# MicroStrategy for retail

The digital transformation of retail with MicroStrategy

◢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.

MicroStrategy
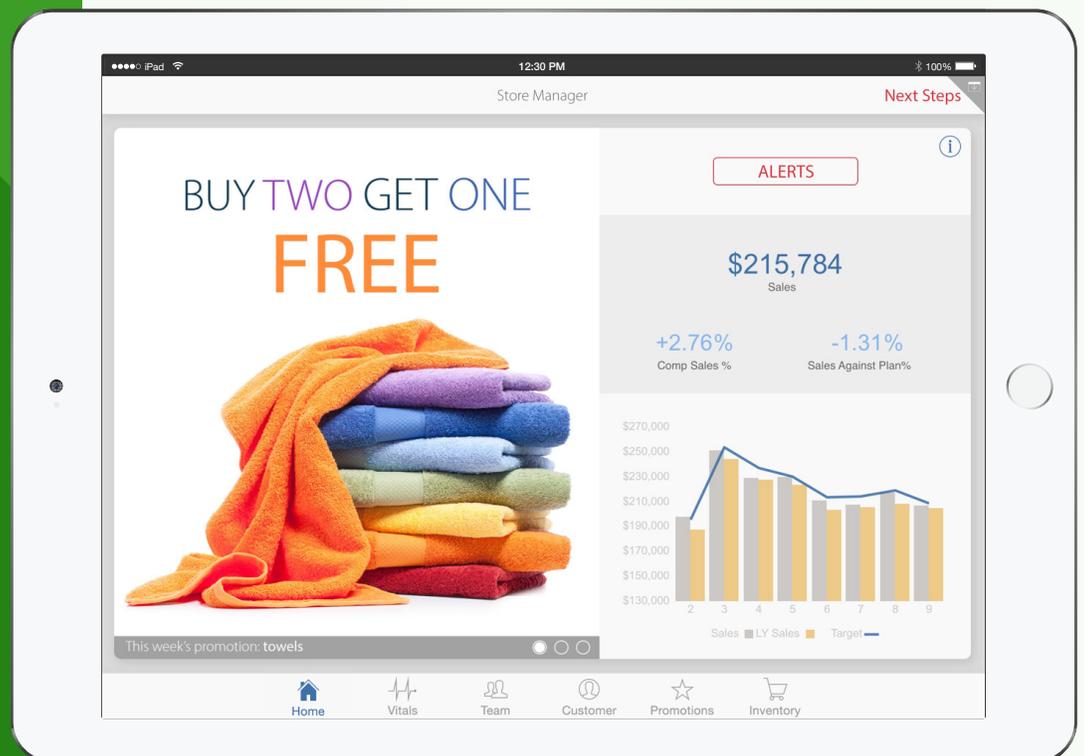
Top retail applications

◢ 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.

◢ 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.

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

◢ Promotional Analysis and Planning
Optimize promotions and agilely adjust marketing campaigns to increase effectiveness.

◢ Customer Insight Analysis
Better serve and engage with customers, build brand loyalty, and drive revenue growth.

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

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

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

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

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

◢ Vendor portal
Analyze vendor performance and drive sales and supply chain improvement across the retail chain.

Our retail customers include:

COACH NEW YORK

The Container Store®

LOWE'S

WHOLE FOODS MARKET

Sonic Automotive™

HOUSE OF FRASER SINCE 1849

STAPLES Make More Happen™

GUESS U.S.A.

Fanatics

Retail organizations rely on MicroStrategy to build powerful analytics and mobility applications that transform data into real-world intelligence and help them answer their toughest business questions.

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