

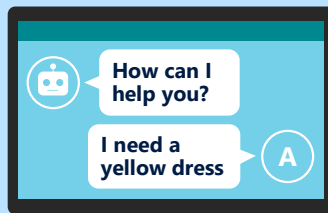
TAKE ADVANTAGE OF THREE EMERGING TECHNOLOGIES DRIVING CHANGE IN RETAIL

MAKE SHOPPING SEAMLESS AND CONVENIENT WITH AI-DRIVEN CHATBOTS

29%

Chatbots have the potential to cut customer service costs by 29%

- Help customers find what they need
- Facilitate purchases
- Make tailored recommendations



Would you like to purchase?

Please hold for me at my usual store

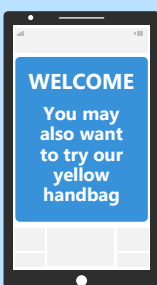


INCREASE CONVERSION RATES WITH IOT BEACONS

89% of US marketers reported that personalization on their apps or websites increased revenue

89%

- Engage customers where they are most likely to purchase
- Stimulate sales with personalized real-time offers

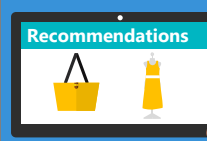


ENHANCE THE CUSTOMER EXPERIENCE WITH SELF-SERVICE AND MOBILE DEVICES IN STORES

90%

90% of sales still take place in brick and mortar stores

- Expand in-store service options for customers
- Empower employees to deliver exceptional experiences throughout the store with mobile POS



GET AHEAD OF THE CURVE WITH **Dynamics 365 for Retail**

1. BI Intelligence, 2016
2. eMarketer, 2017
3. US Dept. of Commerce, 2017