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Retail
MicroStrategy provides retailers with a platform to digitally transform their businesses

The Challenge

The retail environment has never been more competitive. Online and mobile shopping channels, with their lower overhead costs, exert constant pressure on retailers to deliver low prices while remaining profitable. These channels also give consumers the ability to instantly satisfy their shopping desires, eroding the allure of the in-store experience. At the same time, shoppers are better informed on prices, products, and promotions than ever before, heightening their expectations for customer service.

The Solution

MicroStrategy is an integrated platform upon which retailers can deploy customized, data-driven applications that help them analyze, understand, and act upon massive amounts of customer, sales, inventory, and promotional data across their organization. Hundreds of leading retailers are transforming their businesses using analytics and mobility solutions to help increase revenue, streamline operations, boost employee productivity, and transform the customer shopping experience.

Amazing applications

- Store Operations
- Consumer Engagement
- Merchandising Optimization
- Supply Chain Management
- Loss Prevention
- Sales Productivity

Global customers

- WHOLE FOODS
- The Container Store
- GUESS
- LOWE'S
- COACH
- Sonic Automotive
- STAPLES

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Retail
Digital Transformation with MicroStrategy

- Applications for the Digital Transformation of Retail
- Customer Case Studies
- Professional Services Overview
Better serve and engage with customers, build brand loyalty, and drive revenue growth.

**CUSTOMER INSIGHT ANALYSIS**

Proactively adjust product assortments, inventory levels, and pricing strategies to help increase profitability.

**MERCHANDISING OPTIMIZATION**

Streamline reporting processes and analyze performance data to help improve the profitability of merchandise, customers, and operations.

**FINANCIAL ANALYSIS**

Optimize promotions and agilely adjust marketing campaigns to increase effectiveness.

**PROMOTIONAL ANALYSIS AND PLANNING**

Leverage exception-based reporting and predictive analytics to monitor, detect, and take action against inventory loss from fraud, employee error, and theft.

**LOSS PREVENTION**

Minimize delays, reduce inefficiencies, and maximize profit margins with real-time visibility into supply chain operations.

**SUPPLY CHAIN MANAGEMENT**

Arm store associates with a catalogue of information on customers, products, and promotions so they can provide a superior, personalized customer shopping experience.

**CLIENTELING**

Boost sales productivity by giving associates instant access to training materials, product information, sales performance data, and more.

**SALES PRODUCTIVITY**

Streamline the store inspection and audit process by enabling mobile, on-site data entry and fast information sharing.

**STORE INSPECTION**

Provide store operations with seamless in-app access to their information and system needs, while also allowing them to take action from the sales floor.

**STORE OPERATIONS**

Transform and personalize the user experience across all customer channels.

**ENTERPRISE DIGITAL BADGE**

Secure access to information systems and facilities with digital identity badges.

**DISTRIBUTION CENTER OPERATIONS**

Provide distribution center supervisors with the business insight and capabilities to streamline warehouse operations and better engage with their employees.

**VENDOR PORTAL**

Analyze vendor performance and drive sales and supply chain improvements.

**Vendors**

Provide distribution center supervisors with the business insight and capabilities to streamline warehouse operations and better engage with their employees.

**DISTRIBUTION CENTERS**

Secure access to information systems and facilities with digital identity badges.

**ENTERPRISE DIGITAL BADGE**

Provide distribution center supervisors with the business insight and capabilities to streamline warehouse operations and better engage with their employees.

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Retail Application: Store Operations

Provide store management with seamless in-app access to their information and system needs, while also allowing them to take action from the sales floor.

- Give store managers a one-stop shop for their system and information needs
- Analyze buying trends, evaluate promotion success, and benchmark performance
- Data-driven alerts draw attention to high priority issues
- Transactional functionality allows managers to take action from the sales floor
- Empower store managers to make better decisions and improve productivity

Customer ROI Stats:

- **$4.5 million** in annual savings
  - Large home improvement retailer
- **17%** time savings for store managers
  - Large global discount supermarket
Demo: Store Manager’s App
Store Manager Dossier - Demo

Today’s Sales: $42,784
Sales vs LY: 5.93%
Sales vs Plan: -1.25%
Margin: 34%
Customer Conversion: 55%
Payroll vs Budget: -8.85%
Retail Application: Clienteling

Arm store sales associates with a catalogue of information on customers, products, and promotions so they can provide a superior, personalized customer shopping experience

- Guide store associates in the sales process
- Provide access to loyalty program data and customer purchase history
- Provide personalized product recommendations
- Take advantage of inventory available in other stores and online
- Submit merchandise feedback from customers in stores
- Improve customer loyalty and create more omni-channel customers
- Increase conversion rates
- Gain a competitive advantage

Customer ROI Stats:

38% increase in product sales
– Fortune 500 automotive retailer

56% increase in transaction size
– Upscale fashion retailer

Current promotion information

Customer purchase history

Loyalty program rewards data and alerts for points about to expire

View and update customer contact information

Alerts for customer appointments, customers in-store, and flash sales
Demo: Clienteling App
Retail Application: Store Inspection
Streamline the store inspection and audit process by enabling mobile, on-site data entry and fast information sharing

Submit store audit data while on-site
Submit photos of issues that need to be addressed
Input inspection notes

- Eliminate inspection paperwork and long preparation times
- Ensure store auditors have up-to-date data
- Allow auditors to submit data directly from apps
- View past inspection history and analysis
- Enable auditors to immediately review inspection results with store managers
- Increase audit efficiency, facilitate better communication, and improve follow up

Customer ROI Stats:
60% increase in productivity of store auditors
- Large fast casual restaurant

Geospatial analysis and mapping capabilities help determine which stores to audit
View history and analysis of past store inspections
Demo: Store Inspector App
Retail Application: Sales Productivity

Boost sales productivity by giving associates instant access to training materials, product information, sales performance data, and more

- Easy access to sales tips, merchandising best practices, and product information
- View individual employee and store performance data
- Compare performance against peers
- Incorporate gamification to boost sales and promote app usage
- Improve interactions between store personnel and customers

Additional information:

- Training materials
- Product details
- Sales tips
Retail Application: Merchandising Optimization

Proactively adjust product assortments, inventory levels, and pricing strategies to help increase profitability

- Better tier product assortments and inventory levels
- Exception-based reporting for early visibility into issues and opportunities
- Compelling visualizations for an easy understanding of how promotions, brands, and product categories are performing
- Make quicker, more informed decisions
- Improve category management, in-stock rates, profitability, and customer satisfaction

Drill into category and item performance information

Analyze vendor performance trends

Incorporate visualizations to help merchants better manage SKU-intensive business categories

Evaluate promotional and pricing strategy performance
Retail Application: Promotional Analysis and Planning

Optimize promotions and agilely adjust marketing campaigns to increase effectiveness

- Analyze customer patterns from weblogs, purchase history, and promotions
- Identify and predict item affinity
- Better manage promotions, planograms, and pricing
- Send personalized and timely marketing communications

Identify the most profitable product categories purchased with individual items

Visually highlight market basket trends

Helps predict customer propensity to purchase by analyzing data from weblogs, transactions, and promotions

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Retail Application: Customer Insight Analysis

Better serve and engage with customers, build brand loyalty, and drive revenue growth

Analyze customer profitability to drive actions that will increase loyalty in your most valuable customers

- Easily make sense of customer data from various touchpoints
- Peer into customer profiles to accurately create and assign customer segments
- Create targeted promotions
- Offer personalized product recommendations
- Tailor store assortments to clientele
- Strategically offer discounts to strengthen customer retention and increase loyalty
- Integrate customer insights into every function of strategy, planning, and operations

Leverage customer demographic insights to improve strategies in marketing, real estate, and merchandise assortment planning.
Retail Application: Loss Prevention

Leverage exception-based reporting and predictive analytics to monitor, detect, and take action against inventory loss from fraud, employee error, or theft.

- Identify trends in organized crime rings and employee fraud
- Quickly address losses resulting from vendor and employee errors
- Submit case data directly from apps
- Improve communication with headquarters and other stores
- Significantly cut down on losses from inventory shrinkage

Geospatial analysis and mapping capabilities help determine the status of cases, and which stores have inventory loss issues.

Exception-based reporting and powerful visualizations make it easy for LP managers to spot abnormalities in data.

Input cases directly from app while on-site in stores.

Real-time KPIs related to fraud, theft, and employee/vendor errors.
Retail Application: Financial Analysis

Streamline reporting processes and analyze performance data to help improve the profitability of merchandise, customers, and operations

- Empower everyone from executives to analysts with business insight
- Easily integrate data from a wide range of sources
- Seamlessly access critical analytics and financial information
- Identify and take advantage of business opportunities
- Provide secure, personalized views of financial information
- More efficiently manage daily business
- Make better strategic decisions
- Improve collaboration with colleagues
Retail Application: Supply Chain Management
Minimize delays, reduce inefficiencies, and maximize profit margins with real-time visibility into supply chain operations

- Receive instant visibility into the status of the entire supply chain
- Better manage distribution center processes and operating costs
- Access transportation KPIs related to shipping costs, units shipped, truck capacity used, and driver performance
- Provide detailed insights into supplier invoice accuracy, on-time deliveries, and order fulfillment rates
- Incorporate alerts for items held in customs too long or for merchandise that needs expedited to stores

Additional information:
- Transportation performance
- Supplier analysis
- Alerts for shipments that need to be expedited
Retail Application: Vendor Portal

Analyze vendor performance and drive sales and supply chain improvements

- Provide valuable and timely performance data to both merchants and vendors
- Foster a joint collaboration to drive efficiencies and improve sales performance
- View data for product and category sales performance, inventory, profitability, supply chain, and promotions
- Allow vendors to benchmark their performance against peers, view product forecasts, and access promotional fund information

Benchmark vendor performance against peers at an anonymous level to encourage improvement

Provide vendors with access to up-to-date sales and inventory performance information and forecasts

Provide visibility to vendor supply chain performance metrics related to shipment timeliness and order fill rates and lead times
Retail Application: Digital Loyalty Card
Transform and personalize the user experience across all customer channels

- Present loyalty card at the store
- Authorize transactions with a tap
- Validate identity over the phone
- Proximity sensing to offer a VIP experience
- Log into global websites without passwords

- Instantly determine the identity, location, and loyalty status of customers
- Send customized messages and offers to customers as they shop
- Enable real-time security without compromising the customer experience
- Embed Usher functionality into existing consumer mobile apps

Additional services:
Deliver coupons   Personalized messages   Send tickets
Customer Case Studies
Applications for the digital transformation of Retail

- The Container Store
- GUESS?
- Sonic Automotive
- Coach
The Container Store: Store Operations

Profile

Industry specifics: Retail – Home furnishing stores  
Location: United States  
Products: Mobile, Web, Server, Architect  
Core capabilities: Enterprise Analytics, Mobile Productivity Apps

Application

• Identified gaps in store reporting as the greatest opportunity for improvement and innovation  
• Created informative, user-friendly mobile apps for their store leadership teams  
• Provide actionable insight into critical labor and operational KPIs  
• Now, store leadership teams are more productive and spend more time on the sales floor
The Container Store: Store Operations

Store leadership teams are more productive and spend more time on the sales floor
**GUESS?: Clienteling, Merchandising Analysis**

### Profile

**Industry specifics:** Retail – Fashion apparel and accessories  
**Location:** United States  
**Products:** Mobile, Server, Web, Architect  
**Core capabilities:** Enterprise Analytics Platform, Mobile Analytics, Mobile Productivity Apps

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### Application

- Deployed clienteling and product apps to their store teams
- Apps provide visibility into loyalty program data, current sales, and new products
- Store associates can recommend items to complete an outfit, utilize inventory from items across the chain, and message shoppers about products that might interest them
- Apps have led to improved customer interactions, reduced merchandise out-of-stocks, higher sales conversion rates, and more omni-channel customers.
- GUESS also deployed apps to their headquarters-based executives and merchants
- Executives remain connected to the state of the business
- Merchants can view information about best sellers, specific stores, inventory, and more
- Apps are also used to provide up-to-date information on store trips
GUESS?: Clienteling, Merchandising Analysis

Mobile apps have led to improved business insight and processes across the enterprise.
Sonic Automotive: Store Operations and Executive Reporting

Profile

Industry specifics: Retail – Automotive
Location: United States
Products: Mobile, Server, Web, Architect
Core capabilities: Enterprise Analytics Platform, Mobile Analytics, Mobile Productivity Apps
ROI results: 38% increase in car product sales

Application

• Deployed mobile apps to ensure that their executive team, regional management, and dealership personnel have 24-7 access to daily business tracking metrics

• Apps provide a view of performance data for sales, services, finance, insurance, and external markets

• Executives and regional leadership rely on this app daily to evaluate sales performance for dealerships and conduct monthly financial reviews

• Apps also provide a scorecard for each dealership with insight into sales effectiveness across automotive brands, product categories, and geographic regions

• Sonic was able to achieve a 38% increase in car product sales since app deployment

• They eliminated large binders of paper spreadsheets

• They saved significant time by eliminating the need to perform manual analysis of data
Sonic Automotive: Store Operations and Executive Reporting

Mobile apps have helped Sonic achieve a 38% increase in car product sales
Coach: Store Operations and Executive Dashboards

**Profile**

- **Industry specifics:** Women's handbag and purse manufacturing
- **Location:** United States
- **Products:** Architect, Mobile, Server, Web
- **Core capabilities:** Enterprise Analytics, Mobile Analytics

**Application**

- Coach decided it was time to make the switch from an antiquated legacy reporting system to a modern, enterprise-grade analytics platform
- MicroStrategy provided them with a fully integrated web and mobile solution that transformed Coach’s data into actionable insights
- Now, Coach is empowered to answer business questions on the fly and to better respond to customer needs
Coach: Store Operations and Executive Dashboards

Coach can now quickly answer business questions and better respond to customer needs.
Why MicroStrategy Professional Services?

Professional Services
Engagements
Professional Services Value Proposition

Founded in 1989, MicroStrategy (Nasdaq: MSTR) is a pioneer of business intelligence, analytics, and mobile enterprise software platforms and successfully delivers world-class, comprehensive implementation and **strategic professional services** throughout the business lifecycle to global organizations.

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**Uniquely Certified and Trained MicroStrategy Experts**

- Thousands of selective worldwide customers, in a wide range of complex industries, trust MicroStrategy’s rigorously trained and certified experts to deploy their unique intelligence solutions empowering every user with actionable intelligence.

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**Industry Best Practices and Breadth of Industry Experience**

- MicroStrategy enables enterprises to unleash the full potential of their people and investments and benefit from our unparalleled expertise and industry best practices resulting in proven results-driven thought leadership to meet their ever-changing local business requirements.

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**Revolutionary Innovation**

- We are known for our exceptional innovation that delivers the most advanced solution to you in your marketplace to discover new business opportunities, make more informed decisions, and drive real business results that benefit your bottom line revenues enterprise-wide.
Professional Services Engagement
Create and manage customer relationships to help ensure they keep coming back

What we do
Expert-level review of the following:

Identify your needs
- What are your current solutions?
- Do your existing solutions enable effective consumption and action? What are the current shortcomings?
- Is your solution mobile enough to allow more time on sales floor? Is it on the latest technology of your choice?

Define requirements
- What are your key priorities and business use cases intended for this application?
- How can you enable store associates to have meaningful customer engagement?

Explore solution concepts and designs
- Review the latest design concepts and solutions that conform to industry standards
- Discuss latest industry trends that can be incorporated in the solution based on your priorities
- Discuss mobile strategy for role-based reporting

Build an effective solution tailored to your needs
- Develop and implement a solution that presents relevant customer profile information on-demand
- Highlight items they are most likely to buy based on customer behavior and purchasing history or recommend hot trends or products currently featured or on sale
- If possible, integrate with social media to even better identify individual customers’ interests

What you get
An effective application
- Track customer loyalty and behavior with 360-degree, omnichannel profiles of the customer engagement both online and at brick-and-mortar stores
- Empower sales associates with personalized customer product data for individually targeted in-store selling and relationship management
- Provide easy and intuitive access to associates and managers with a customized application UX design
- Conduct individualized promotions and email campaigns with relevant and timely follow-up emails after the customer has left the store
- Monitor progress and share best practices between stores

A solution backed by robust technology architecture
- Support the user load of your stores and management with a performance-tuned application
- Stay secure with mobile devices integrated with a security design that adheres to your organization’s security policies
- Get technical solutions that use MicroStrategy features like intelligent cubes, mobile dashboards, robust reusable schema, etc.
Thank you