Today’s retail environment is more competitive than ever. To stay ahead, retailers need to leverage technology to optimize operations, maximize margins, and deliver exceptional customer service.

### MicroStrategy

MicroStrategy helps managers quickly access real-time sales and inventory information, so they can analyze buying trends, evaluate promotional success, and benchmark their store performance against peers.

#### MicroStrategy for Retail Solutions

- **Store Operations**
  - MicroStrategy helps managers access real-time sales and inventory information so they can analyze buying trends, evaluate promotional success, and benchmark their store performance against peers.

- **Customer Engagement**
  - 86% of customers would pay more for a better customer experience.
  - MicroStrategy empowers store associates with instant access to information so they can deliver superior, personalized service.

- **Merchandising Optimization**
  - The global overstock and out-of-stock cost for retailers is $1.1 trillion.
  - MicroStrategy merchandising solutions incorporate powerful analytics that help merchants optimize how they stock, place, and price products. Use data to eliminate inventory distortion and boost same-store sales.

- **Loss Prevention**
  - Inventory shrink cost retailers $44 billion in 2014.
  - MicroStrategy loss prevention solutions give managers exception-based reporting and predictive analytics to monitor, detect, and take action against inventory loss from fraud, employee error, and theft.

- **Supply Chain Management**
  - 46% of North American retailers still use static spreadsheets to manage their supply chains.
  - MicroStrategy gives retailers real-time visibility into their supply chains, so they can make faster, smarter decisions:
    - Reduce transportation costs
    - Boost inventory productivity
    - Streamline processes

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**Key Statistics**

- **Inventory Shrink Cost**
  - Retailers lost $44 billion in 2014.

- **Customer Experience**
  - 86% of customers would pay more for a better customer experience.

- **Knowledgeable Sales Associates**
  - Only 29% of sales associates are knowledgeable and helpful.

- **Inventory Distortion Problem**
  - 2014 Boston Retail Partners Supply Chain Study

- **Inventory Cost**
  - National Retail Security Survey 2015

- **Retail Technology Study**
  - RIS/Gartner 2016 Retail Technology Study

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**Learn more at microstrategy.com/solutions/retail**