

READY. SET. RETAIL.

**HOW NEW TECHNOLOGY
AND THE CLOUD CAN
HELP SAVE RETAIL**



SUNRISE
technologies

INTRODUCTION

The retail industry is in a state of flux. Big time. Large retailers that were once anchors of the industry and the local mall have been announcing store closures, layoffs, mergers, and bankruptcies. We know – this isn't new news.

What needs to be done to help fix the industry isn't a secret either. Things like **clienteling**, true unified commerce, and offering consistent customer experiences across every channel dominate every industry news outlet. These are all great ideas, but how do you make it happen in real life? **You know that if you try to accomplish this with existing technology, you're not going to get very far.** (Un)surprisingly, the talking heads are pretty quiet on that topic.

Since retail, perhaps more than any other industry, is a mixture of art and science, we can't offer a silver bullet. But we can offer a silver *plated* bullet. There is finally technology available that lets you do all of the things you know you should be doing in one system.

By applying this intelligent technology to the core of good retail practices, strengthening your brand, increasing revenue, and optimizing operational efficiency, you can finally do what needs to be done to ensure your brand can stand the test of time.

THE FUTURE OF CLIENTELING

TREATING YOUR BEST CUSTOMERS BETTER

Clienteling is an old-school retail technique that boils down to treating your best customers better. This includes logging every conversation, visit, transaction, and more.

Today, with the help of cloud-based, interconnected business applications, retailers of all sizes can implement clienteling.

It pays when your associates can pull up wish lists, prior transactions, and generally add a personal layer to your customers' shopping experience.

CHALLENGE #1

CULTIVATE A STRONG BRAND AND LOYAL CUSTOMERS TO SURVIVE AND THRIVE

A retailer's brand is a promise of quality, service, and value – inspiring good feelings and trust in a consumer. Keeping that promise is the ultimate success factor for a brand-based company.



DELIGHT CUSTOMERS

Customers' expectations are reflecting the increasingly blurred line between the digital and physical world. The ideal retail experience merges the choice and flexibility of online shopping with the timeliness, service, and personal acknowledgment of an in-store purchase.

Speaking of timeliness, shoppers do not like having their time wasted. **71% of consumers felt it was important to see in-store inventory online¹**, and **39% said they would be less likely to visit a physical store if they couldn't see its inventory online²**. And since **75% of shoppers would rather purchase in store even if they had the option to buy online³**, it's worth making sure they can see what's available. The only way to do that is with a pretty sophisticated unified commerce strategy, and the technology to support it.

Ensuring that your systems work in concert* to provide a shopping experience that stays one step ahead of your customer's expectations pays off. In fact, **if you can increase customer retention by just 5%, you could see an increase in profits of anywhere from 25% - 95%⁴**.

*Interested in how this could all work? [Check out our ebook](#) devoted to Digitally Transforming your business!

SEE IT IN
ACTION

MODERN POINT OF SALE

Your POS no longer means tethering your associates to the front of the store - it can be just as mobile as your customers. And when your POS is also your ERP, you can start to do some pretty amazing things.

Implement a modern POS and you can...

- Use rich clienteling capabilities to provide amazing in-store experiences for customers
- Provide associates with customer information gathered from each touch point across channels
- Equip managers and associates with accurate inventory availability the moment they need it
- Provide all stakeholders with real-time, self-service, mobile merchandising workspaces; delivered on familiar devices on the retail floor

BUILD BRAND LOYALTY

With plenty of options on the market, the ultimate decision to buy often comes down to how consumers feel about a brand. In fact, **56% said that receiving a personalized incentive made them feel more favorably towards a brand**⁵. And these days, a simple birthday email just doesn't cut it.

This personalization requires a technological backbone that can track a customer's order history across channels and product lines. All the better if that personalization carries over into a physical retail location, with beacons beaming timely, relevant offers or a POS system that enables associates to proactively approach customers, armed with their purchase history and/or wish list.



SEE IT IN
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SUPERIOR CUSTOMER SERVICE

Delighted customers are much more likely to convert to loyal customers.

Use these tips to roll out the red carpet for your customers...

- Equip service teams with knowledge-based tools that help turn them into subject matter experts
- Empower customer service representatives with collaborative tools to facilitate knowledge sharing
- Avoid "passing the buck" - only **4% of companies can answer customer inquiries in one application**⁹ but sales reps should be able to update customers on sales order status, delivery issues, service tickets and product details, all from one place

CHALLENGE #2

IN IT TO WIN IT — INCREASING YOUR REVENUE IN A BRAND-EAT-BRAND WORLD

While you need delighted, loyal customers, they aren't enough to keep the lights on – remember, even "New Coke" had its fans. Part of your strategy for digital transformation has to be focused on increasing revenue through increasing your organization's share of the market and consumer's wallets through new product lines, channels, and global markets.



EXPAND: PRODUCT LINES

Since we're just getting to know each other, there's no way we would even begin to recommend whether or not expanding product lines makes sense for your business.

However, many retailers do see expanding product lines as a natural step to gaining new market share. This is especially true for businesses that both manufacture and retail their products, as they have more flexibility to produce exclusive merchandise that can create significant competitive advantage. In fact, in a global survey **59% of shoppers reported that they preferred to buy new products from known brands¹⁰**.

But, expansion has its risks. New product lines add complexity to the business and risk diluting the overall brand promise. You (and your systems) need to be able to handle multiple product lines with different attributes, large numbers of product variations, a wide range of product life cycles, and various product designs. Plus, the whole system needs to be able to turn on a dime to keep up with changing trends and customer expectations. Finally, you must be able to get an accurate picture of how each of the product lines is doing to know if the expansion is a success.

SEE IT IN ACTION

EFFECTIVE MERCHANDISE MANAGEMENT

If you decide to expand your product lines, it's essential that you, and your business applications, can intelligently manage merchandise.

A lot goes into a successful product line expansion, but keep these tips in mind...

- Optimize for profitability with centralized pricing and offer management across all channels
- Intelligently manage omni-channel inventory allocation in scarce goods settings
- Set business rules to determine which channels 'win' in the event of a scarce goods situation
- Control key merchandising areas, such as managing the placement of goods in the store or arranging assortments, from one place

EXPAND: CHANNELS

Soon, the term "omni-channel retailing" will be redundant, because operating seamlessly across channels will be the only way to do business. Already lines are blurring between channels and probably not in the ways you would expect. One major area where this is apparent is **personalization**.

In fact, in a 2016 survey, **93% of retail decision makers considered the personalization of customer experience to be a major strategic initiative for their organization**¹¹. When asked how they would define personalization, **64% said it was "having a consistent customer experience across all channels."**¹²



WHY PERSONALIZE?

GIVE THE PEOPLE WHAT THEY WANT

There is an overwhelming appetite for personalization. While many consumers are still buying in brick-and-mortar settings, they are approaching transactions with an online mentality – with the expectations of speed of service and awareness of buying history that goes along with that. Advances in technology make it easier than ever to provide the personalization your customers crave. Bottom line? Give the people what they crave and you may just see a change in your, well, bottom line!

EXPAND: GLOBAL MARKETS

With growing economies and eager consumers abroad, global expansion is critical to long term growth. To pull this off successfully is notoriously difficult. Retailers require a flexible organizational structure that can support specific localizations (like tax, legal, and financial regulations) and can function under diverse business models.

Also, if you have chosen to expand product lines or channels, that may also involve operating at a global scale. While these growth initiatives are key to the organizations longevity, they also greatly increase operational complexity. Ideally, you would want to **work with a single solution for all your global needs to decrease friction in the business**. After all, you've got plenty of other things to worry about besides global systems integrations!

OUT OF THE TOP 250 GLOBAL RETAILERS...

66.8%

have foreign operations¹⁵

AND HAVE...

5.2%

Composite year-over-year growth¹⁶



THE RETAIL SECTOR REPRESENTS 31% OF THE WORLD'S GDP¹⁷

SEE IT IN ACTION

UNIFIED COMMERCE EXPERIENCE

There's no denying that solving the omni-channel retail experience is hard. In fact, it's really, *really* hard. But it is do-able! We know because we've helped other retailers implement it successfully.

Here's a few things to think about if you want to replicate their success...

- Proactively engage customers with personalized, omni-channel campaigns to build brand preference
- Enable new business processes such as buy online/pickup in-store for increased customer satisfaction
- Increase customer happiness and spend with faster support and transaction times
- Provide superior customer service by unifying data from call centers, catalogs, wholesale, eCommerce, retail, social, and mobile channels

CHALLENGE #3

BECOME A LEAN, MEAN RETAIL MACHINE

We don't mean "lean" in the manufacturing sense and, as we've already discussed, it isn't in anyone's best interests to be mean. However, it is in your best interest to consider your retail operations as you plan your organization's digital evolution.



SPEED, FLEXIBILITY, AND VISIBILITY

Transforming and evolving your business requires embracing processes and solutions that support change. These solutions use an efficient and intelligent infrastructure that can lead to **improved productivity, faster fulfillment, timely delivery of goods, and more effective selling.**

Of course, as business strategies change, organizations must be able to adapt just as quickly. Visibility, control, speed, and flexibility become critical to spotting trends with products and customers. Above all else, every employee needs to be able to make smarter decisions faster. With real-time, accurate insights, they can quickly identify opportunities to support your business' customer-centric mission.



SEE IT IN ACTION

INTELLIGENT OPERATIONS

The key to intelligent operations is greater visibility at every level of the workforce, thanks to embedded BI dashboards.

Once you can get a good look at what's going on, you may be able to...

- Drive smarter, faster decision-making with visual insights about your financials, supply chain, and customers
- Spot issues and take corrective action more easily and quickly with a single platform for all transactions, operations, and financials
- Embed intelligence in the day-to-day workflow to enable faster decision making - leading to improved customer experience and service
- Increase organizational agility and capitalize on opportunities more quickly with visual analytics built around key planning scenarios and workflows

COMPLEXITY REQUIRES THE CLOUD

The most effective way to deliver digital transformation with new and improved customer experiences is to employ a single set of centralized resources that support all channels. This requires:



ON THE BACK END



IN THE STORE

- Consistent data model/service and business rules
- Enhanced category and product management
- Global and local management of products and attributes
- Access to accurate, real-time inventory data
- Channel-specific capabilities like advanced WMS
- Centrally managed POS connected to eCommerce

The only way for retailers to stay this nimble is to run that platform in the cloud, using an infrastructure-as-a-service and software-as-a-service model. Recent innovations in cloud ERP, CRM, and BI are helping retailers to become more agile, efficient, and smarter with open, reliable, scalable, and secure platforms.

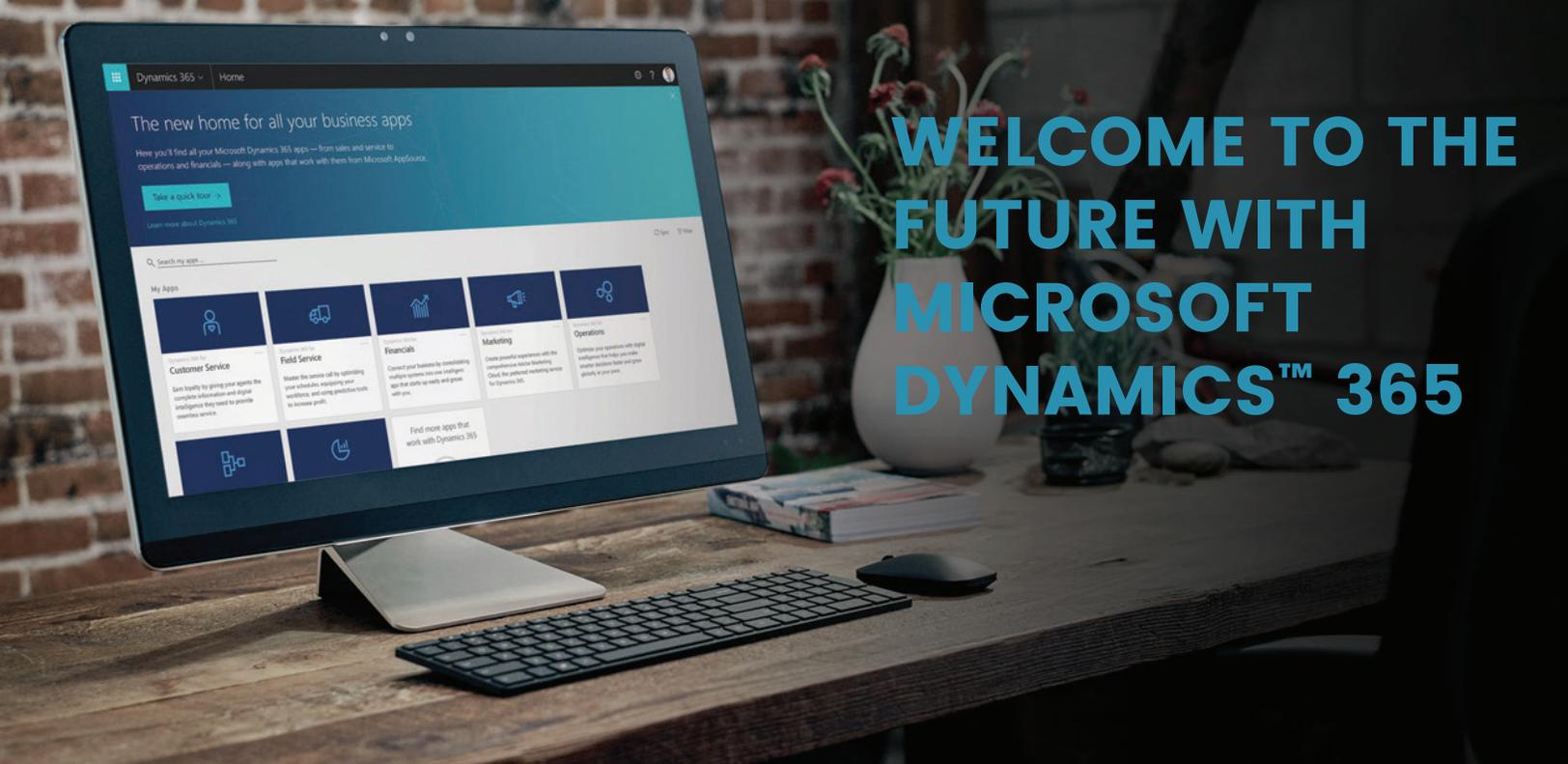
SEE IT IN ACTION

FLEXIBLE CLOUD INFRASTRUCTURE

There's really no question - business applications in the cloud are the plumbing behind every great idea your team comes up with.

With a secure, flexible foundation you can...

- Keep pace with the increased rate of change using simple, modular, elastic and extensible infrastructure
- Decrease cost of doing business by eliminating infrastructure costs and by staying current on the latest features without having to implement a new solution
- Build and expand on an open, modern platform that is able to scale as needed - both annually and seasonally
- Mobilize the entire workforce to do business on any platform, anytime, anywhere



WELCOME TO THE FUTURE WITH MICROSOFT DYNAMICS™ 365

Dynamics 365 is the future of business applications – a technology that finally allows organizations to live up to all of the things they know they *should* be doing to promote a strong brand, increase revenue, and optimize operational efficiency. A consolidated ERP, CRM, POS, and BI solution, it is a single platform that can run your entire business from wholesale to retail and everything in between.

Dynamics 365 allows you the visibility to solve the really complex problems that arise from doing the right thing for your customers. And we know you've heard that before, but Microsoft is the only company that can truly back that up with experience. Why? **With over 130 retail locations, Microsoft is the only business applications vendor that operates its own stores, running its own solution.**

Out-of-the-box retailers can make use of retail headquarters, point of sale, store operations, catalog, call center, merchandising, and promotions functionality complete with built-in analytics. And since it is a cloud solution, it is infinitely scalable – start with just the number of seats you need and then scale up or down as the business (or seasons) demand. And that's just the start of what it can do.

How's that for problem solving?

WANT TO KNOW MORE?

You can learn more about how Dynamics 365 can help you solve your toughest retail challenges, today, tomorrow and ten years from now [here](#).

Just remember, we started out saying that this technology is a silver *plated* bullet. **It's up to your organization to challenge the culture of how it's "always been done" so you can transform to the way "things should be"**. If you're worried about making that shift, make sure you pick a partner with retail implementation experience you can rely on to determine best practices and help train the rest of your team.

ABOUT SUNRISE TECHNOLOGIES

Sunrise is the premier provider of Microsoft Dynamics 365 and Power BI for apparel, footwear, home furnishings, and consumer products retailers. We deliver game changing, omni-channel, Tier 1 retail solutions without all the cost and complexity. Recognized by Microsoft as both the Retail and Distribution Partner of the Year, we understand that retail is a complex, multi-faceted business that relies on a strong supply chain and an innovative, customized shopping experience.

From wholesale to retail, Sunrise offers a one-stop, end-to-end industry solution to deploy, enhance, and support Dynamics 365 for a lifetime. Plus we help organizations hit the ground running on their implementations with industry best practices, preset configurations, and a proven project methodology.

As a global systems integrator operating out of North America, Europe, and Asia, we are everywhere you do business.



SOURCES

1,2 [7 Emerging Trends that are Changing Retail](#) 3,13 [State of Retail 2017](#) 4 [Customer Acquisition vs. Retention Costs - Statistics and Trends](#) 5 [The Impact of Incentives on Consumer Behavior](#) 6 [Customer Loyalty Statistics 2016](#) 7,8 [Rare: Redefining Loyalty](#) 9 [The Mandate for Intelligent Customer Service](#) 10 [Looking to Achieve New Product Success?](#) 11,12 [Personalization in Retail](#) 13 [Why Customer Engagement Matters](#) 14,15 [Global Powers of Retailing](#) 16 [Overview & Evolution of the Global Retail Industry](#)