers, regardless of their shopping style during the purchase cycle, is a key differentiator to keep them coming back.

Avanade and Microsoft Dynamics 365 enable you to offer the right tools to your customers and associates to enable this experience, whether it's the in-store experience, arming associates with intelligent tools to deliver exemplary service, or providing scalable computing through the cloud to enable high, but elastic, volumes of computing as customers use their own devices to transact.

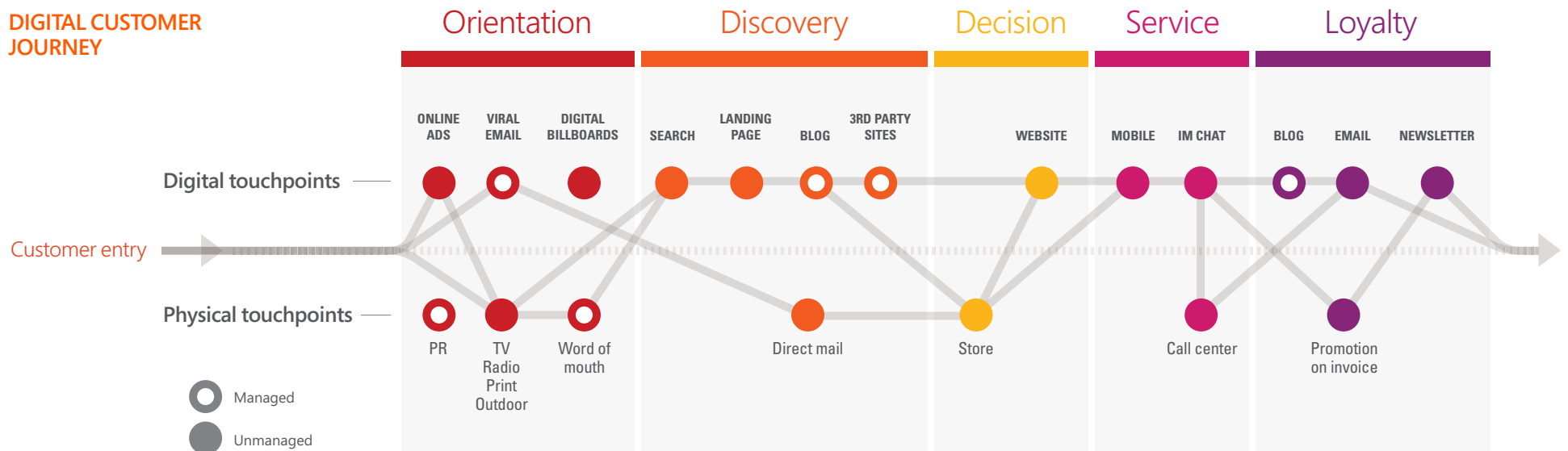
Avanade and Microsoft Dynamics 365 enable you to leverage the digital customer journey with intelligent operations.

Today, every customer is a digital customer.

The path to purchase used to be linear and predictable. Now, it is continuous as customers constantly re-evaluate their options.



DIGITAL CUSTOMER JOURNEY



Build a Dynamic Retail Enterprise

For a True Omnichannel Experience

Modern Retail is now digital. Customers and retail employees demand intuitive, engaging, informative solutions that make the shopping experience fun, rewarding and ultimately lead to a sustainable competitive advantage for you.

Seamless Commerce and Omnichannel Excellence

Customers want to shop on their terms – for what they want, where, when, and on the device of their choice as they move across multiple channels during their engagement with your brand. Arm your employees with modern, connected, mobile-enabled solutions that give them a 360-degree view of the customer, which allows them to operate with unprecedented levels of productivity and offer world-class customer service within and beyond the store.

Success in the digital age depends on retailers connecting Customer, Workplace and Operations strategies.

Digital Customer

Know your customer and serve them in ways they expect and ways you've never imagined.

Digital Workplace

Establish a digital culture that promotes engagement and informed actions across workforces to achieve more.

Digital Operations

Provide seamless and agile operations to enable digital retail across customers and workplace.

Avanade Digital Connected Retail:

Digital transformation of your customers, workplace and operations.



Service Excellence

Seamless and differentiating post-sale service

- Single view of the customer
- Contact center
- Click-to-chat
- Social CRM



Omnichannel Experience

Consultant and seamless shopping across online and offline channels

- Unified commerce
- Omnichannel fulfillment
- Single view of customer
- Digital marketing



Digitalized Store

Engage customers and employees using intelligent digital capabilities

- Interactive digital displays
- Assisted selling
- Store associate portals
- Employee collaboration



Actionable Analytics

Unify, enrich, unlock, and enable the use of data across the retail enterprise

- Digital enterprise analytics
- Digital marketing analytics



Streamlined Operations

Integrate and optimize operations to enable digital retail

- Supply chain management
- Procurement and sourcing
- Financial management
- Product data management



Agile Enterprise

Enabling the digital retail business at speed and scale

- Technology Infrastructure
- Cloud transformation
- Cloud Operations

DIGITAL
OUTSIDE

DIGITAL
INSIDE

Streamline Retail Operations

Optimize the Supply Chain for a Better Customer Experience

A great customer experience starts with an optimized supply chain. Avanade and Dynamics 365 streamlines your retail operations, supply chain and logistics to better serve the customer, enhance the customer experience and increase customer loyalty.

Enable Customers to Track Inventory in Real Time

Optimize your store operations and track inventory real time - keep customers coming back with customer loyalty. With Dynamics 365, customers can see what stores offer inventory and when they can receive their product. Inventory availability and visibility across channels is important to customers and key to driving conversion and the sale.

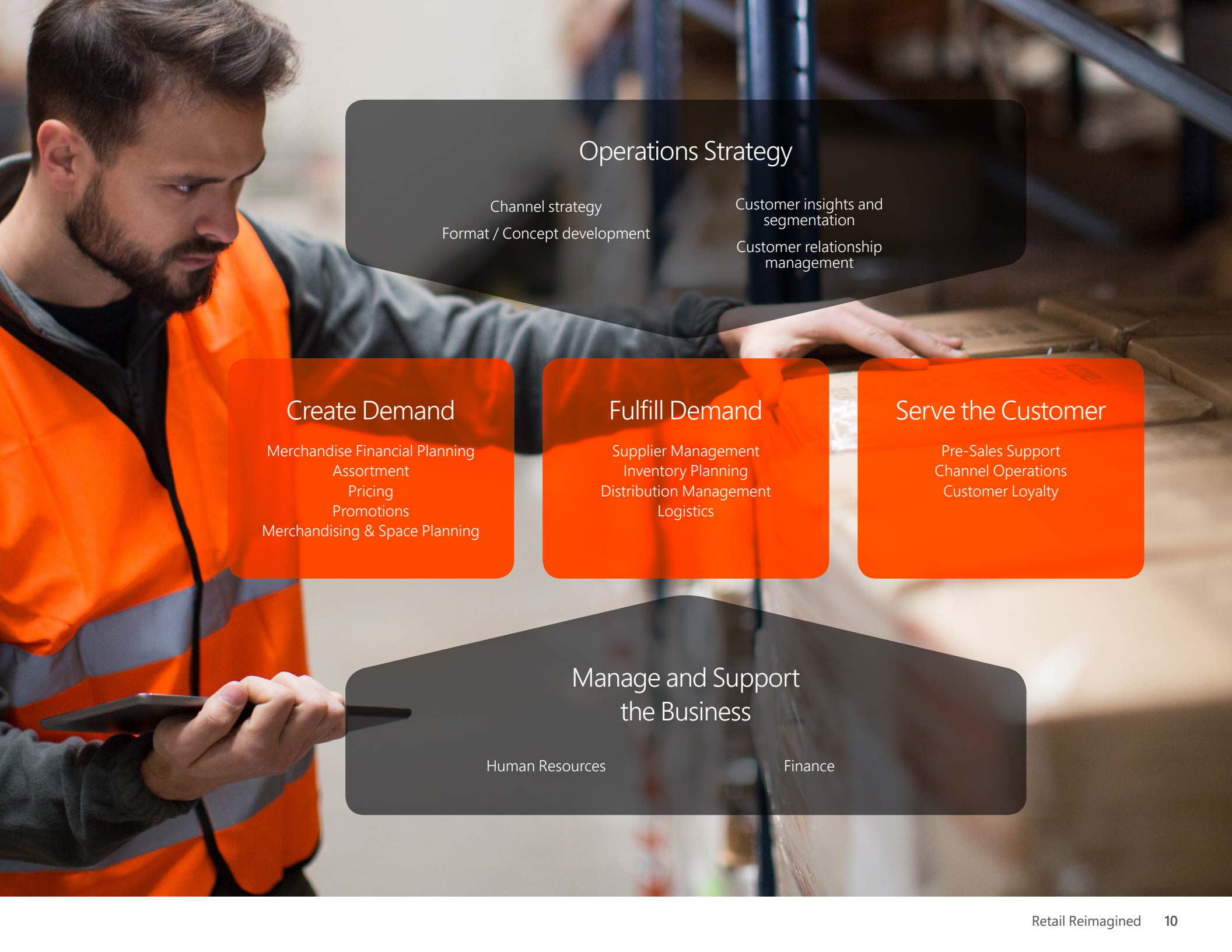


Avanade Advanced Store Replenishment for Microsoft Dynamics 365 is a retail replenishment, forecasting and inventory management solution that creates demand forecasts and automatic orders based on store selling histories. ASR is an of extension Dynamics 365. For more information visit [Microsoft AppSource](#)

Supply Chain and Logistics

A real time view of your organization and products gives visibility to people and processes in order to handle costs and provide more efficient customer service across these functions:

- Replenishment
- Order management
- Warehouse and transportation logistics



Operations Strategy

Channel strategy
Format / Concept development

Customer insights and
segmentation
Customer relationship
management

Create Demand

Merchandise Financial Planning
Assortment
Pricing
Promotions
Merchandising & Space Planning

Fulfill Demand

Supplier Management
Inventory Planning
Distribution Management
Logistics

Serve the Customer

Pre-Sales Support
Channel Operations
Customer Loyalty

Manage and Support the Business

Human Resources

Finance

Offer a Digital Employee Experience

Empower Store Personnel

Avanade and Microsoft Dynamics 365 deliver a complete employee experience. Rich modern point of sale (POS) and cloud point of sale solutions can be deployed in the way that makes the most sense for your business.

Workspaces, Dashboards, Mobile Devices

Each role in the retail operation has different technology requirements, from business development, bids, quotes and document storage to recruiting, scheduling and delivering. Dynamics 365 supports these requirements through workspaces and includes more than 30 workspaces out of the box. An end user can have many workspaces, each with a different purpose and all of which are readily accessible from the dashboard.

Microsoft Dynamics 365

is the next generation of intelligent business applications in the cloud.

Modern Point of Sale and Cloud Point of Sale

Modern POS consolidates customer purchase information, such as sales history, transaction details, and wish lists. Providing the right information at the right time on any device enables your sales associates to better assist customers and make recommendations based on purchase patterns and preferences.

Cloud POS functionality similar to MPOS can be used across platforms and browsers to help retailers easily activate remote POS stations and reduce deployment costs.



Benefits:

- Enable store personnel to provide in-store experiences that consumers have experienced in online shopping
- Get answers quickly with rich dashboards available on every device
- Turn insight into action and results

Personalization with Modern POS and Cloud POS

Dynamics 365 offers immersive mobile experiences anywhere, any time, and on any device providing a new enhanced shopping and store experience across all channels.

- Greater adoption and collaboration with Dynamics 365
- A new enhanced shopping and store experience across all channels
- Enable your people to be more productive with activity-based workspaces to provide a task specific experience, new user task guide, and integration with O365 productivity and collaboration applications
- A new guided user experience gets your people up to speed quickly with an easy-to-use, and familiar solution that looks and works like Microsoft Office 365
- Work faster, enable collaboration and get insights by seamlessly sharing information between Microsoft Dynamics ERP and Dynamics CRM, Office 365 and Power BI

Create the Ultimate Customer Experience

With Avanade and Microsoft Dynamics 365

Avanade and Microsoft Dynamics 365 deliver a complete shopping experience, with a seamless and differentiating omnichannel solution that is digital, mobile, and global. End-to-end capabilities, from merchandising, e-commerce, call center, marketing, and customer care can be deployed in the way that makes the most sense for your business.

Customer Engagement Capabilities

Dynamics 365 provides customer engagement capabilities that include store operations, channel management, order management, marketing and customer care, and business intelligence, along with more back office capabilities, like procurement and financials, in an end-to-end retail management solution delivering full visibility across the entire business. These capabilities can be implemented as a comprehensive solution or as individual business functions to complement existing technologies, allowing retailers to select the best option for them.

“We wanted to create an experience that was as seamless as possible, without any physical intermediary. Thanks to Kinect and interactive technology, we were able to share real-time data on suspended screens.”

Gabriele Tubertini, Cio, Coop Italia
Regarding the Supermarket of the Future solution delivered by Avanade with Accenture

Digital Retail for a true omnichannel shopping experience.



Digital Marketing

- Analytics
- On-site Personalization



Digital Sales

- Clienteling
- Beacons
- Assisted Selling
- Kiosks



Digital Commerce

- Mobile commerce
- Social commerce
- E-Commerce



Digital Service

- Omnichannel customer service
- Call Centers
- Loyalty Programs



Use the Cloud Your Way

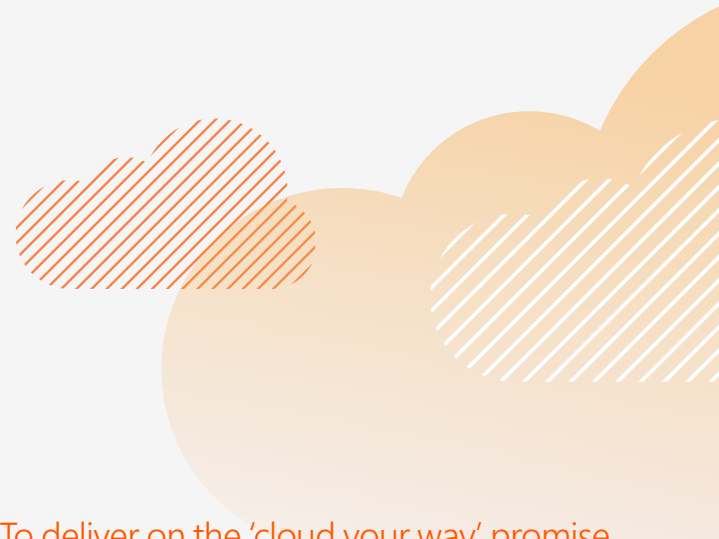
The Best of Cloud, On Premises and Hybrid Cloud

Every journey to the cloud is different and Avanade and Microsoft want to support all of them. The cloud should be fully enabled across both cloud and on premise environments for a true hybrid cloud that leverages the best of both worlds.

Retail companies today are seeking solutions that provide security and business continuity – and that can only be enabled by a hybrid cloud that gives you the ability to run business processes and store data across the cloud and your own data centers.

Promise of Cloud Your Way

Avanade and Microsoft are committed to delivering a solution that supports a 'cloud your way' strategy – for both companies that want a pure cloud system – to those that want a hybrid cloud strategy.



To deliver on the 'cloud your way' promise, Microsoft is making key investments in Dynamics 365 including:

- Elastic scale so the largest customers can run their complete business in the cloud
- World-class privacy, security and compliance to give you peace of mind that your information and data are safe
- Unmatched service experience that enables you to focus on what matters most to your business

Cloud Your Way: Bringing Together the Best of All Worlds



Cloud

The Best of
Public & Private Cloud

Scale
Self Serve
Sovereignty
Compliance
Trust Center
Microsoft Managed

The Microsoft-Managed Cloud – A Public Cloud with Private Cloud Capabilities

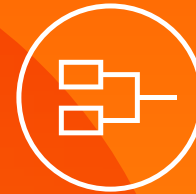
With the Microsoft-managed cloud you have a unique cloud offering – you get the best of public cloud for storage and elasticity and you get the best of private cloud with data sovereignty and security. Microsoft provides private cloud capabilities in a manner that is always Microsoft-managed.



On Premises

Mission Critical Processes
From Your Data Center

Local Data Residency
Disconnected Data Center
Customer Infrastructure
Business Continuity
Cloud-based ALM and Telemetry



Hybrid

The Best of
Cloud & On-Premises

Business Continuity
Processing
Data Residency
Intelligence and IOT
Big Audiences, Big Data

Subject to Microsoft
Roadmap confirmation

Leverage Best Practices

With Business Process Models Pre-Built for the Retail Industry

With Avanade, you get a jumpstart on time to value from your Dynamics 365 implementation with pre-built business process models and best practices developed built specifically for the retail industry.

RapidResults

RapidResults from Avanade is a unique business-process driven implementation solution that reinvents the way you implement Dynamics 365. RapidResults accelerates all project phases, delivers greater business value out-of-the-box and reduces total cost of ownership. RapidResults includes a model-based implementation, leading industry practices, business process templates, solution accelerators and embedded implementation tools.

Avanade RapidResults

- Business Process Models
- Pre-configured Application Components
- Common Data Model
- Application Framework
- Methods
- Capabilities

Avanade RapidResults

includes pre-built cross-industry and industry-specific business process models

Avanade RapidResults and Lifecycle Services work together



Setup Retail Category Hierarchy

Setup Hierarchy Type



Retail Product



Supplemental Retail



Retail Vendor



Channel Navigation

Define Hierarchy



Upload hierarchy from file?



Yes, upload from file



No, create hierarchy nodes

Benefits of RapidResults:

- Deliver greater business value out-of-the-box
- Standardize more processes so you can differentiate others
- Increase implementation speed up to 25%
- Improve quality control and assurance
- Reduce implementation costs
- Reduce TCO by up to 25%
- Minimize the requirement for complex customization

Empower Your Workforce

From the C-Level to the Store

Modern ERP is redefining the way retail companies operate in the digital age.

Drive Business Performance

At the heart of every organization are the people who make things happen. The most successful companies are powered by individuals who are contributing fully, able to make a difference, and committed to their organization's success. To succeed in the competitive retail industry, you need to enable your workforce to drive significant impact.

With Avanade and Dynamics 365, you can empower your workforce with data insights and collaborative ways of working to make smarter decisions, drive business performance and deliver exceptional customer experiences.

"The point of sale device was a great partnership between Microsoft, Avanade and AT&T. It's really helping Delta on the backend to use Microsoft Dynamics for credit card processing, to make sure that we are getting accurate information and we can get the information at 35,000 feet."

Joanne Smith, SVP, In-flight Services, Delta Air Lines

VP Store Operations

- Grow same-store sales
- Better equip associates
- Improve training and sales effectiveness
- Ensure great customer experiences

VP Supply Chain

- Optimize supply networks to reduce cycle time and cost
- Improve order and shipment status visibility
- Track supplier carrier performance
- Automate shipment receiving

CEO / CFO

- Cultivate unique, client-centric experiences
- Grow the business
- Improve customer loyalty
- Improve cash flow and profitability

Chief Marketing Officer

- Streamline and enhance project execution
- Get a 360 degree view of the customer
- Deliver a customer brand experience across all channels

Chief Information Officer

- Use data as a strategic advantage
- Enhance current systems / architectures
- Enable brand differentiating technologies
- Reduce IT costs

Chief Digital Officer

- Architect the omnichannel experience
- Leverage data insights
- Improve digital touchpoint interaction



About Avanade

Avanade is the leading provider of innovative digital and cloud services, business solutions and design-led experiences delivered through the power of people and the Microsoft ecosystem. Our professionals bring bold, fresh thinking combined with technology, business and industry expertise to help fuel transformation and growth for our clients and their customers. Avanade has 30,000 digitally connected people across 24 countries, bringing clients the best thinking through a collaborative culture that honors diversity and reflects the communities in which we operate. Majority owned by Accenture, Avanade was founded in 2000 by Accenture LLP and Microsoft Corporation.

North America

Seattle
Phone +1 206 239 5600
America@avanade.com

South America

Sao Paulo
Phone +55 (11) 5188 3000
LatinAmerica@avanade.com

Africa

Pretoria
Phone +27 12 622 4400
SouthAfrica@avanade.com

Asia-Pacific

Sydney
Phone +61 2 9005 6772
AsiaPac@avanade.com

Europe

London
Phone +44 (0) 20 7025 1000
Europe@avanade.com

© 2017 Avanade Inc. All rights reserved. The Avanade name and logo are registered trademarks in the U.S. and other countries. Other brand and product names are trademarks of their respective owners.

Learn more at www.avanade.com