



INNOVATE TO FUTURE
PROOF YOUR BUSINESS WITH

MICROSOFT CLOUD FOR RETAIL

Developed by Retail experts
to deliver the industry's most
powerful technology solution.



**Elevate the Shopping
Experience**



**Maximize the value
of your data**



**Build a real-time
Sustainable Supply
Chain**



**Empowers
Employers**

Envisioning Retail Transformation with HCL

Obtain more customer insights and value from your data by unifying data sources across the shopper journey to create a holistic view of the customer. Transform the shopping experience through data analytics and new store technology to build stronger relationships with your customers across all touchpoints. Create an agile, resilient, and sustainable supply chain by connecting data across your ecosystem to identify issues and optimize performance.

Unified Commerce

- Connect digital, in-store, and back-office operations, and expand as business needs grow.
- Connect physical and digital storefronts via a single view of inventory, data, and transactions.
- Facilitate customers in their buying journey across all channels.

Seamless Customer Service

- Tailor customer engagement and ensure timely, relevant support when issues arise.
- Use intelligent chatbots to resolve common issues and free up live agents to manage complex problems.
- Proactively address emerging issues via insights supported solution.

Real Time Personalization

- Upsell across all channels with relevant recommendations targeted at the individual shopper.
- Suggest complimentary products based not just on item description but how pieces work together providing a better consumer experience.
- Understand customer's intent during a search.

Shopper & Operations Analytics

- Helps by providing an intelligent view of the customer informed by AI.
- Monitor and interpret online engagement with heatmaps, high-definition anonymized recordings.
- Maximize the value of your data by unifying data integration, warehousing, and analytics.

Flexible Fulfillment

- Delight customers by streamlining curbside pickup and buy-online-pickup-in-store, and shipping options.
- Empower your customers with real-time inventory and order status so they have perfect visibility.
- Gain greater control of the entire order lifecycle using customizable, integrated dashboards.

Advanced technology tools streamline operations enabling time and cost efficiencies.

HCL, PowerObjects' parent company, is proud to be one of only eight Global Systems Integrators (GSIs) selected by Microsoft as a launch partner. Our team of retail experts are excited to make the cloud a reality for your retail business.

Why HCL-PowerObjects?

Our experts implement and customize Microsoft's trusted and integrated cloud capabilities to empower your teams to deliver consistently with excellence. This is accomplished by coordinating retail frontline workers through collaboration, automation, and workflow efficiencies while simultaneously generating insights that improve customer loyalty through predictive assessments and proactive planning.

Key Differentiators

- ✔ One of Top 5 Microsoft Global SIs for Microsoft, and recognized leader in CRM
- ✔ Largest dedicated, global practice with 1400+ employees
- ✔ 1 Million+ Active Dynamics Users and over 1,200 companies using our IP
- ✔ Fast Track Partner Ready and wholly owned HCL business since 2015



HCL-PowerObjects has the expertise to help you implement Microsoft Cloud for Retail, but we don't stop there!



Connect and Stay Connected

The technology may already be there, but we bring the expertise – through our interoperability offering and extensive retail experience.



We're on the Cloud - Now What?

Every cloud journey is different. HCL-PowerObjects helps fine-tune a user adoption readiness program and sustainment roadmap to set you up for success – now and for years down the road.

READY TO GET STARTED? SO ARE WE!

Connect with our team!

Contact Jason Mills at jason.m@hcl.com



100% FOCUSED ON MICROSOFT BUSINESS APPLICATIONS

 [PowerObjects.com](https://www.powerobjects.com)

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PowerObjects, an HCL Technologies Company is a leader in delivering Microsoft Business Applications solutions and the Dynamics 365 workloads through unparalleled offerings of service, support, education, and add-ons. Named the 2020 Microsoft Proactive Customer Service Global Partner of the Year and a 2020 Financial Services Global Partner of the Year Finalist, HCL-PowerObjects' mission is to be the #1 Microsoft Business Applications Provider in the world by delivering solutions that help organizations increase productivity, streamline business processes, and build better relationships.