Microsoft

Create the Internet of Your Things in Retail

The Microsoft Cloud OS Vision

The Internet of Things is driving new challenges for the retail industry

30 billion

The number of connected (autonomous) things predicted to be part of the Internet of Things by 2020.

IDC, Worldwide Internet of Things (IoT) 2013-2020 Forecast: Billions of Things, Trillions of Dollars, Doc # 243661, October 2013.

75%

Three-quarters of companies (75 percent) are either actively exploring the IoT or already using it.

© Reproduced by permission of the The Economist Intelligence Unit, The Internet of Things Business Index, October 2013.

$7.3 trillion

The potential market size of the Internet of Things in 2017.

IDC, Worldwide Internet of Things Spending by Vertical Markets 2014-2017 Forecast," Doc # 246384, February 2014.

Provide personalized experiences: Today's digitally connected consumers demand more personalized shopping experiences. To meet this challenge and curb showrooming, retail and hospitality industries need to enable selling staff to become brand, offer and customer champions, optimize omni-channel operations to meet customer expectations, and offer interactive and differentiated in-store experiences.

Employee engagement: Employees are critical to improving the customer experience. To turn employee investment into a competitive advantage, retailers need to empower their people with the right devices and tools.

Inefficient operations: More complex supply chain and fulfillment networks affect operational efficiency. Inefficient operations contribute to high costs and hinder the ability of retailers to innovate and engage their customers.

Need for customer insights: Retailers need to gain the type of pre-purchase insight available in online stores, to enable relevancy and drive inventory performance, conversion and basket size.

Respond with the Microsoft solution: create the Internet of Your Things in retail

The Internet of Things doesn't have to be overwhelming. Rather than think about the Internet of Things as billions of devices and sensors connecting to systems and the cloud, think about what matters to your business the most. Your point-of-sale devices. Your smart shelves. Your scanners. That's the Internet of Your Things. As a trusted technology leader, Microsoft can help you interact with customers in new ways and run operations more efficiently while building on your existing technology assets, devices, services and data and creating a truly intelligent system. By implementing a strategy to capitalize on the Internet of Things, you can stop just running your business and start making it thrive.

Transform your business with the Internet of Your Things

With Microsoft technologies, including devices and services, along with our partner ecosystem, you can improve your business in the following areas:

Improve customer experiences

- Personalize service, communications and offers to increase customer loyalty and sales.
- Deliver unified experiences across any channel, on any device.
- Provide interactive and innovative device experiences that delight your customers.

Increase employee engagement

- Empower store associates with instant access to product and customer information for better assisted selling.
- Enable staff to assist customers and perform tasks anywhere, at any time.
- Increase productivity by enabling access to line-of-business and productivity apps on the same device.

Drive smarter operations

- Build smart store systems to drive efficiencies up and operational costs down.
- Optimize omni-channel retailing to meet customer expectations.
- Drive real-time collaboration across your supply chain to improve inventory management.
- Embrace device choice and anywhere access without compromising security.

Gain better business insight

- Gain a 360-degree view of customers to deliver better service and generate new business opportunities.
- Realize rich operational intelligence to drive smarter operations.
- Enable insights about supply chain and inventory to drive real-time optimization.

Our customers benefit from the Internet of Things

"We can capture data in numerous ways, and that's incredibly enabling information in the hospitality industry. The guests love it because they know we're catering to them, and we like it because we can make more money."

Royal Caribbean Cruises Ltd.
Bill Martin
Vice President and Chief Information Officer

"The intelligent system based on Windows Embedded enables us to provide a service that is shared by many people, yet personalized for each individual user."

Autolib'
Christophe Arnaud
Vice President of Marketing and Director of Business Development

"The intelligence the solution provides through technology integration makes it easier to provide stellar customer service to keep the retail ball rolling."

The Co-operative Group
Lawrence Freeman
Development Manager

Windows Azure | Windows Server | Microsoft SQL Server | Microsoft System Center | Windows Embedded