



One platform. One version of the truth.
Powering the Intelligent Enterprise.

MicroStrategy
Intelligence Everywhere

A better and different way of doing things

Competitive pressure, global disruption, evolving consumer demands are a constant for retailers. Rising inflation and higher costs not to mention the labour shortages continue to drive a critical digital skills gap.

Retailers that have stood the test of time have been able to pivot seemingly overnight to digital-led changes. It's adapt or die. There will be a polarisation of winners and losers.

While it would be simplistic to lay all the blame at the door of data access, it's fair to say that the 500+ failed brands in the last 15 years (according to the Centre of Retail Research) lacked the visibility of insight needed to course-correct away from disaster.

Indeed, this is the age of developers, analysts, architects, and other business users demanding much wider data access and active knowledge sharing. They want to talk the same language and remove information silos. This is about more secure, more reliable, and more intelligent insights delivered to all users across your organisation and wider ecosystem. And this means everyone is working together to accelerate data-driven transformation and meet strategic change needs – whether you are the CFO, CIO, Head of Supply Chain, the Category Manager, or the Area Manager.

This emphasises the importance of all relevant staff being trained up on any new technology being deployed, so that they can support effective and consistent reporting, and understand the criticality of doing so.

So, how do you go about surviving then thriving in this way? To start with, adaptable businesses are by definition highly proactive in recognising and responding to changing markets and customer behaviours. This is part of a strategic mindset that reinforces day-to-day decision-making so the whole business is relentlessly pursuing what every customer wants and needs. And this requires the right type of instrumentation embedded across that business to enable precise and personal yet highly automated customer engagement at every step.

Which is where a single platform for enterprise-wide insight automation comes in.



More than just great Business Intelligence – Intelligent Insights

Because this is a single platform, it provides all data assets for every type of user across the retail enterprise. This provides mass personalisation of actionable insight for everyone in the business.

We drive insight through two modes. One mode addresses the very specific requirements of data scientists and analysts, helping them to aggregate data insight in whole new ways and from unlimited sources. The other mode supports any number of users from the boardroom to the shop floor, with vital, governed insight tailored to their job role, to make better decisions and take better actions as a result. This is AI-enabled next-best-action that is seamlessly embedded into employee apps, workflows, and even third-party websites.

In this way, we can help your retail organisation achieve faster time to value with a platform and apps that are designed for speed and use at scale. We're pushing the boundaries of automated, machine-made decision-making, so you can take real-time, intelligent action at unmatched scale right across your business.

You will gain more secure and reliable insights to support strategic change from across the entire retail ecosystem. In doing so we'll help build a single, trusted version of the truth where data objects such as KPIs are clearly defined and governed centrally.

And, what is more, you are leveraging the number one retail enterprise analytics platform to do this, so you get even deeper understanding of your retail challenges and the data-driven opportunities you can seize.



What benefits will you get from using our platform for enterprise-wide insight automation?

First and foremost, this is about making your intelligence-led transformation a reality, right across the enterprise – so you're ready and able to grow margins, reduce costs, and build loyalty among your customers and your employees. Partnering with us, you'll achieve this in a number of ways:



Deliver value for everyone: customers, shareholders, employees, and suppliers

Your users get a deeper, wider view and understanding of evolving customer and market needs – and, crucially, the best ways to meet them. They also get a more complete picture of performance too, providing clarity of what works and how cost-effective it is.

This means store managers have actionable insights into promo performance or waste and loss. And, through mobile apps, store staff also get the information they need to deliver exceptional, informed and modern customer experiences. What's more, this unmatched shop-floor clarity will drive better communication with suppliers so your supply-chain operations are faster and more aligned to what your customers want.



Help users share more and learn more around a secure, single version of your truth

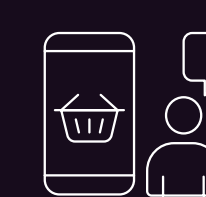
This is where we can help you deliver sustainable, unique and unified customer experiences. By connecting everyone to the enterprise-wide insight automation platform, your intelligence strategy can actively support your business to drive change and do so with more focused, personalised KPIs delivered automatically to potentially thousands of colleagues.

In this way, you can enable true, consistent collaboration across different teams, so everyone operates in a more open, connected way, supported by a deeper level of actionable intelligence. And this single, central source of insight can scale and adapt to your ongoing digital transformation.



Take control of costs across your retail ecosystem

You can empower your people, teams and whole departments with business-critical insights that impact your bottom line. This is about increasing productivity and efficiency while also enhancing the customer and employee experience. You can equip your people with the intelligence they need to work more effectively than ever at critical points of customer interaction including checkouts. And we can help you build, repurpose and deploy data-driven apps and tools across the entire organisation in a consistent and efficient way – all brought together in one place: your insight automation platform.



Be bolder with faster, more agile strategic decision-making

You can improve store operations by providing store managers with superior mobile capabilities that connect them to all aspects of store operations they need to make more appropriate decisions more quickly. You can better manage your supply chain too, minimising delays with real-time visibility of operations, inventory management and pricing strategies. And, with governed, automated insight delivery and access together with the power of AI and ML capabilities, you can transform every decision made and action taken in ways that are more closely aligned to customer and market trends than ever before.

This is optimised for cloud as well, so your users get immediacy of insight where it is needed most, without your teams having to resort to guesswork.

How to get your data-rich retail transformation moving

If, as an ambitious retailer, you're looking at digital, data-literate transformation across your organisation, we need to talk. This is because our platform for enterprise-wide insight automation delivers exactly that – and more.

When it comes to enterprise data, not everyone is or needs to be a data scientist to get the intelligence they need from it. Your organisation is no doubt made up of all kinds of different users and this naturally brings with it data-specific challenges, such as with scaling capabilities, or ensuring the right levels of security, or balancing automation and manual data management. Very often, organisations will go down the desktop data visualisation route but that only works at low levels of scale and adoption. Above a certain level, your users will be missing out on intelligent decision-making and action-taking.

This is why, with the MicroStrategy platform, you can **support and empower an unlimited number of users** across your enterprise with **a single source of truth for customer, sales and inventory data** that is delivered uniquely to the needs of each department, business function and even individual job role. This insight can be further tailored with **reusable, modular apps to help solve specific challenges**. After all, a category manager doesn't need to be swamped with charts and graphs when they only need their KPI numbers for the day.

It's user-friendly too, with our unique HyperIntelligence cards that **embed intelligence directly into Microsoft Office products** as well as your custom-made apps for unmatched flexibility. This makes all business-critical data viewable to users within the context of their workflow and related apps.

Your users can also switch on **AI 'what if' scenario planning and deep-dive retail analysis**, to push the best-case outcomes for customer engagement, merchandising and promotional campaigns, and supply-chain planning. Because this also features **mobile functionality**, anyone can make better decisions and take better actions – whether they're in the customer experience team, focused on operations and asset management, or on the shopfloor itself.

And because this is a **cloud-based solution**, your retail enterprise can be more flexible and adaptive to change, with seamless integration and faster, more reliable insight-sharing.



We've done this for other retailers too

Take Sainsbury's, for example. They partnered with us to transform insights into a competitive edge for over 12,000 colleagues across all areas of the business. This helped establish a data-led working culture right across Sainsbury's, helping colleagues right across the enterprise embrace change and move beyond its challenges, with more than 30 custom analytics apps to drive better everyday decision-making and action-taking.

And we have done similar work with other major global retailers too, including Zalando, Staples, Schwarz Group, Twinset, Guess, Petco, Ezibuy.com and Crate & Barrel.

At the MicroStrategy World 2022 Conference, Sainsbury's was the Intelligent Enterprise Award winner and Schwarz Group was the Global Business Impact winner.

Sainsbury's



EZIBUY.COM

petco®

TWINSET
MILANO

Crate&Barrel



GUESS

SCHWARZ



Be at one with whatever change comes your way

The retail sector is very much at a crossroads. Even the biggest brands are not immune to the complex challenges of perfecting data-led, customer-focused digital-native retail. If they fail to adapt effectively, they are just as likely to wither away. Merely implementing a desktop tool and expecting everyone across the organisation to engage with it is no longer enough (if it ever really was). The fate of those that have already fallen in this digital revolution demonstrate the importance of being much more active and having a highly evolved intelligence strategy to survive and then thrive. This is what we do and we can do it for you. With one platform, one version of the truth, powering your Intelligent Enterprise.

To find out more, simply check out our platform demo here:

<https://www.microstrategy.com/en/get-started/experience-microstrategy-demo>





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