

The challenges faced by today's retail stakeholders



In a world driven by digital transformation, retailers are constantly re-inventing their businesses with innovative apps and new in-store experiences.

However, apart from increasing customer satisfaction, these solutions must also solve retail stakeholders' most pressing challenges:



CMOs

Analytics that enable targeted, omni-channel experiences



COOs

Multi-channel inventory and demand management



CIOs

Accurate business performance data and insights



VPs of Stores

Access to updated customer information and business intelligence



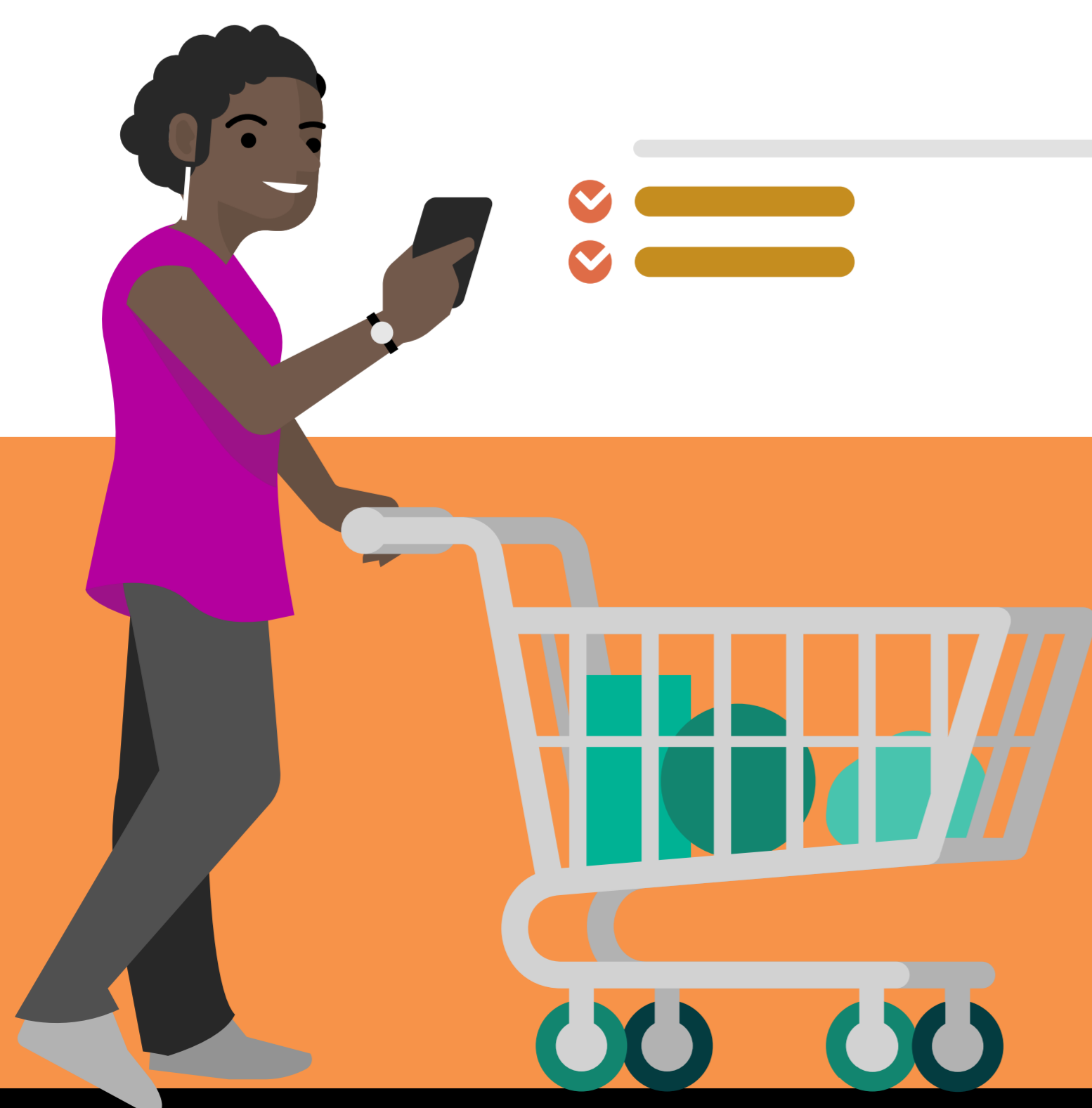
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Tools to quickly act upon actionable customer data



Store Managers

Unified workplace experiences that lower employee turnover



To learn more about how you can enable intelligent retail solutions that meet these and other stakeholder demands, visit the [Microsoft Retail Solutions website](#).