Power Your Growth With Cloud Scale Analytics

Retail Solutions For The Digital Era

Get started ›

Data & Customer Experience (CX)

Data is driving transformation in every industry, and nowhere more so than in retail. Leaders in retail with an eye on success understand the value of deepening connections, whether personalizing employee, customer, and support experiences, or creating actionable seller intelligence to foster more meaningful interactions. They also need better digital security and risk intelligence to guide strategic decision-making. Data lies at the heart of each of these initiatives.

Data can unlock hidden consumer behavior patterns, revealing the thread that connects consumers and retail experiences:

- Omnichannel engagement
- Digital convenience
- Experiential journeys
- Personalized outreach

In addition to improving customer experience, AI-powered solutions can improve:

- Supply chain efficiency
- Fraud identification and prevention

60%
of CX leaders believe that AI in customer experience is transformative, particularly in enabling customer self-service and providing actionable insights. [1]

63%
of retail organizations actively use AI in customer service to improve customer interactions, with 40% dedicating teams and budgets to the technology. [1]

Nearly Half
of US marketers increased customer experience-related AI investments in 2022, and companies that want to stay ahead of the curve will need to adopt AI technology for customer-experience purposes over the next four years. [2]

Only 32%
of AI leaders surveyed believed they could realize tangible and measurable value from their data in its current state. [3]
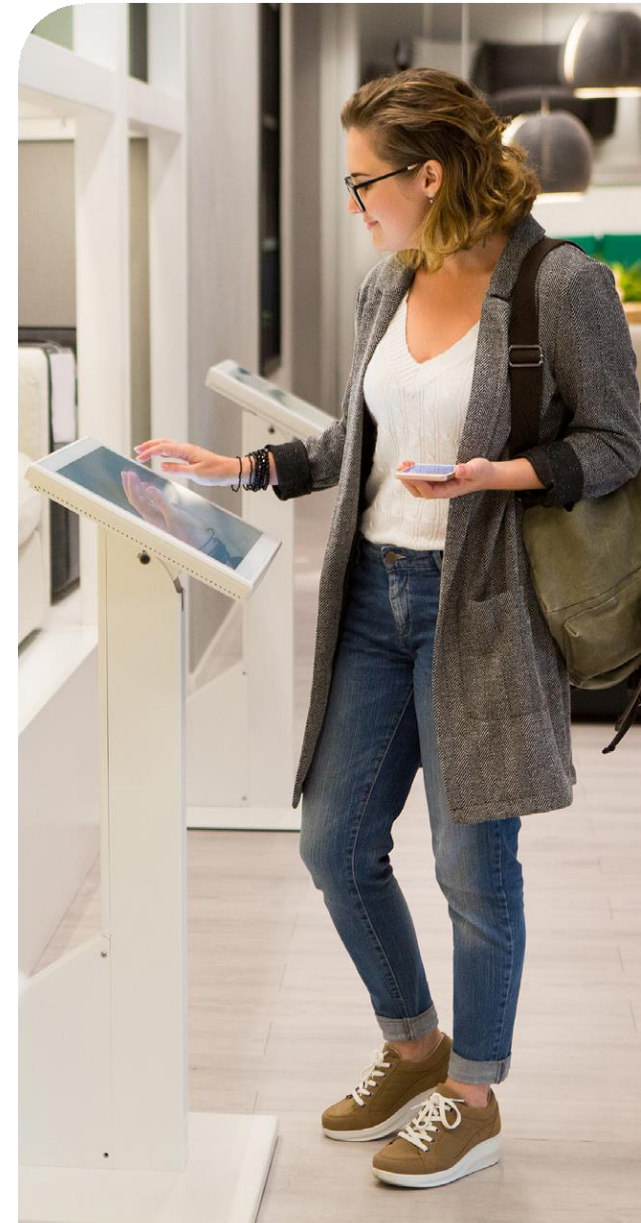
What Are The Challenges?

Raw data isn't enough. Retailers need integrated insights and business intelligence (BI) that can be activated across an entire connected organization. What is impeding this process?

There are three main data challenges to overcome:

Data Silos

- Aggregating huge volumes of data with disparate formats
- Managing data integration across marketing channels
- Minimizing data latency and time to insight

Technology Resources

- Maintaining legacy systems and outdated technology
- Proving ROI of IT investments in both store and online environments
- Turning e-commerce investments into true omnichannel experiences
- Recruiting qualified staff to implement effective data analytics

Privacy & Security

- Protecting consumers' PII data against cyber threats
- Complying with increasingly strict retail data protection laws
- Fostering consumer trust in ethical use of transaction and personal data

So, how do you unlock value from your data & bring it into the era of AI?

Unlock Consumer Insights

Microsoft analytics solutions use AI and BI to unify and analyze data, providing the tools to improve customer experience, improve efficiencies and empower everyone in your organization.

Step 1
Unify Your Store & E-commerce Data For Analytics

To gain shopper and operational insights it's necessary to centralize all e-commerce and in-store data within a single, governed hub. This will allow retail businesses to unlock shopper and operations insights with data from across the value chain. One outcome will be to empower everyone in the business to use accurate, real-time inventory, consumer, and operations data that's stored in a single location—a single source of truth.

By improving analytics efficiency, retail businesses can rapidly connect and analyze on-prem, cloud-based, and third-party sources to better predict consumer needs and make decisions faster.

By moving from proprietary to open standards, they can gain flexibility and scalability to meet evolving shopper expectations, while enabling secure developer collaboration.

Step 2
Build AI Models To Make Stronger Customer Connections

From the single foundation of reliable data and analytics, retailers can empower data science teams with easy-to-discover data sources so they can create fit-for-purpose data models.

This will allow them to create unique and efficient shopping experiences, such as optimizing store layout, and managing their product catalog and inventory, with predictive AI models.

This will drive improved cost and performance efficiencies and allow retailers to discover high-margin revenue streams, while saving time with AI and ML models that automate processes.

Step 3
Responsibly Democratize Analytics To Build Trust

By making it easy for everyone to access and analyze data, retail businesses can drive data-backed decision-making across the entire organization with self-service, low-code BI, and visualization tools. All employees, from store associates to data analysts, will be able to analyze data with their tools, libraries, and languages of choice.

Cloud scale analytics and BI will allow retailers to share data and insights securely, as well as empower teams to collaborate with enhanced security and improve protection of their business and consumers from potential cyber threats. This will assist in building consumer trust, while enhancing the safety of transaction and operational data with industry-leading security and governance.

Step 4
Scale Transformative Analytics Applications Across Stores & Web

A cloud-based analytics platform, built and customized for a retail business, will increase analytical agility and enable users to streamline and scale the data preparation and analysis process. This will help them gain a competitive advantage over other retailers and maintain high-margin revenue using first-party data.

By leveraging real-time analytics for decision-making, retail businesses can anticipate the unexpected and make informed, data-backed decisions that optimize customer experience.

Harness Your Data For Improved CX

Obviously, managing and analyzing large data lakes require enormous computing and storage resources, as well as expertise. Your data center is configured for day-to-day operations, not data analytics, which is why we look to cloud services. Cloud scale analytics leverages the power of the cloud services provided by Microsoft Azure and its ecosystem of cloud applications and systems.

The right technology partner is here to make this happen. As an expert in Microsoft Azure, we possess in-depth knowledge and experience in implementing cloud scale analytics solutions that help transform the vast quantities of fragmented data that exist in your business into valuable BI.

We take a three-phased approach:

1. Envision

Find out what opportunities are possible for your organization when you transform your data estate to unlock its full value.

2. Experiment & Learn

Begin to develop a data culture and build trust through a smaller-scale proof of concept that delivers immediate data value.

3. Build & Scale

Get aligned with your organization's leaders and data stewards on the business value you'll drive over time, map your current and future data estate, and establish a network of transformation champions.

By partnering with the right data, analytics and AI experts, organizations can successfully navigate the complex journey of AI adoption in the retail industry.
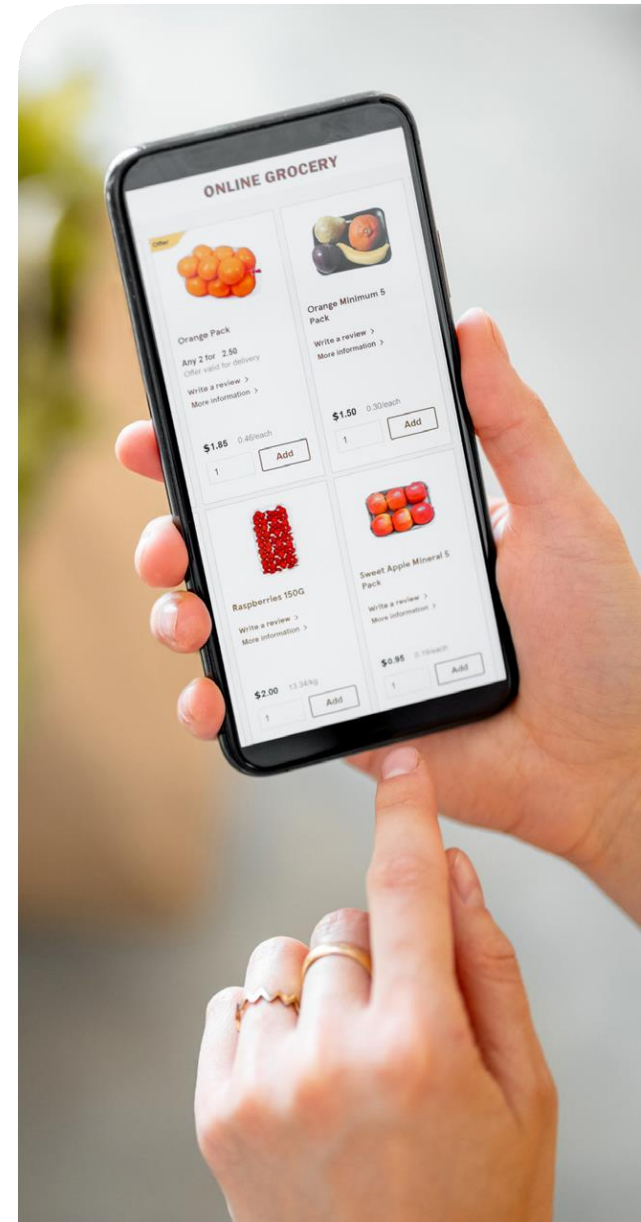
Ready to Grow Your Customer Base?

Empower your team with cloud-scale analytics expertise. We provide solutions for unified analytics, integrating data mesh, data fabric and data hub. With Microsoft technologies, we develop seamless solution architectures for your business. Our one-stop-shop covers data integration, engineering, real-time analytics, data science, and business intelligence, creating a unified source of truth and democratizing data access without compromising privacy and security.

About 3Cloud

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3Cloud is the premier pure-play Azure partner in the ecosystem with unparalleled expertise in all things Azure. We specialize in delivering top-tier Azure infrastructure, cutting-edge AI, robust data & analytics and ground-breaking app development. Leveraging our extensive experience, advanced tools and customized accelerators, we ensure the quickest time to value for your Azure-based projects.

LEARN MORE

1. 10 AI customer experiences you should know about, CMSWire 2023
2. Aligning data strategy and digital transformation, Accenture 2021
3. The Total Economic Impact™ Of Microsoft Azure AI, a commissioned study conducted by Forrester Consulting, 2023. Results are for a composite organization based on interviewed customers.