

Advanced Planning

Technological innovations enable a new era of retail by blending physical and digital shopping experiences.

As competition increases, industry leaders have ten times the insights in one tenth the time, enabling them to outperform the market and take share from laggards. The key to leading the industry lies in the ability to capitalize on every point of sale and service to better understand and serve the customer. To accomplish this, leaders are modernizing their legacy systems with digital points of interaction inside and outside of the store. Microsoft solutions for advanced planning power a unified commerce shopping experience across online, stores, and mobile devices by harnessing the power of the intelligent cloud to gain near real-time business insights.

Understand what customers want, when they want it, and how much they're willing to pay for it.

Improve your operations by acting on data insights and evolving business practices to keep pace with rapid change. Through Microsoft solutions for advanced planning, you can accurately predict demand with machine learning models—making it possible for you to optimize your retail operations.

Put customers first with technology that engages at a personal level

Customers respond best to offers that are personal and relevant, leading to increased promotional effectiveness, higher conversion, and larger basket size. Personalization can be delivered through location-aware mobile devices, targeted email marketing, and personalized online shopping. Microsoft offers solutions to collect and understand customer behaviors and respond with offers and experiences that are personal, engaging, and relevant.

Engage employees with role-optimized solutions

Providing the right information for all job functions helps increase employee engagement and allows retailers and brands to deliver differentiated and personalized customer service. Empowered employees provide outstanding service while enabling them to collaborate and share with coworkers. Microsoft offers familiar productivity, collaboration, and social solutions that engage and empower your people.



Advanced planning solutions and an intelligent platform

enable retailers and brands to combine the best of digital and in-store to deliver personal, seamless, and differentiated customer experiences by empowering people and capturing insights to drive growth.

Deliver an intelligent platform that enables data-driven innovation

Through an aggregate understanding of shopping and market insights, combined with external data such as weather, events, and social signals, retailers and brands can improve forecasting and optimize their merchandising and supply chains better than ever before. Microsoft provides end-to-end business processes that optimize cloud scale, industry-leading security, and manageability. These intelligent solutions enable real-time connections across a wide range of innovative devices uniquely suited to each and every need in the retail and brands environment.

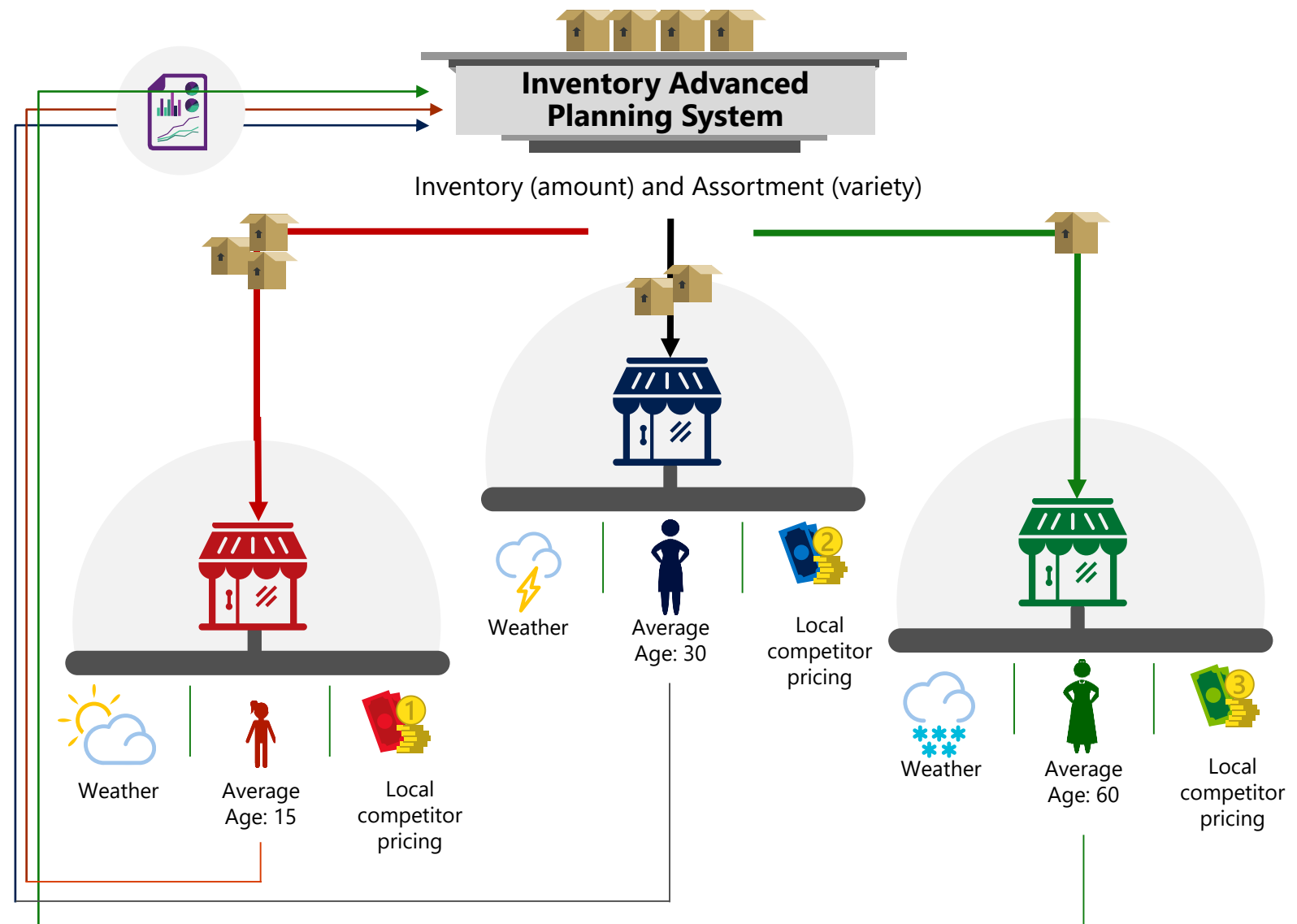
Manage a pipeline of ideas and align them with strategic priorities

In order to succeed in a competitive environment, retailers and brands must continually deliver new products and services, improve processes, and find new ways to deliver value to customers. Speed-to-market is key to increasing brand differentiation, competitiveness, and customer value. Microsoft can help foster a culture of innovation by making it easier for people to connect, share information, and work together across organizational and geographical boundaries.

Solution overview

Advanced Planning

Advanced Planning systems define inventory and assortment at the hyper-local level, assessing external influencers such as weather, store traffic, and competitor pricing.



Why Microsoft

Retailers and brands are embracing digital transformation to thrive in today's competitive environment. Microsoft and partner solutions enable retailers and brands to combine the best of digital and in-store to deliver personal, seamless, and differentiated customer experiences. Empower people to deliver maximum business impact. Personalize your customer engagement by using advanced analytics to understand, predict, and better serve customers. Transform your business through an intelligent, modern platform. With our solutions, you can engage employees, turn data into insights, and take advantage of dynamic, agile systems that adapt to business needs and secure data.

Comprehensive solution. Connect millions of devices and integrate your business systems with new insights to transform your business.

Accelerated time to value. Get started quickly with preconfigured solutions for unified commerce scenarios.

Rich partner network. Leverage Microsoft's worldwide ecosystem of experienced partners to tailor solutions to your needs.

"Although the Pier 1 Imports brand is the same as it has been for more than 50 years, we are continually getting better at identifying what our customer wants, using Microsoft Azure Machine Learning and resulting data insights."

Sharon Leite

EVP Sales and Customer Experience, Pier 1 Imports

Pier1 imports®

Pier 1 Imports, Inc. is the original global importer of home décor and furniture. For more than 50 years, customers have been shopping Pier 1 Imports' exclusive, one-of-a-kind products, which reflect high quality at a great value.



ARCACONTINENTAL

Arca Continental produces, distributes, and sells non-alcoholic beverages under The Coca-Cola Company brand. With an outstanding history spanning 89 years, Arca Continental is the second-largest Coca-Cola bottler in Latin America and one of the largest in the world.

"Over time, this advanced analytics solution with its statistical approach to big data will transform the way we take business decisions through all business processes."

Ruben Dario Torres Martinez

IT Manager, Arca Continental

Learn more
microsoft.com/retail

