



# Microsoft Solutions for Modern Retail Businesses

How to engage customers and empower your retail workforce

Insight 

 Microsoft

# The future of retail innovation

The fight between retail and e-tail has been playing out for more than 20 years, and it's far from over. With the rise of e-commerce, the ways brands sell and customers buy continue to push trends forward.

To date, we've witnessed two phases in the evolution of e-commerce. Phase one saw e-commerce taking on brick-and-mortar incumbents. In phase two, modern brands carved niches into e-commerce to meet increasing customer expectations.

As we enter phase three, we are now seeing a new paradigm for online shopping that merges intelligent technologies, hyper-personalisation and seamless cross-channel engagement.



## Delivering the modern customer experience

Retail and e-commerce brands must evolve and adapt in order to thrive in today's retail ecosystem. Next-generation technologies that meet changing customer behaviors and demands can help.

### **Meet your customers where they are.**

Effective customer engagement is the key to increasing brand satisfaction and affinity. Customer relationship management solutions can help you collect and understand shopper behaviors and respond with personalised offers. This boosts promotional effectiveness and conversions while reducing churn.

Differentiated engagements like these can help your brand stand out in a competitive marketplace. And true personalisation can be delivered hand in hand with omnichannel retail offerings.



## Empower your employees.

Just as it's crucial to personalise the customer experience, it's also imperative to engage employees with role-optimized solutions. These enable workers to offer outstanding service and collaborate with ease. Providing the right information for all job functions increases productivity and improves information flow

### **Proactively address customer & employee needs.**

The retail business ecosystem is full of variables. You can stay ahead of those variables in a number of ways:

- Reimagine the customer experience.
- Empower employees with modern digital tools.
- Optimise operations through improved insight into compliance and risk management.
- Transform products with open and connected systems and highly automated digital processes.



## How Microsoft helps retail organisations

Insight and Microsoft offer client-centric solutions for collaboration, mobility, security, and cloud implementation and management that can help you navigate the technology maze. Here's how:

Business challenge	Microsoft solution
Innovative software	Windows® 10
Communication and collaboration tools	Office 365® suite
Cloud business with regulatory compliance	Azure®
Data management	SQL Server®
Customer management	Dynamics 365™
Enterprise management	Enterprise Mobility + Security suite

### The power to improve the way you work

No matter your needs, there's a Microsoft Surface® device that will transform the way you approach the retail world. Each device comes with industry-leading features that not only enhance productivity but also facilitate personalisation and collaboration.

Insight offers the full Surface family of devices to equip your workforce with the tools to work smarter and do more.

# The tools to do more

## Stunning resolution

Complete with a high-resolution PixelSense® display, each Surface device offers touch-screen capabilities, true-to-life color and the ability to write directly on the screen.

## Superior productivity

Multitasking has never been easier with Surface devices; desktop applications and 4K entertainment run with ease.

## Professional-grade software

Windows® 10 for Surface comes standard with innovative apps and tools such as Photos, Camera, Maps, People and Calendar. Users can also take advantage of the full Office 365® suite, which includes business-class email, instant messaging and video conferencing, as well as Word, Excel, PowerPoint®, OneNote® and OneDrive®.



## Surface Go

Stay on top of daily tasks while you're on the move with the portable and powerful Microsoft Surface® Go. With a 10-inch display, a weight of 1.15 pounds and full-featured desktop software, Surface Go is the newest — and smallest — addition to the Surface family.

Take all of your work applications with you wherever you go. Surface Go offers everything you need to stay productive — in a stylish, ultra-portable package.

### Surface Pro

The Microsoft Surface Pro offers several versatile modes. Use it as a laptop, studio device or tablet by simply adjusting the kickstand. It also boasts an impressive battery life, a powerful Intel® Core™ processor and hassle-free connectivity, making it perfect for running business apps on the go.

Extend its capabilities with Surface Pen and Surface Dial. It also offers the full Windows 10 experience, including 3-D creation tools.

### Windows Autopilot

Windows Autopilot streamlines the way new Microsoft Surface devices are deployed, reset and repurposed. This zero-touch configuration solution for Surface enables end users to securely and remotely set up and configure new devices without any IT involvement.



## Why Insight for Microsoft?

Insight is Microsoft's largest global partner and has been providing Microsoft® solutions for more than 25 years. We put Microsoft at the center of our end-to-end strategy to help businesses run smarter.

We collaborate to deliver Insight Intelligent Technology Solutions™ that meet your strategic business needs and optimize your technology investments. Our team of experts will help you implement, manage and scale cloud solutions for communications, messaging, customer relationship management, collaboration, content analysis, productivity and more.

- Microsoft Gold partner with 10 Gold competencies
- Comprehensive Microsoft product and licensing expertise
- End-to-end Microsoft consulting and deployment
- 4,500+ global sales and service delivery professionals
- Top 1% of all Microsoft global partners



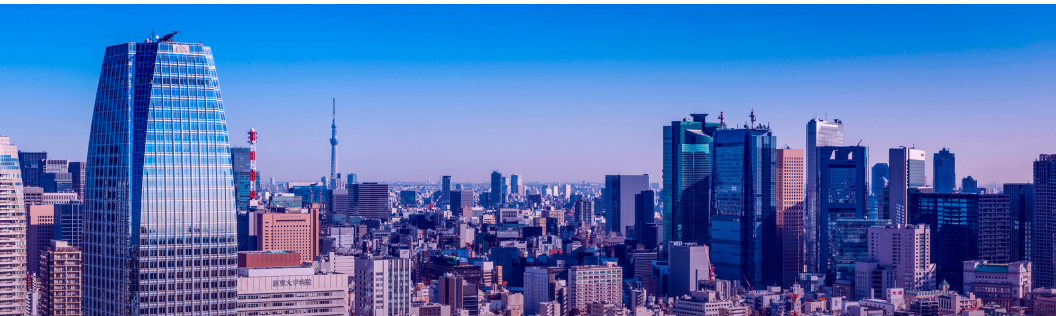


## Why Insight for Surface?

As a Microsoft Gold Partner, Insight holds 10 Gold and two Silver Microsoft competencies. Insight was also named Microsoft's 2018 Worldwide Modern Desktop Partner of the Year, 2018 U.S.

### **Global reach**

Insight's 6,600+ teammates, including 2,000+ consulting and service delivery professionals, support clients worldwide, with operations in 20 countries across the globe. We are also Microsoft's largest Global Services Provider License Agreement (SPLA) reseller.



# About Insight

Insight empowers companies of all sizes, government organisations, and healthcare and educational institutions with Insight Intelligent Technology Solutions™ to realise their goals. As a Fortune 500-ranked global provider of hardware, software, cloud and service solutions, we give clients the guidance and expertise needed to define, architect, implement and manage technology today while transforming for tomorrow.



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