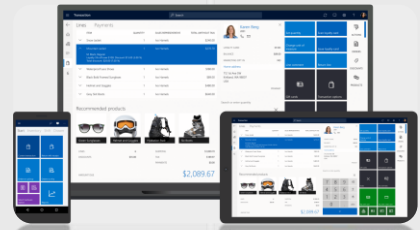


## Microsoft Dynamics 365 Retail & Commerce

Dynamics 365 Retail & Commerce delivers a complete omnichannel solution that unifies back-office, in-store, call center and e-commerce experiences to personalize customer engagement, increase employee productivity and optimize store operations.

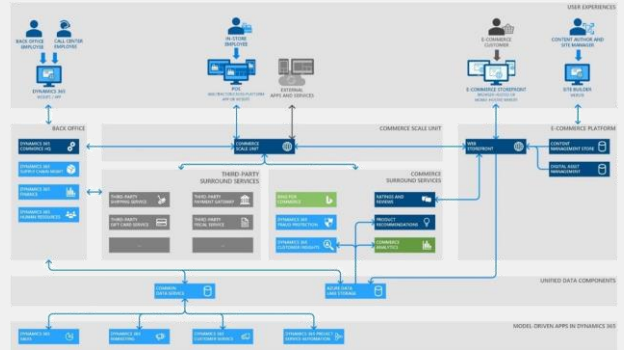


## Solution Architecture

### Capabilities

- Conform to a wide range of privacy, compliance and accessibility standards
- GDPR compliance out-of-the-box
- Centralized back-office management portal
- Ability to manage multiple sites and brands
- Ability to localize and marketize website content at the site, page, asset, image level
- Backoffice and e-commerce extensibility allows for full customization of your business
- Data actions enable you to leverage external services to bring additional functionality to your website
- Full SaaS solution running in Azure
- Deployment, servicing and support with multiple environment types, express route support, zero downtime auto-updates, control freeze windows and 24/7 support

## Architecture Overview



## Platform Capabilities

- Interact with customers on different channels
- Get everything to create and manage a digital store
- Streamline retail operations
- Get the flexibility and security

## Solution Experiences

- Customer Experience
- Authoring Experience
- Merchandizing Experience

## Scalable and secure services

### Microsoft Cloud

Azure functions, Custom Connectors, Web Jobs, Azure Api Manager, Azure Kubernetes Services.

### Microsoft Cloud

Azure Api Manager, Azure AD

## Solution Characteristics

- Integrated end-to-end Commerce solution
- Centralized management & visibility
- Complete omnichannel across physical and digital stores
- Flexible – Cloud, Edge, Hybrid
- Intelligent, extensible & continuously updated



## Interfaces: Cloud POS, eCommerce



UNIFIED INTERFACE, WEB AND MOBILE