



Microsoft Cloud for Retail

Retail & Consumer Goods Field Alert

January 12, 2021 | Microsoft Confidential



[Subscribe](#) to receive Retail & Consumer Goods Updates

Microsoft Cloud for Retail: Private Preview

The content of this alert is for internal audiences only.

Summary

As part of our ongoing commitment to the retail industry on January 13th, 10AM PST, we are introducing the private preview of Microsoft Cloud for Retail.

Microsoft Cloud for Retail connects experiences across the end-to-end retail value chain using integrated and intelligent capabilities. We will be sharing the value proposition of Microsoft Cloud for Retail and the value it will bring to the retail industry by connecting and unlocking the power of Microsoft Azure, Microsoft 365, Dynamics, Advertising, and Power Platform to help solve the most urgent challenges the retail industry is facing today. **Our ambition is to empower the retail industry to seamlessly connect their customers, their people, and their data.**

The private preview announcement will be made via Shelley Bransten's NRF Big Ideas session and supported by [Industry Blog](#) and briefing with key industry media. **We are inviting retailers to [visit our retail industry homepage to sign up](#) to stay updated on future Microsoft Cloud for Retail announcements.**

This private preview announcement means we are publicly disclosing that we are building Microsoft Cloud for Retail, which will be available at a later date. We will not be releasing information on the specific product capabilities at this point in time. For this private preview, the WCB leadership will be inviting a small and select number of customers into the preview.

Currently, no specific action is required from you: Please continue to sell to your retail customers as you do today.

What is Microsoft Cloud for Retail?

Microsoft Cloud for Retail uniquely connects experiences across the end-to-end shopper journey with integrated and intelligent capabilities. By bringing together disparate data sources across the retail value chain, **it enables retailers to realize the true value of their data by enriching core business processes and turning data into actionable insights.**

This retail-specific cloud service drives accelerated time to value by unlocking the power of Microsoft Azure, Microsoft Power Platform, Microsoft 365, Microsoft Dynamics 365, and Microsoft Advertising. All brought together by a common data model and built on a platform of security and compliance.

A rich partner ecosystem extends the value of the platform with industry specific solutions to address the industry's most urgent challenges and by future proofing retail organizations to proactively be ready for what's next.

Microsoft Cloud for Retail is designed to give retailers the flexibility to adopt the capabilities they need to address their most pressing business needs – be it better knowing your customers, empowering your employees, creating an intelligent supply chain, or reimagining retail.

Our ambition is to empower the retail industry to seamlessly connect their customers, their people, and their data.

Calls to Action

- **Don't stop selling:** Microsoft Cloud for Retail extends and enhances Microsoft's strong suite of products that address customer business challenges. Continue to focus on these key Sales Plays relevant for Retailers: Teams Platform, Frontline Workers, Analytics & AI, Activate Digital Selling, and Manage Financial Risk & Reduce Fraud. **References:** Modern Work & Security & D365: [Transform \(microsoft.com\)](https://microsoft.com/transform), Azure: [GearUp \(microsoft.com\)](https://microsoft.com/gearup).
- **Learn**
 - **Go to the MS.com website:** [Retail Industry website](#)
 - **Review internal FAQs** on internal Cloud for [Retail Hub page](#) (FAQ will be live on January 13th, 10AM PST)
- **Drive customers to the external** [Retail Industry website](#) to sign up for future Microsoft Cloud for Retail announcements
- **For additional questions please contact:** aka.ms/askachamp

Subscribe to receive more [Retail & Consumer Goods updates](#)



ALL CONTENT MICROSOFT CONFIDENTIAL – INTERNAL USE ONLY – DO NOT DISTRIBUTE – [PRIVACY STATEMENT](#)

MS Data Protection Notice: [Microsoft employee or contingent staff information](#)

[Unsubscribe: Retail & Consumer Goods](#) – [Unsubscribe: All](#) – [Field Alert Archive](#)

SUBSCRIBE TO OTHER INDUSTRY PMG CLOUD AND EVENT ANNOUNCEMENTS AND UPDATES:

[All](#) – [Automotive](#) – [Defense & Intelligence](#) – [Financial Services](#) – [Government](#) – [Healthcare](#) – [Manufacturing](#)
[Media & Communications](#) – [Retail & Consumer Goods](#)