# 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

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## 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."

## 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

MULTI-CHANNEL MANAGEMENT STORE OPERATIONS & MERCHANDISING	<ul> <li>Integrate multichannel administration/management to enable marketplace commerce, cross-channel flows, insight, and analytics.</li> <li>Enable superior store systems to control user roles, interfaces, and hardware to customer order management at the point of sale.</li> <li>Take advantage of powerful merchandising capabilities including global and local management of products and custom attributes; unlimited categories for enhanced category and assortment management; and innovation to manage matrix and other inventory types.</li> </ul>
CUSTOMER CARE & SOCIAL COMMERCE	<ul> <li>Implement promotions, discounts, coupons, and more via social sites; enable recall and/or redemption through other channels.</li> <li>Identify trends and provide personalized service with access to real-time, actionable data.</li> <li>Use shared document repositories to maintain a comprehensive history of the customer, from initial contact through subsequent interactions, and make it available throughout the organization.</li> </ul>
ORDER MANAGEMENT REPLENISHMENT LOGISTICS	<ul> <li>Optimize purchasing and replenishment: base purchase quantities on size, color, and style; use replenishment processes, including cross-docking, to suggest item distribution between stores, with immediate transfer journal updates.</li> <li>Manage inventory transfers and intercompany flows with an end-to-end view of the business.</li> <li>Comprehensively manage purchasing, requisition, and replenishment processes.</li> </ul>
FINANCIAL MANAGEMENT (GL/AP/AR)	<ul> <li>Quickly create unlimited, form-based financial dimensions that can be shared across legal entities for a complete business view, audit trail transparency, and detailed analyses.</li> <li>Transform budget information into precise, workflow-driven management tools with multiple, variable, and hierarchical budgetary controls that allow you to define how you want to manage expenditures and gain greater control of procurement.</li> <li>Set up, view, and manage encumbrances, including purchase order commitments, in the general ledger. Manage workflow items with respect to year-end processing and encumbrances.</li> </ul>
Back Office	

Microsoft