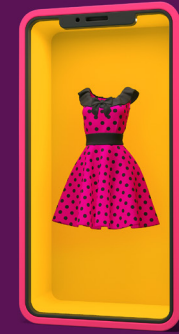


Rethink to renew and grow

Rethink retail with rigor, resolve and resilience

How to renew and grow your retail business



Some retail segments have been going full force over the last year and a half. Others have had to close stores and wait for things to normalize. But without a doubt they've all had to consider how to move ahead, how to transform their organization to meet the continually changing retail landscape and, wherever possible, innovate while doing it. The way people shop is different, the demands made on employees have increased exponentially, supply chains are still anything but stable. To make a go of it in the retail space requires responsible digital maturity for sure as well as agility, resilience and a newly empowered workforce.

Let's take a closer look at why these areas are critical to renew and grow your retail organization.

1. Workforce empowerment

Retail talent has gotten scarcer as many workers take advantage of a tightening job market to look for other employment. To win them over requires a culture change in the industry. You need to create an inclusive, diversified atmosphere that encourages employees to learn new skills and grow into new roles, so they become the brand ambassadors you need them to be.

Retailers around the world are finding it hard to keep staff. As an example, [649,000 retail workers quit in April 2021, the largest one-month exodus ever recorded in the U.S.](#)

How do you empower front-line employees to respond to continually changing customer demands and needs?

Collaboration tools, like [Microsoft Teams](#), and digital training make it easier for you to onboard and keep workers and for workers to handle both remote and customer-facing challenges.

Read how [Marks & Spencer](#) broke through barriers to smarter working, making its workplace culture more flexible and efficient and encouraging collaboration across business units and countries.



2. Supply chain resilience

The supply chain is viewed by many as retailers' Achilles' heel, the area where they're most vulnerable. Long-term retail value chains should be redesigned to scale for disruptive scenarios. That means building more resilience into your supply chain through partnerships and local/regional/national product alignment and using data and analytics to manage inventory, tracking and delivery.

94% of Fortune 1,000 companies experienced supply chain disruptions due to COVID-19.

How do I use data and analytics to create a centralized system to gather and assess real-time information about my supply chain?

We offer solutions using predictive analytics, inventory management, digital twin, distributed ledger and product allocation and placement to connect all the touchpoints of the retail supply chain, including collaboration tools with suppliers and vendors to ensure security and compliance.

Read how [Seattle Goodwill](#) changed platforms and now has a whole new retail process. The new tech platform helps the nonprofit increase efficiency, improve the customer and employee experience, and be ready for the future.

3. Customer care agility

[Microsoft's Retail Trends Playbook 2021](#) notes that "Customers seek greater choice, transparency and control in how they shop without compromising on the level of personalized sales and service they expect." Stores will continue to be an important part of the customer journey, although how they fit into that journey is changing.

90% of executives agree that to be agile and resilient, their organizations need to fast forward their digital transformation with cloud at its core.

How can I better know my customers so I can deliver near-real-time order and inventory information to them across all channels?

We develop an end-to-end approach to the customer shopping experience, resulting in a personalized, up-to-the-minute look at their journey and giving you insights into how to better accommodate their future needs.

Read how [Venca](#) takes control of its digital marketing campaigns by using data and predictive analytics to enhance the customer experience.

Rethink and grow with Avanade

Avanade is the leading partner for implementing Microsoft solutions that can:

- Introduce the rapid expansion of specific technologies such as digital twin and extended reality.
- Drive continual change by connecting multiple technologies and functional areas into exciting new projects.
- Explore technologies and solutions as a service using flexible cloud infrastructures at scale.

With more Microsoft certified professionals than any other partner, over 2,400 retail industry professionals and our unique access to Accenture's global retail expertise, Avanade can deliver the full suite of Microsoft technologies to help you renew and grow.

It's an exciting and scary time for retail. But not a time to wait and see. We can help you figure out how to grow, evolve and succeed. We're especially eager to talk to about the benefits of the [Microsoft Industry Clouds](#). We're a preferred partner for the Cloud for Retail.

Contact us today

Help your organization identify the best solutions to address your retail challenges.

Visit www.avanade.com/retail for more details.



About Avanade

Avanade is the leading provider of innovative digital and cloud services, business solutions and design-led experiences on the Microsoft ecosystem. With 44,000 professionals in 25 countries, we are the power behind the Accenture Microsoft Business Group, helping companies to engage customers, empower employees, optimize operations and transform products, leveraging the Microsoft platform. Majority owned by Accenture, Avanade was founded in 2000 by Accenture LLP and Microsoft Corporation. Learn more at www.avanade.com. Learn more at www.avanade.com. ©2021 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.