Microsoft @ Retail's BIG Show 2017
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Customer Journey Experience

Pod #	Solution	Participating Partners	Solution Description
1	Customer Journey Experience	Microsoft Technology Center	This is a showcase of Microsoft's capabilities in helping retailers engage the shopper through the entire journey from consideration to purchase. The showcase begins in the shopper's home with a scenario showing how intelligent bots can determine the right time and place to engage with the shopper based on behavioral information coupled with machine learning. A chatbot interface engages with the shopper in a conversation showing relevant and personalized recommendations that take the shopper further down the customer journey and closer to purchase. When the shopper visits the store to try out some of her selections, sensor technologies that couple with her mobile device help identify her and enable the store associates to engage in a personalized manner. The scenarios in the store showcase the rich use of analytics to help retailers better engage with customers and personalize every aspect of the experience. The demo also focuses on the connected fitting room experience as a means of engaging with the shopper and delivering a physical experience. The demo also showcases personalization and analytics at each of the touchpoints and delves into chatbots, artificial intelligence and blockchain use cases in the store.

Harness the Power of Data

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2	Advanced Planning	Esri	Esri is the world's leading provider of geographic information systems. Since 1969, Esri has enabled customers to think and plan geographically. Today ArcGIS, Esri's geography platform, is used by over 350,000 organizations around the world, from national governments to more than two thirds of Fortune 500 companies. In Retail, Esri's solutions enable organizations to use geographic data to understand where their customers are, where their competition is, and how things like traffic, demographics and population segments will impact and influence their business. Retailers can better understand the geographic data drivers in their business to drive better results. Visit us at esri.com/retail to learn more.
3	Retail Personalization	Plexure	Plexure's IoT-driven CRM helps grocery brands optimize customer experiences at every stage of the lifecycle. We give brands the tools to attract, engage and retain customers with intelligent marketing that optimizes transactions in real-time using digital insights, real-world conditions and in-store activity. The Plexure platform is built on a modern service-oriented architecture specifically for Azure, utilizing Machine Learning, Event Hubs, Stream Analytics, Logic Apps and more. Plexure fills a critical gap in existing CRMs and enables marketers to build engaging, personalized customer experiences across multiple channels using smartphones and connected devices including beacons, cameras, digital signage and LED lighting.

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4	Digital Store of the Future Platform	Cognizant	Today's consumers expect to be at the center of the retail experience. Cognizant's Digital Store of the Future platform, powered by Microsoft Azure, JDA and Conduce, helps retailers discover what's in the minds of consumers, based on where they go, what they look at, what they buy throughout the omni-channel That not only helps retailers to visualize real-time consumer needs by providing a more seamless, personalized experience; it also helps them forecast purchasing behavior, anticipate and manage demand, increase top-line revenues, while optimizing store operations. Cognizant will demo available features: including Digital Associate, Augmented Reality shopping, BOPIS and Interactive Visualizer. Cognizant is a leading provider of digital business services dedicated to helping the world's leading companies build stronger businesses.
5	Advanced Planning	Neal Analytics	SKU MAX helps retail and consumer goods companies maximize sales and profitability by using advanced machine learning models to determine the optimal mix of products are delivered/sold at each.

Empower Your Employees

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6	One Secure Identity for your employees, partners and customers	Microsoft Enterprise Mobility	A secure digital identity is the foundation for enabling access to information and applications for retail store managers and associates. Learn how Whole Foods and other large retail organizations are using Azure Active Directory to manage identities at scale, support single sign-on to all applications and integration with existing systems for employees, partners and customers.
7	Unite your enterprise with a digital workplace	Unily	This Unily cloud solution built on Microsoft Azure uses SharePoint online, Yammer and Office 365. It allows employees to communicate and collaborate globally. Unily's ability for integration with external applications and a customizable user interface allows for a truly seamless and exceptional user experience. BrightStarr, the creators of Unily is an award winning technology company which has been delivering digital solutions to clients for over 10 years.
24	Personalization Through Proximity and Identity	Footmarks	Advancements in technology present exciting opportunities for retailers to engage customers through differentiated and more personalized shopping experiences. Nordstrom Rack is leveraging Footmarks SmartConnect beacon solution to meet this challenge. By leveraging Footmarks, The Rack drives endless-isle Scan and Shop features in-app, drive app adoption in-store and gain valuable insight into customer shopping behavior previously unavailable. Footmarks is leveraging the Microsoft Stack to help retailers connect customers in-store shopping experience to cross-channel engagement. Footmarks beacon solution provides in-store personalization through proximity and customer identity. Come see us in action!
25	Connect and Engage Your Employees	Microsoft StaffHub	Connect and engage your employees. Modernize communication and productivity for all your retail employees with digital tools for scheduling, communications, learning and productivity. Microsoft Office 365 and Microsoft StaffHub enable a digital workplace for all your retail store needs. Microsoft StaffHub is the new `go to tool for everything work' for your store associates and managers.

Deliver Unified Commerce

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8	Rethink content + commerce	Sitecore	Brands are expected to deliver personalized customer experiences across any channel, but often are challenged with separate systems that fragment the customer journey. Sitecore enables brands to create seamless customer experiences that incorporate shopping as a native part of the customer journey.

9	Digital Experience Cloud	Episerver	To compete with Amazon and other leading retailers, you need to offer a differentiated and unique commerce experience, but be much quicker to market. In this demo, you will see how a fashion retailer uses Episerver to attract new customers, immediately engage and convert them with an individualized product selection, and make sure they become repeat customers thanks to integrated campaign orchestration and trigger-based omnichannel marketing. You will also see how Episerver extends the abilities of merchandisers thanks to machine learning that can anticipate and react on customers' real-time behavior. The solution? Episerver Digital Experience Cloud, running on Microsoft Azure.
10	Commerce Cloud	Orckestra	Customers who shop online need accurate product information, availability, and the choice to reserve for pick-up in-store. Orckestra Commerce Cloud's Extension for Dynamics 365 for Operations ensures seamless digital shopping experiences by unifying product, inventory, pricing, customer and order information between both systems. Ensuring information entered on the website is readily and easily accessible on the in-store MPOS. And the reverse is true, where orders finalized on the MPOS will be sent back to OCC for unified order history. This tightly integrated solution is the only one built on Microsoft Azure to deliver omnichannel commerce powered on the cloud.
11	Secure Commerce Solutions	FreedomPay	FreedomPay's platform is the simplest way for retailers to secure customer credit card information while reducing the risk of data breaches and fraudulent credit card purchases. Operating on the Windows Platform and fully supported by the Azure Cloud, retailers can choose from a vast array of integrations across point-of-sale devices, payment processors and financial institutions, providing unparalleled protection for all payment transactions. FreedomPay's innovative commerce technologies are transforming today's omni-channel shopping experience across the retail ecosystem; in-store, on-line and on-mobile.
19	Deliver Omni Channel Commerce	Microsoft Dynamics Operations | Retail	Retailers are challenged with delivering a consistent customer experience and seamless flow of inventory. This put significant stress on the visibility of inventory flow across the supply chain. Hear how Hickory Farms, America's most famous holiday food gift brand retailer, is partnering with Microsoft Dynamics Retail Partner, RSM US LLP, to implement Microsoft Dynamics 365 for seamless commerce, delivering a 360-degree view of inventory for management and movement of products across their applicable fulfillment and distribution channels – retail, wholesale and direct sales.
20	Optimize your operations with an intelligent cloud	Microsoft Dynamics Operations | Retail	Retail in Microsoft Dynamics 365 has been built on the fundamental promise to deliver deep industry capabilities that enables retailers to connected, seamless unified commerce experiences to their customers. The solution is engineered to be mobile first cloud first solution allowing retailers full power and complete flexibility to focus on the business instead of their systems. In this solution demo, we will showcase complete and centralized management of channels as well as all aspects of merchandising including assortments, catalog management, category management, pricing and promotions and more. In addition, the solution has core capabilities to manage inventory including sourcing, procurement, replenishment, warehousing, order management as well as well as end of day processes that posts all relevant data to financials seamlessly. This cloud powered solution built on Microsoft Azure allows retailers to take their minds off infrastructure and systems and focus more on their business processes and transformation. While the solution is cloud powered, we will show how it is architected to provide business continuity against network interruptions through offline and on-premises store scale unit. We will showcase advanced visualizations through Power BI and built-in intelligence and insights that helps transform retailer's business. We will showcase and discuss complete end to end application lifecycle management through Microsoft Life Cycle Services.
21	Deliver differentiated customer-centric experiences	Microsoft Dynamics Operations | Retail	Consumers today are looking for a complete, seamless shopping experience across all the channels – stores, online, mobile and more. Retail in Dynamics 365 for Operations is engineered from ground up to provide immersive, personalized and omni-channel capabilities natively. In this solution demo, we will showcase how customer experiences seamlessly span across physical stores, e-commerce websites, call centers, mobile and more. Retailer will have full 360-degree view of their customers including customer data along with purchase history, wish lists, loyalty and affiliations as well as orders across all channels, enabling buy-anywhere, fulfill-anywhere capabilities seamlessly. In addition, with in depth customer data deeply tied to Cortana Intelligence suite, Dynamics 365 delivers personalized recommendations and richer experiences in every channel. Retail in Dynamics

			365 also enables personalized offers and promotions that enables superior end to end marketing campaigns while ensuring that retailer can effectively provide customer care, converting intent into purchases as well as shopper into a loyal brand fan for life!
22	Enable seamless mobile commerce	Microsoft Dynamics Operations | Retail	Retail in Microsoft Dynamics 365 offers immersive, unique, and differentiated experiences in the store, across mobile devices, form factors and platforms. In this demo, we will showcase various in-store experiences across selling, Clienteling, store inventory, reporting, shift and drawer operations and more. Retail Modern POS is built on state of the art architecture and built as Windows UWP application and supports phones, phablets, tablets, PCs and other form factors. Moreover, we will show how the same application can run as native Windows app, run in a browser (Cloud POS) as well as across iOS and Android platforms. This solution provides great flexibility and choice to retailers such that it can be setup and operated with offline and on-premises retail store scale unit, providing business continuity even in the case of network interruptions. Retail in Dynamics 365 also offers consumer mobile application on iOS and Android mobile phones allowing browsing and checkout providing flexibility and convenience for modern day shoppers. Integrated payment processing that is fast, reliable and secure freeing retailers from PCI compliance is a core tenant of the solution and we'll showcase various peripherals configurations and support designed for modern day store.

Customer Journey Partner Showcase

Pod #	Solution	Participating Partners	Solution Description
12-15	Digital Transformation Customer Journey – Self-Service	Microsoft	The Digital Transformation Customer Journey will help walk you through an end-to-end experience of both retailer and customers in a Grocery Store scenario. The journey starts with the retailer identifying the need for opening a new store location, setting up the merchandize, designing the store shelf space, setting up the offers to best suit customer needs, and communicating with the salesforce. Once the right customers are identified and targeted, the demo highlights the customer experience in the store, including unified commerce platform, customer personalization, and Chatbot technology. We start our journey with: 1. Geographic Information System (GIS) software from ESRI to help retailers identify a new store location and deliver experiences that matter to customers, while driving sales growth for them 2. POP Retail Execution from AFS to help consumer goods companies sell more by improving their execution at the point-of-purchase 3. Unily from Brightstarr, an Intranet Service Platform, that is built on Microsoft stack of products for greater productivity, collaboration and employee engagement 4. Digital Experience Cloud from Episerver, a unified content and commerce platform that supports retailers from leads through repeat sales 5. Plexure on Azure, a platform that gives marketers the data and tools to personalize the customer experience and grow their customers' lifetime value 6. Commerce from Orckestra to helps mass merchandisers, specialty retailers and branded manufacturers to deliver a consistent and personalized customer experience across in-store, mobile and online 7. Dynamics 365 for Retail from Microsoft Services showcasing unified commerce capability with new store creation and assisted sales at stores with Modern point of sale system."

Optimize Operations

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16	Leveraging the cloud to enable seasonality and scale	Microsoft Azure	Retailers can utilize the highly scalable Azure cloud platform to handle their seasonal peaks, transform the delivery of customer insights with much lower overall cost of operations. Learn how the world's largest retailers are leveraging Azure services such as Cortana Intelligence Suite to predict what's next and take action. As a fully PCI-compliant platform, Azure can securely handle all

				POS transactional data, enabling trustworthy analytics and operations distributed across 38 different local regions of the world.
17	Smart Buildings	Microsoft		The Smart Buildings demo showcases how the Internet of Things can be leveraged to transform management of facilities such as office buildings, retail stores, and distribution centers. Smart buildings empower insightful communication between people and buildings to support smarter maintenance decisions and to drive positive impacts for building management productivity, the tenant experience, cost efficiency, and environmental sustainability. With Smart Buildings, retailers can centrally manage facilities, monitor energy consumption and reduce energy costs through predictive maintenance as well as adapt in real-time to people needs and propose services.
18	Blockchain Technology and the Supply Chain	Mojix		Blockchain-based Smart Contracts…self-executing code that automatically implements the terms of an agreement between parties…promise not only to reduce transaction costs but create more agile supply chains - enabling closer cooperation and enhanced trust among retailers, suppliers and logistic partners. In this demo, see how the blockchain acts as a shared database to provide a secure, validated, single source of truth among trading partners by utilizing smart contracts which provide item level visibility, and automate approvals, calculations and other transactions that are prone to lag and error.

Innovation Zone

Pod #	Solution	Participating Partners	Demo Name	Solution Description
23	Survey Your Store	Shelfie		Shelfie solves the challenges of retail stores providing insights into the shelves via its network of robots, drones and handheld devices. Shelfie Detects out of stock items, planogram compliance and checking on shelf pricing. The Shelfie Index is used to measure each store and well they are doing across all areas of the physical shelf in the store. The data and analytics captures by Shelfie is providing insights that retailers have never had before. Shelfie platform lives on Microsoft Azure and is delivered as a cloud service.
26	Intelligent Shelving	Powershelf		Powershelf utilizes Microsoft Azure for platform and software Cloud services. The proprietary technology provides constant power and two-way communications for applications and devices, which enables advertising, merchandising, "live inventory management through out-of-stock alerting, dynamic pricing, and more. Powershelf is powered by inductive coupling, allowing battery-free operation. Microsoft Azure and Powershelf are advancing how Big Data can drive and deliver increased sales, consumer satisfaction and ROI.
27	Smart Retail IoT Experience	Acuity Brands		Acuity Brands embeds multiple Indoor Positioning technologies within wirelessly-controlled LED Luminaires, allowing retailers to save considerable energy and maintenance costs, while deriving highly accurate, real-time location of loyal customers, employees & critical assets. These location-based services enable: 1) revenue lift & differentiation via an integrated mobile App shopping experience, 2) operational efficiencies of employee tasks (ex. Restock or BOPUS), and 3) enriched business intelligence on visitation metrics, path travelled, and location-based advertising. With over 25 Million ft2 installed, Acuity has leveraged Microsoft's Azure Cloud Services to deliver a truly Affordable, Scalable & Secure IoT infrastructure to address multiple business needs.
28	Visualize Your Look Augmented Reality for Retail	FaceCake		FaceCake is unveiling its latest interactive Augmented Reality for Retail platform, powered by Microsoft Azure. As shoppers now more than ever desire convenience, relevance, and personalization, FaceCake's AR platform offers 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. Their new looks can be shared with friends, saved in a virtual dressing room, or purchased with a click. FaceCake's frictionless, highly-engaging platform helps consumers find exactly what they're looking for, reducing returns and building basket size. Embedded in the platform are highly-developed recommendation engines and enterprise-ready business analytics with architecture designed for scalability.