Reimagine retail

Innovate and differentiate to grow your business

There has never been a more exciting time to be at the intersection of retail and technology. Retail is being reimagined. While the challenges are real—intense industry disruption, doing more with less, the need for differentiation to stay relevant—the opportunities are endless.

In the digital world, there are no boundaries. Innovation can touch any part of a retail business—from augmented reality displays and virtual shopping assistants to anything you can dream up.

86% of retail sales still occur in store.¹
Intelligent retail—Executive brief

Adapt, and then adapt some more

Change is the only constant. Customer expectations continue to grow, tastes always change, and successful retailers prepare for the unknown. While there’s no crystal ball to predict what customers will demand next, you can equip your business with technology that gives you the agility to anticipate and adapt to future market shifts and disruptions.

Embracing digital transformation means not only adopting the latest technology, but also the supporting business models that are truly transformative and allow you to go a step further and build your own unique digital capabilities.

Solve an issue, sell your solution

Reimagining your own retail can definitely help you increase sales, but you might also find your solution becoming a new revenue stream as well. For example, in partnership with Microsoft, Kroger has created a solution with a suite of capabilities that other retailers are testing for possible purchase.

The solution supports key performance indicators (KPIs) and merchandising plans, collects customer insights, improves employee productivity, lessens shrink and out-of-stocks, enhances the customer experience, and allows for hyper-personalization using proprietary technology including the EDGE (Enhanced Display for Grocery Environment) Shelf.

These smart shelves light up to help store employees pick orders for Kroger’s curbside grocery pickup service or when in proximity to a customer’s app-based shopping list on their phone, and they can display all kind of advertising, even movie trailers.

Dream big, and act fast

The retail industry is undergoing a seismic change. And sitting still is not an option. With the right technology, you can:

• **Reinvent your business model** by starting with the customer and working backwards, collecting and connecting data to reveal insights and competitive differentiators

• **Innovate to differentiate** in multiple ways—new product lines, digitally fueled in-store experiences, or brand-new ideas that create fresh revenue streams

• **Capture new opportunities** by acting fast to engage customers and establish your brand as the thought leader, drawing in new buyers and increasing loyalty among existing customers
Omnichannel retail is the future, so now is the time to get comfortable with the technology that not only makes it possible, but also drives more innovation and differentiation. Cloud technology, artificial intelligence, the Internet of Things (IoT), and intelligent edge technology can all help power insights that will help you reimagine your retail business. And Microsoft has a proven track record of partnership and success in retail, along with strong security to help protect your business and your customers.

Revenue from Kroger’s Retail as a Service (RaaS) solution may help the company meet a pledge to generate an additional $400 million in operating profit by the end of 2020.²

Learn more about Microsoft solutions for retail

Get a complimentary retail insights report

Ready to get started? Call 1-800-426-9400.