

The Dynamic Retailer

THE COMPLETE SHOPPING EXPERIENCE

Today's consumers shop when and where it's most convenient. Using new form factors like tablet computers and smartphones, they extend "store hours" to 24/7. They share their experiences with friends and family via Twitter, Facebook, and other social networking sites, extensively browse product websites, and check online customer reviews when deciding what to buy. Brand loyalty now comes with a much greater expectation: the **complete shopping experience**.

For leading retailers around the world, the implication is clear. It's all about the customer. Delivering the complete shopping experience means going well beyond the simple movement of goods and services.

Retailers realize the importance of the right technology in this new retail reality. The Microsoft technology vision and strategy take advantage of our unique combination of experience—in consumer products, business applications, and Microsoft Store retail operations—to offer retailers solutions that do more, helping them to be dynamic as they meet and exceed customer expectations.



THE COMPLETE SHOPPING EXPERIENCE

How would today's consumer describe this experience?

PERSONAL: "The retailer knows who I am and deals with me as a person. Their product offering is exactly what I'm looking for and I get individual attention and special personalized offers. They help me get the most out of my time and budget."

SEAMLESS: "I can connect with the retailer wherever and whenever I want, on whatever device I prefer. Whether in-store or online, I get the same great experience from a retailer who knows me. The promotion from my favorite social site travels with me on my mobile device so I can easily redeem it later."

DIFFERENTIATED: "The retailer makes it easy for me to get what I want at a good price. Their people are helpful and efficient—they provide excellent customer service. They consistently do a better job than other stores where I shop. I have the best overall experience here."



THE DYNAMIC RETAILER

Delivering the complete shopping experience requires retailers to be dynamic:

- **CONNECTED** to customers across channels to listen, learn, and respond with consistent, convenient experiences—offering customers what they want, where and when they want to shop.
- **EMPOWERED** to increase productivity and customer service across a changing global workforce, helping their most valuable asset—people—reach their full potential.
- **PROACTIVE**, to execute with insight by accessing critical information in real time—optimizing performance, anticipating trends, and capitalizing on opportunities. A real 360-degree view of the business.

Technology helps dynamic retailers deliver the complete shopping experience.

But getting the components to work together can divert attention from business goals. Microsoft Dynamics AX 2012 for Retail offers a unique answer to this problem: one powerful, agile, simple solution that connects retail enterprise from end to end, driving growth and fostering customer relationships.

You don't have to implement everything at once. Start with the components most critical to your business, and proceed at the pace that's right for you. Drive value from your other IT investments; Microsoft products are built to work together, and with a wide range of line-of-business applications.

Take advantage of the solution's flexibility: extend it quickly and easily to new locations and geographies as your business grows. Perform some operations in the cloud, others on-premises. It's all part of the unique differentiation of Microsoft Dynamics AX 2012 for Retail that will differentiate your business with customers.

Microsoft Dynamics AX 2012 for Retail: Unique Differentiation

CONNECTED

- **Consistent and transparent** across channels.
- **Centralized and complete** channel management.
- **End-to-end global availability** supports fast, consistent growth.

EMPOWERED

- **Role-based** approach for POS, store manager.
- **Customizable, extensible** UI and POS.
- **Mobile (and offline)** enabled POS.

PROACTIVE

- **Unified solution** for store, HQ, and supply chain.
- **Complete control** of hardware, UI, and user profiles.
- **Model-driven, layered architecture** to embrace opportunity and manage change.

Microsoft Dynamics for Retail Offers the "Power of Choice"

Start deployment where it makes sense for your business

Customer/Consumer

