

MICROSOFT DYNAMICS 365 COMMERCE

Omnichannel solution in the ERP landscape



AGENDA

- About us
- Dynamics 365 Commerce
 - Digital commerce
 - Retail POS & Store Operations
 - Central OMS
- Commerce challenges

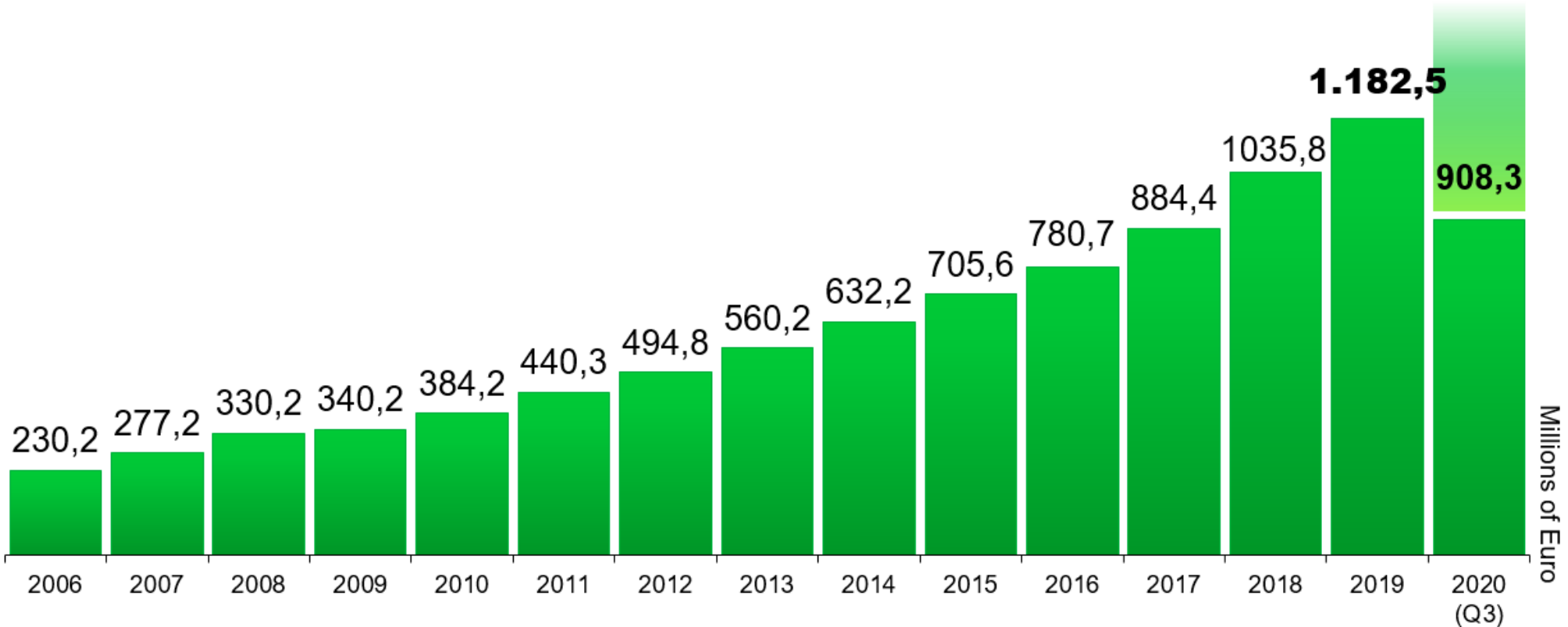


ABOUT US



REPLY GROUP OVERVIEW

REVENUE & PEOPLE



1925

2272

2686

2994

3149

3422

3725

4253

4689

5245

6015

6456

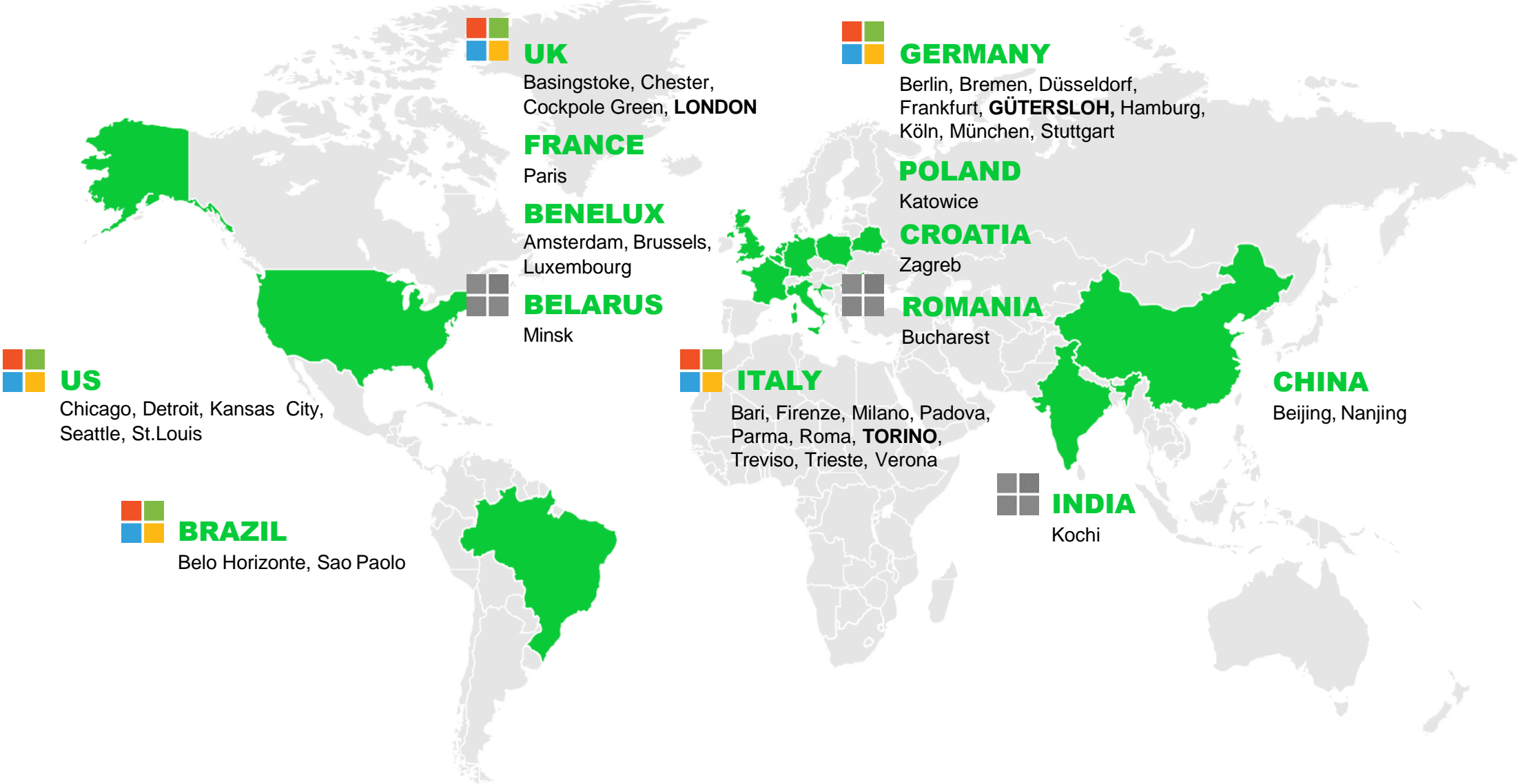
7606

8157

8750



WHERE WE ARE



REPLY GROUP OVERVIEW

REPLY SERVICES

INTERNET OF THINGS



AUTONOMOUS VEHICLES



INDUSTRIAL SYSTEMS



CONNECTED PRODUCTS



ENERGY ECOSYSTEMS



HEALTHCARE

INDUSTRY PLATFORMS



RETAIL & CPG



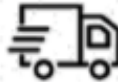
ENERGY



HEALTHCARE



TELECOM & MEDIA

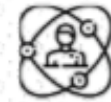


MANUFACTURING & LOGISTICS



FINANCIAL SERVICES

CUSTOMER EXPERIENCE



IMMERSIVE EXPERIENCE



DESIGN & UX



VIDEO



SOCIAL MEDIA & STORYTELLING



DIGITAL ECOSYSTEM

INTELLIGENT AUTOMATION

ARTIFICIAL INTELLIGENCE

MACHINE LEARNING

DEVELOPMENT & OPERATIONS

CLOUD PLATFORMS

DATA

SECURITY OPERATION CENTER

CYBERSECURITY

SECURITY CONSULTING





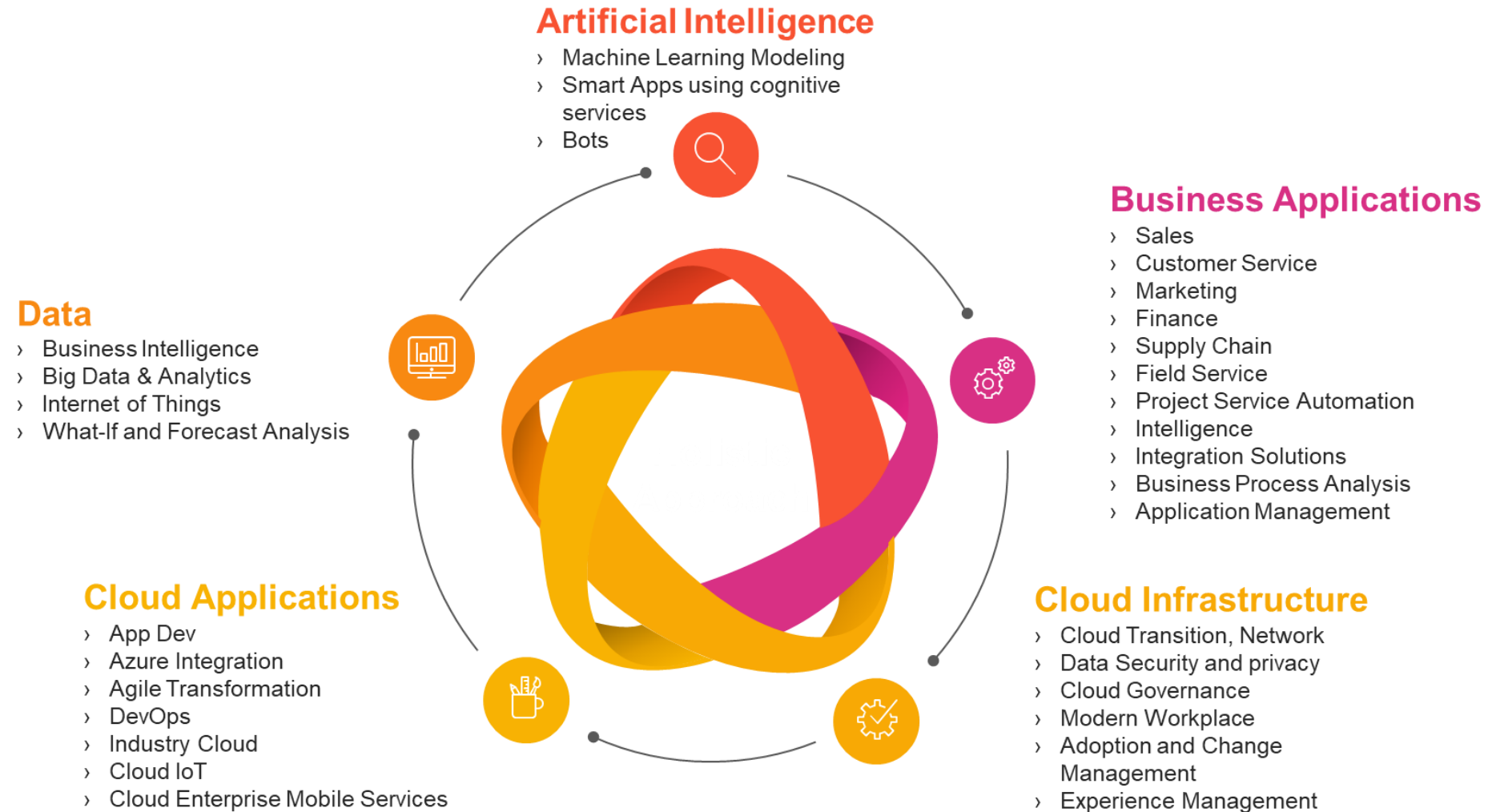
Cluster Reply helps customers in taking advantage of Microsoft cutting edge technology and solutions since 1996



AWARDS



COMPREHENSIVE SERVICES PORTFOLIO



DYNAMICS 365 COMMERCE



COMMERCE CHALLENGES

Unified data,
intelligence
everywhere



Customer experience is everything



Retailers experiment with **new formats**



Operations drive retail excellence



Supply chain is a competitive differentiator



Retailers place a renewed focus on **ethics**

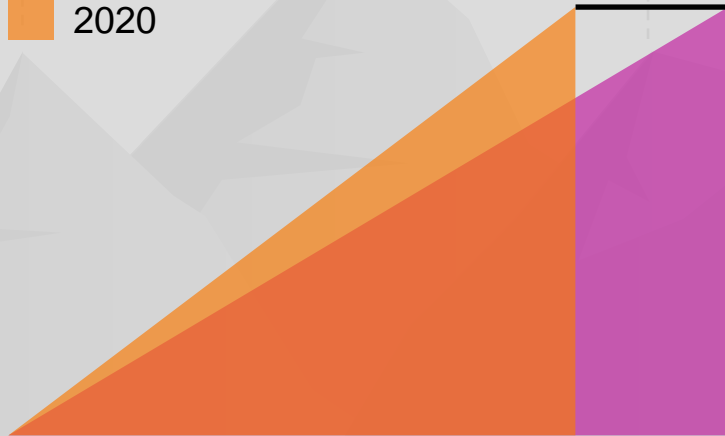


Businesses adapt to **global uncertainty**



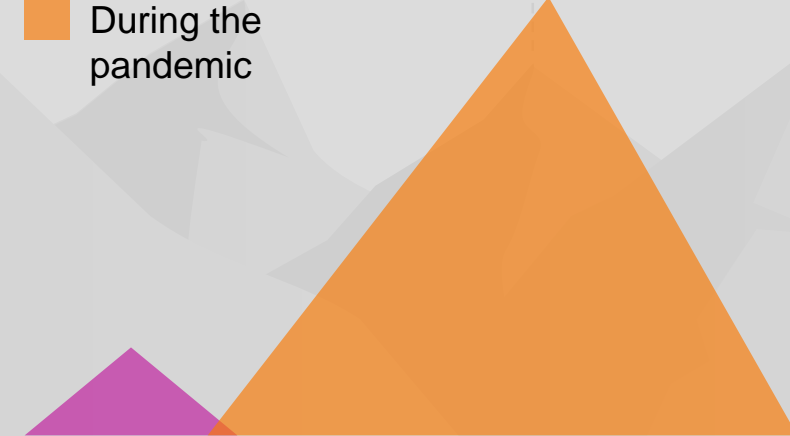
Online spending

2019
2020



Buy online, pick up in store (BOPIS)

Pre-pandemic
During the pandemic



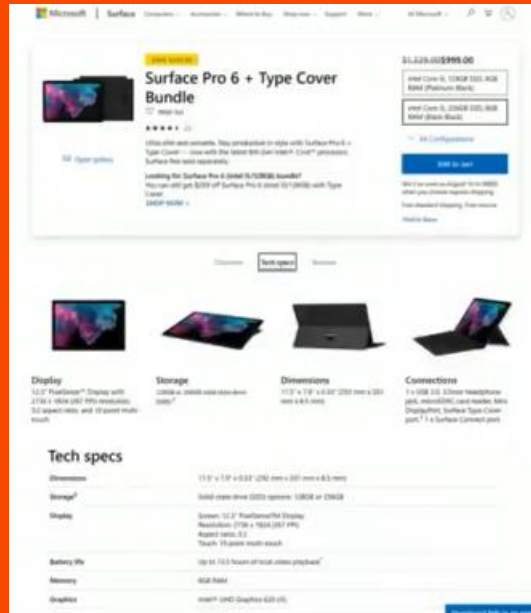
D365 COMMERCE



MS MARKETING AND STOREFRONTS



Microsoft Home Page
(100M UPVM)



Microsoft Store and Cart
(160M UPVM)



Microsoft Store Application
(240M UPVM)

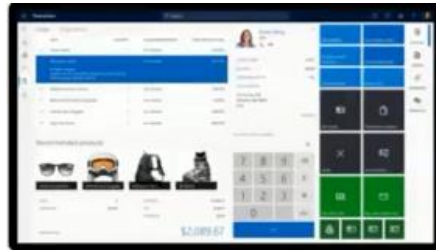


Microsoft Store Application
(140M UPVM)



COMPONENTS OVERVIEW

In store & Clienteling



Immersive in-store experiences including endless aisle, line busting and clienteling tools with 360-degree view of your customer

Digital commerce



Build engaging, personalized experiences with digital commerce and AI-enabled product recommendations & fraud protection

Order Orchestration & Fulfillment



Comprehensive and unified back office with distributed order management and flexible fulfillment



EMBEDDED AI

INTELLIGENT PRODUCT RECOMMENDATIONS

The screenshot displays a retail application interface for 'Contoso Retail San Diego'. The top navigation bar includes a search bar, user profile 'Andrew Collette', and time '1:28 PM'. The main content area is divided into three sections: 'Summary', 'Recent purchases', and 'Recommended products'. The 'Summary' section shows a transaction for 'STAME-2-445197' with items like 'Straw Golf Hat' and 'Croc-Embossed Leather Top Han...'. The 'Recent purchases' section lists items like 'Straw Knit Cap' and 'Straw Golf Hat'. The 'Recommended products' section features a grid of items including a watch, boots, and a handbag. A floating window on the left shows a detailed view of a transaction with a table of items and a numeric keypad.

ITEM	QUANTITY	SALES REPRESENTATIVE	TOTAL (WITHOUT TAX)
Large Messenger Bag	1		\$79.99
Signature Cricket Bat	1		\$219.99
Adult Baseball Infield Glove	1		\$149.99

Transaction Summary: \$449.97 (Subtotal), \$28.12 (Tax), \$0.00 (Discounts)

Picks for you / People also like /
Frequently bought together / Trending / Best selling

Recommendations allow customers to easily find products that they want, while they have an experience that serves them well

Cross-selling and upselling can even be used to assist customers find additional products that they didn't originally intend to buy

Recommendations are available both in eCommerce product pages and in store

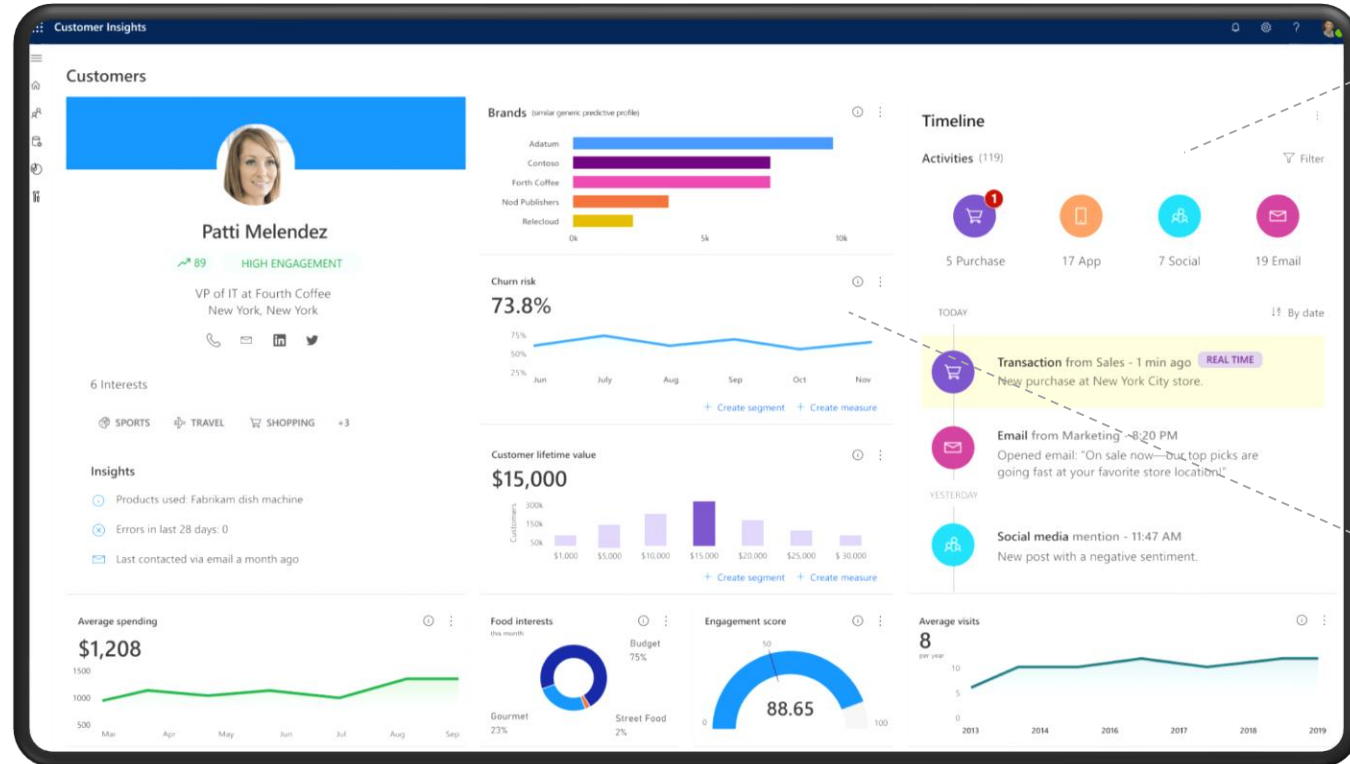




D365 CUSTOMER INSIGHTS

INTENT PREDICTION, SEGMENTATION AND AI-DRIVEN INSIGHTS

Provides out-of-the-box, contextual customer insights and tailored customer profile cards, syncing customer data across interfaces



Monitor and analyze client interactions to align across sales and marketing motions

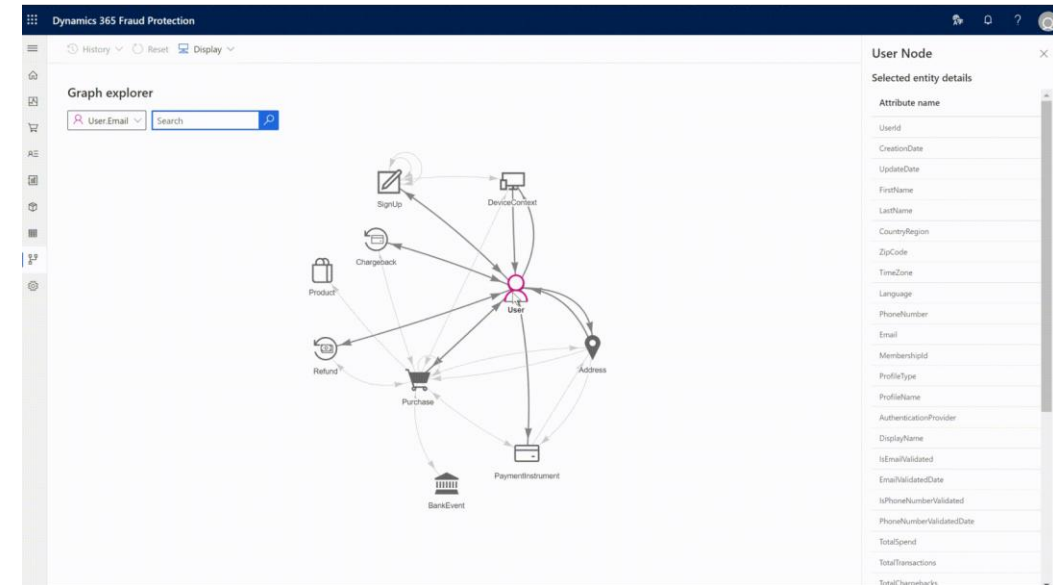
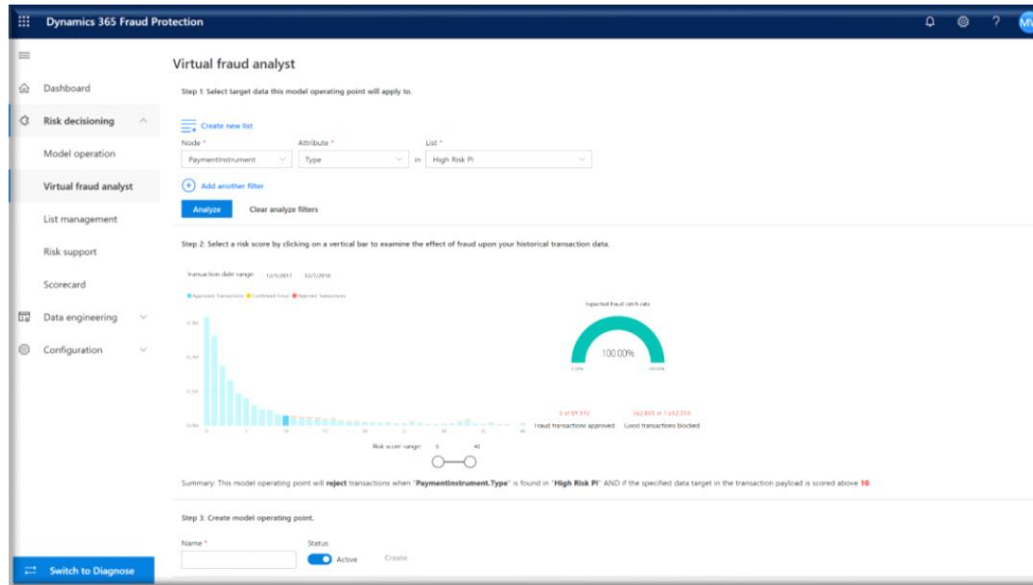
Unify your data by resolving customer identities with recommendations based on AI and machine learning





FRAUD PROTECTION

INTEGRATED FRAUD PROTECTION & LOSS PREVENTION



Safeguard your revenue

Strengthen profitability by reducing wrongful rejections, blocking fraud activities, and increasing acceptance rates across the customer journey.



Improve operational efficiencies

Boost efficiency by reducing manual efforts with easy-to-read reports and actionable insights that quickly identify business entities and functions with potential fraud



Create seamless shopping experiences

Increase customer engagement and conversion rate by protecting customer account creation, login, and activity.



DIGITAL COMMERCE

READY TO GO

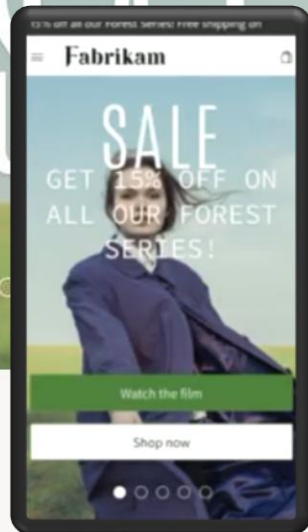
15% off all our Forest Series! Free shipping on orders of \$200 or more

Fabrikam

Search

Hi, Adria

Forest Series Men Women Accessories



The new season has arrived

Explore our new season with soft fabrics - like the embrace of a s



Easy, reusable templates, themes, and styles



Configurable and customizable prebuilt modular library



Responsive design



Marketing and landing pages



CMS / DAM



Localization and marketization of content



DIGITAL COMMERCE

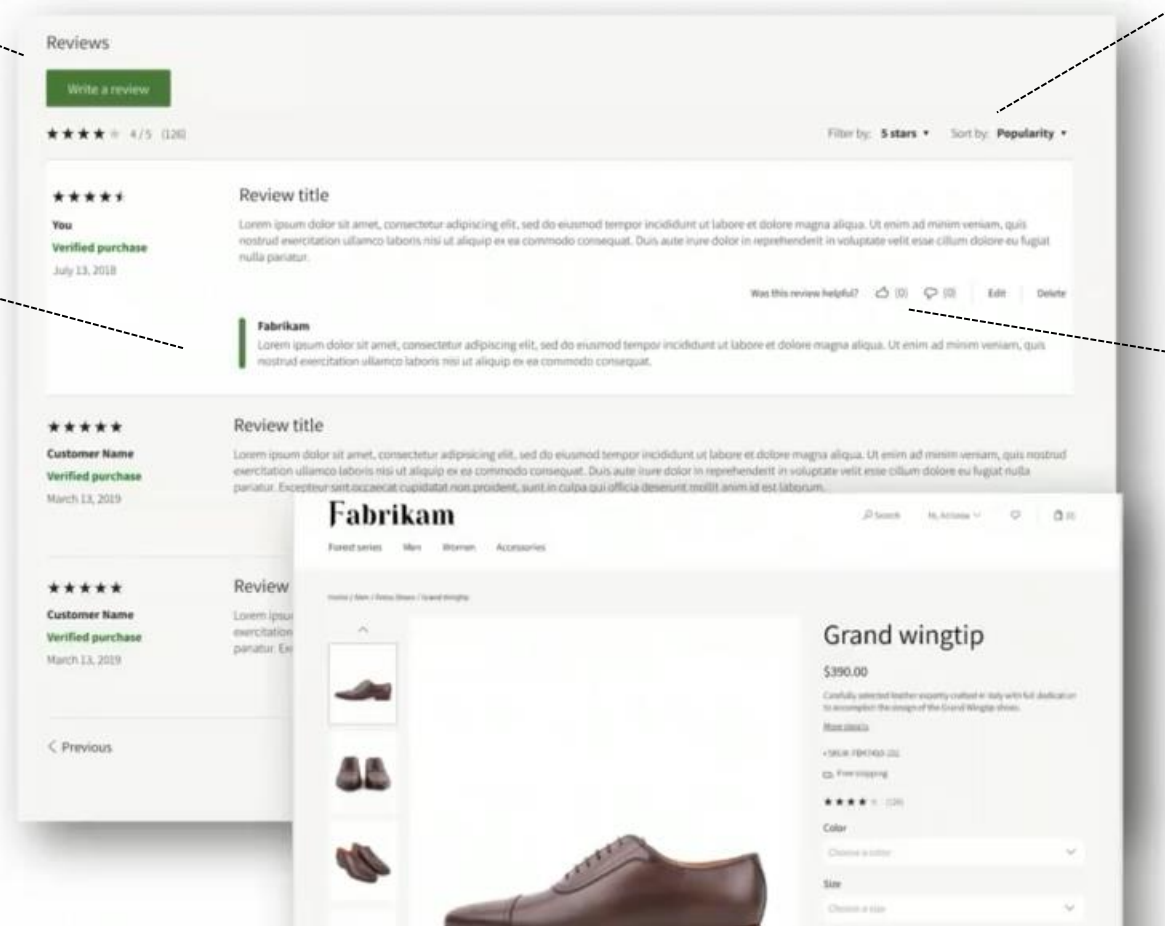
RATINGS AND REVIEWS

Review submission

Sort and filter reviews

Moderate and respond to reviews

Vote on helpfulness

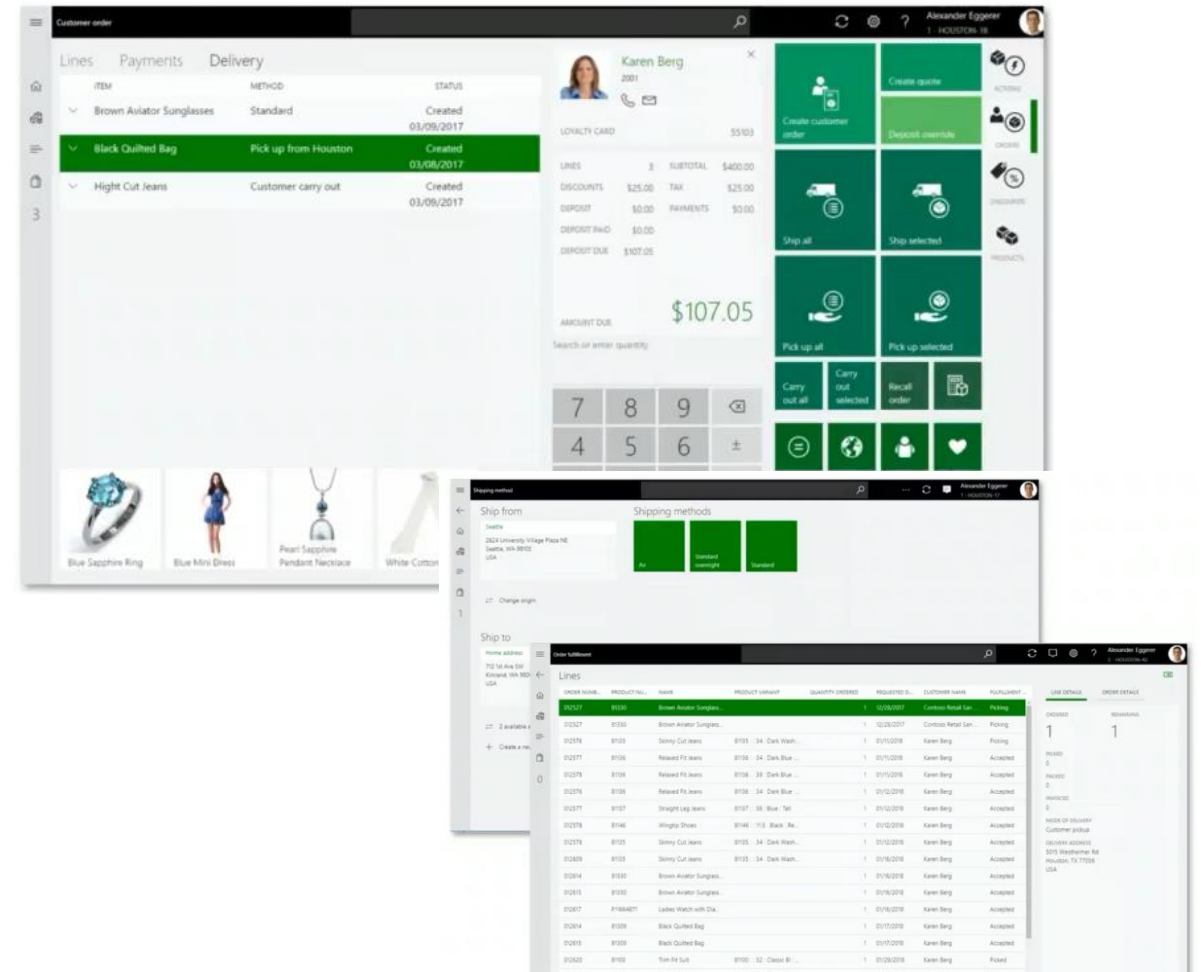


RETAIL POS & STORE OPERATIONS

POS, ASSISTED SELLING & CLIENTELING

Search, browse, lookup or scan products, add products to cart, accept payment and check-out.

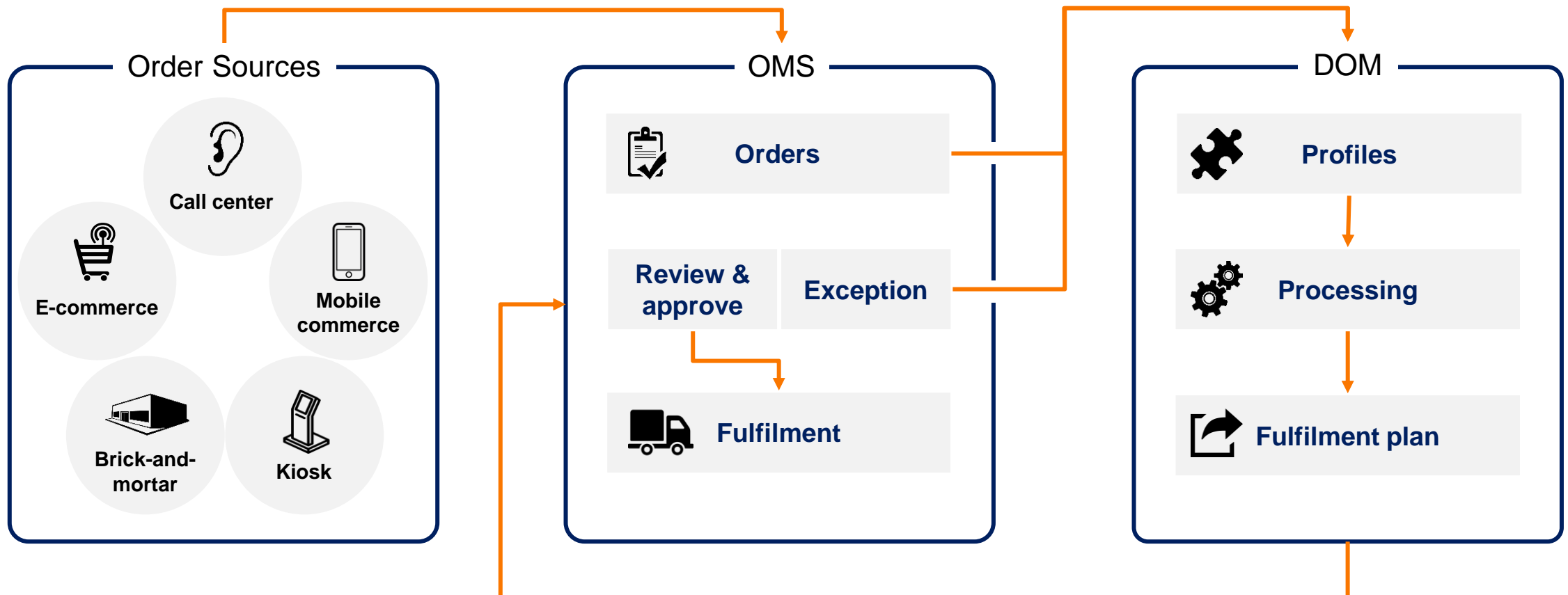
- Cash and carry sales
- Voids, returns, discounts
- Integrated payment processing
- Multi-tender, multi-currency
- Email receipts
- Browse and compare products
- Customer details, purchase history
- Loyalty programs
- Order Processing



ORDER FULFILLMENT

DISTRIBUTED ORDER MANAGEMENT

Sales order lifecycle in the context of DOM



ORDER FULFILLMENT

DISTRIBUTED ORDER MANAGEMENT

INPUT

1. Sales orders from:
 - Stores
 - E-commerce
 - Retail
 - Wholesale
 - Third part Ecommerce
 - ...
2. DOM rules and parameters



DOM Processor job

OUTPUT

Fulfillment plans, i.e. references to sales order lines generated in D365 Commerce where DOM attempted to modify the shipping warehouse, according to DOM rules and parameters



THANKS