

PRESENTATION

Microsoft Cloud for Retail

Accelerate business growth with a solution tailored for retailers





Microsoft Cloud for Retail

Microsoft Cloud for Retail brings together different data sources across the retail value chain and connects experiences throughout the shopper journey using capabilities from Dynamics 365, Microsoft 365, and Azure.

Maximize the value of
retail data



Elevate the shopping
experience



Build a real-time,
sustainable supply chain



Empower the store
associate





Maximize the Value of Your Data

Realize the true value of your data by unifying disparate data and ecosystems across the shopper journey, uncovering insights and optimization throughout.

Unified customer profile - Gain insights across the complete view of a shopper's journey

Shopper and operations analytics - Unlock omnichannel insights with advanced analytics

Intelligent fraud prevention - Protect your revenue from fraud using AI to identify patterns

Retail media - Unlock ad revenue using your shopper data



Elevate the Shopping Experience

Transform the shopping experience through data analytics and store technology to create more engaged shoppers with stronger lifetime value.

Intelligent stores - Maximize sales by optimizing in-store customer and product signals

Unified commerce - Increase engagement and drive conversations across channels

Real-time personalization - Enable personalized recommendations and search results to improve customer engagement and product discovery

Digital advertising solutions - Enhance your advertising to drive growth and acquire new customers

Seamless customer service - Utilize intelligent and automated customer service tools to improve the customer experience



Build a Real-time, Sustainable Supply Chain

Create an agile, resilient and sustainable supply chain by connecting data across your ecosystem to identify issues and optimize performance.

Demand planning and optimization - Predict demand using AI to optimize inventory

Supply chain visibility - Leverage demand and supply signals for future opportunities

Flexible fulfilment - Optimize order management, giving customers choice across delivery channels



Empower the Store Associate

Equip your frontline workforce with solutions that increase customer satisfaction, while reducing the burden on your frontline so you can invest in your team's growth.

Real-time store communications and collaboration - Leverage modern tools for connecting your team

Retail workforce management - Automate managerial tasks such as store scheduling

Process automation and career development - Expand what your stores and people can do through automation

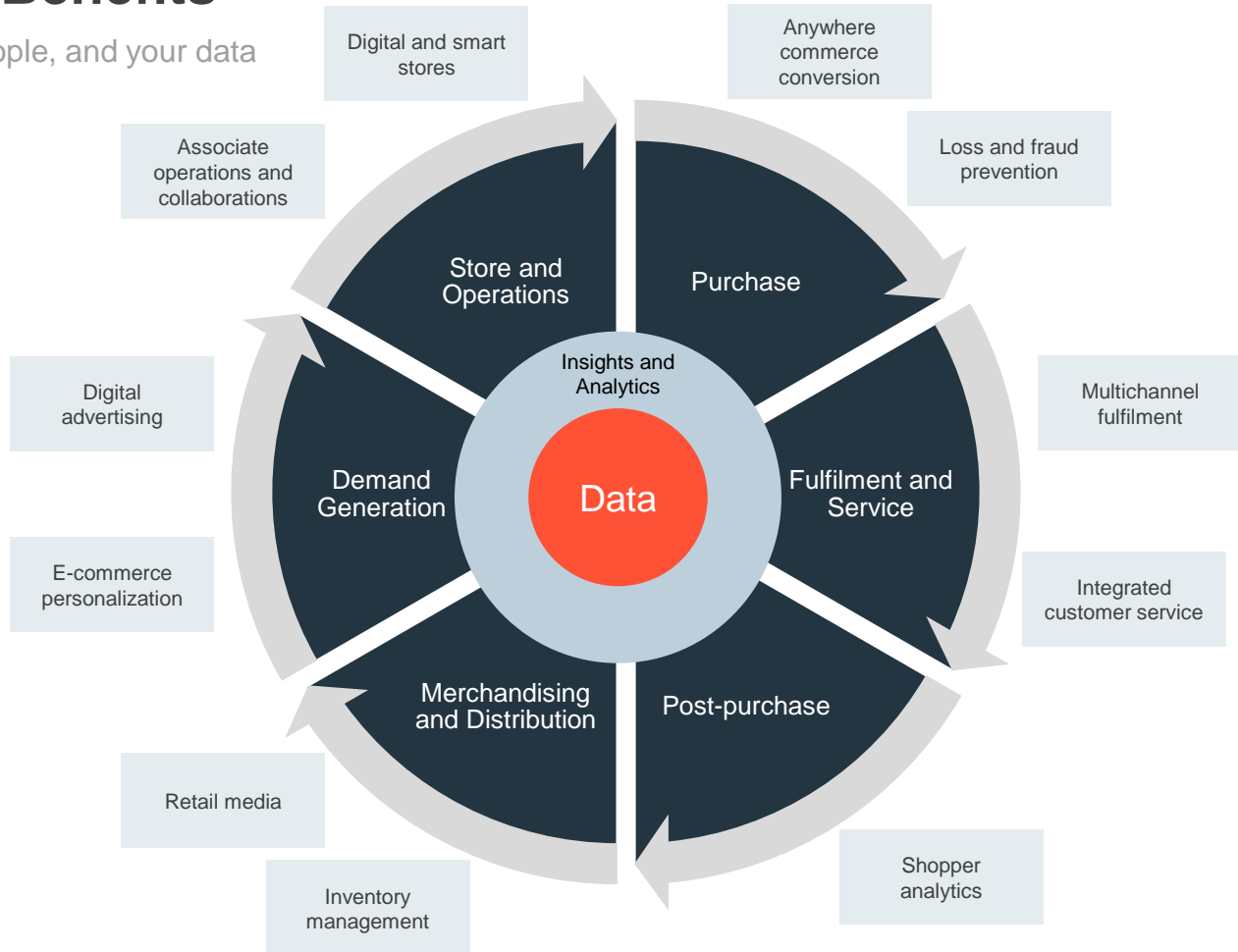


Key Features and Benefits

Connect your customers, your people, and your data

Retail Benefits:

- Greater customer connection and lifetime value
- New revenue streams
- Higher consumer pull-through
- New business models and partnerships
- Improved consumer trust and loyalty
- Greater operational efficiency and agility
- Cross-promotional activities





Microsoft Cloud for Retail Assessment

During our comprehensive 2-day assessment our experts from the Microsoft Cloud for Retail will analyze your company's needs and will provide you with recommendations for best suited retail solutions and implementation path.

Assessment pre-requisites:

1. Overview of your existing business & current landscape
2. Improvement /digitalization areas

Agenda for Synoptek assessment

1. Understanding the Business processes and landscape
2. Analysis and showcase of Microsoft cloud for retail capabilities that suits your business needs.

Deliverables:

1. Preliminary report of assessment which includes the possible solutions and roadmap.
2. Recommendations and best practices for retail
3. Microsoft cloud for retail capabilities that suits your business's current and future needs.
4. Information about our approach, timeline, and investments.

Thank you!



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