At this year’s show, Microsoft is highlighting solutions that enable retailers and brands to thrive in today’s competitive environment by combining the best of digital and in-store to deliver personal, seamless, and differentiated customer experiences – Empowering Retail.

1 Microsoft Technology Center / Customer Journey Experience: Engage the shopper through the entire journey from consideration to purchase, with intelligent bots that can determine the right time and place based on behavioral information coupled with machine learning.

2 Esri / Advanced Planning: Use geographic data to understand where your customers are, where your competition is, and how things like traffic, demographics, and population segments will affect your business.

3 Plexure / Retail Personalization: Optimize customer experiences in real time at every stage of the lifecycle with IoT-driven CRM tools for intelligent marketing that reveal digital insights, real-world conditions, and in-store activity.

4 Cognizant / Digital Store of the Future Platform: Discover what’s in the minds of consumers, based on where they go, what they look at, and what they buy throughout the omni-channel.

5 Neal Analytics / Advanced Planning: Maximize sales and profitability by using advanced machine learning models to determine the optimal mix of products to be delivered and sold.

6 Microsoft Enterprise Mobility / One Secure Identity for your Employees, Partners and Customers: Learn how you can manage identities at scale and support single sign-on to all applications and integration with existing systems for employees, partners, and customers.

7 Unily / Unite your Enterprise with a Digital Workplace: Provide a truly seamless and exceptional user experience through integration with external applications and a customizable user interface.

8 Sitecore / Rethink Content + Commerce: Create seamless and personalized customer experiences across any channel, incorporating shopping as a native part of the customer journey.

9 Episerver / Digital Experience Cloud: Attract new customers, immediately engage and convert them with an individualized product selection, and make sure they become repeat customers with integrated campaign orchestration and trigger-based omnichannel marketing.

10 Orchestra / Commerce Cloud: Ensure seamless digital shopping experiences by unifying product, inventory, pricing, customer, and order information.

11 FreedomPay / Secure Commerce Solutions: Secure customer credit card information while reducing the risk of data breaches and fraudulent credit card purchases, with a vast array of integrations providing unparalleled protection for all payment transactions.


16 Microsoft Azure / Leveraging the Cloud to Enable Seasonality and Scale: Handle your seasonal peaks with a highly scalable cloud platform, and transform the delivery of customer insights with much lower overall cost of operations.

17 Microsoft / Smart Buildings: Transform management of facilities by empowering insightful communication between people and buildings, supporting smarter maintenance decisions and better building management productivity, tenant experiences, cost efficiency, and environmental sustainability.

18 Mojix / Blockchain Technology and the Supply Chain: Reduce transaction costs and create more agile supply chains, enabling closer cooperation and enhanced trust among retailers, suppliers, and logistic partners.

19 Microsoft Dynamics 365 / Deliver Omni Channel Commerce: Learn how you can deliver a 360-degree view of inventory for management and movement of products across applicable fulfillment and distribution channels—retail, wholesale, and direct sales.

20 Microsoft Dynamics 365 / Optimize your Operations with an Intelligent Cloud: Learn how the cloud can provide complete and centralized management of channels and all aspects of merchandising, including assortments, catalog management, category management, pricing and promotions, and inventory.

21 Microsoft Dynamics 365 / Deliver Differentiated Customer-centric Experiences: Learn how customer experiences can seamlessly span across physical stores, e-commerce websites, call centers, mobile, and more, with 360-degree views of your customers enabling buy-anywhere, fulfill-anywhere capabilities.

22 Microsoft Dynamics 365 / Enable Seamless Mobile commerce: Learn how modern mobile point-of-sale solutions enable various in-store experiences across selling, clienteling, store inventory, reporting, shift and drawer operations, and more.

23 Sheffie / Survey your Store: Solve the challenges of gaining insights into your shelves with a network of robots, drones, and handheld devices to detect out-of-stock items, view planogram compliance, and check on-shelf pricing.

24 Footmarks / Personalization Through Proximity and Identity: Engage customers through differentiated and more personalized shopping experiences with Footmarks SmartConnect beacon solution.

25 Microsoft StaffHub / Connect and Engage your Employees: Connect and engage your employees, and modernize communication and productivity with digital tools for scheduling, communications, learning, and productivity.

26 Powershell / Intelligent Shelving: Provide constant power and two-way communications for applications and devices through shelf technology, which enables advertising, merchandising, live inventory management through out-of-stock alerting, dynamic pricing, and more.

27 Acuity Brands / Smart Retail IoT Experience: Save considerable energy and maintenance costs, while deriving highly accurate, real-time location of loyal customers, employees, and critical assets.

28 FaceCake / Visualize your Look—Augmented Reality for Retail: Offer an enhanced, realistic shopping experience that allows consumers to virtually “visualize their look” wherever they’re located, whether in-store or at home, and on whatever device they choose.
Microsoft @ Retail's **BIG** Show NRF 2017
Booth 2803

**Customer Journey Experience**
Microsoft Technology Center

**Harness the Power of Data**
- Esri
- Plexure
- Cognizant
- Neal Analytics

**Empower your Employees**
- Microsoft Enterprise Mobility
- Unily
- Footmarks
- Microsoft StaffHub

**Deliver Unified Commerce**
- Sitecore
- Episerver
- Orckestra
- FreedomPay
- Microsoft Dynamics 365

**Optimize Operations**
- Microsoft Azure
- Microsoft Smart Buildings
- Mojix

**Innovation Zone**
- Shelfie
- Powershelf
- Acuity Brands
- FaceCake
- Microsoft Surface Hub

**Microsoft and Partner Device Bar**
- Device Bar

Please visit these Microsoft Partners at NRF

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