



# Elevate the Shopping Experience

Transform the shopping experience through data analytics and new store technology to create more engaged shoppers with stronger lifetime value.

## Personalization is an Opportunity for Differentiation

95%

of CEOs say personalization is a strategic priority, but only 23% of consumers believe retailers are doing a good job of it.<sup>1</sup>

45%

of enterprises interviewed will be increasing their cloud investments to tap into shoppable live streaming.<sup>2</sup>

45%

Global retail e-commerce sales grew by 45% in the last 2 years.<sup>2</sup>

“

We were able to draw up a blueprint for omnichannel sales rapidly and implemented a complete enterprise-level scenario in just one weekend. Thanks to our integrated, omnichannel app, IT was able to transform the dynamics of our business in just a week’s time.”

— Muhammad Rehan Qadri,  
Chief Information Officer, Khaadi

## Creating Satisfying Shopping Experiences Is Crucial For Success In A Competitive Landscape

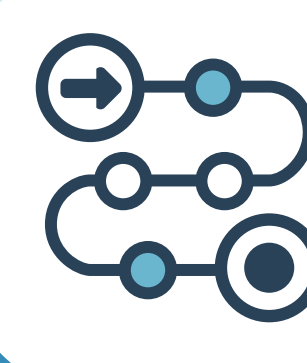


### Intelligent Stores

Maximize sales by optimizing in-store customer and product signals.

Benefits include:

- Optimizing operations with automated processes backed by real-time data.
- Maximizing customer satisfaction with observational data to keep checkout lines short.



### Unified Commerce

Increase engagement and drive conversions across channels.

Benefits include:

- Connecting digital, in-store, and back-office operations.
- Expanding as business needs grow.
- Connecting physical and digital storefronts via a single view of inventory, data, and transactions.



### Digital Advertising Solutions

Drive growth, acquire new customers, and increase lifetime value.

Benefits include:

- Finding new customers.
- Increasing customer loyalty.
- Optimizing return on ad spend.
- Driving incremental sales.
- Building stronger customer relationships by engaging customers directly on their channels of choice.



### Seamless Customer Service

Use intelligent and automated customer service tools.

Benefits include:

- Eliminating problems before they arise by predicting customer needs with actionable insights.
- Tailoring customer engagement.
- Ensuring timely, relevant support when issues arise.

“

“It’s exciting to see that we can specifically target the people who are more relevant to our business. We’re increasing our efficiency, our targeted ads, and making sure that we’re getting in front of the right people.”

— Aaron Vipperman,  
Senior Search Engine Marketing Specialist, Build with Ferguson

## Ready to elevate your shopping experience?



Discover how data analytics and new store technology can create more engaged shoppers with stronger lifetime value.

Contact us today to learn more about transforming your retail strategy.

[CLICK HERE TO LEARN MORE](#)

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<sup>1</sup> McKinsey & Co., 2020

<sup>2</sup> Steering through e-commerce disruption with cloud, Microsoft

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