

MicroStrategy for retail

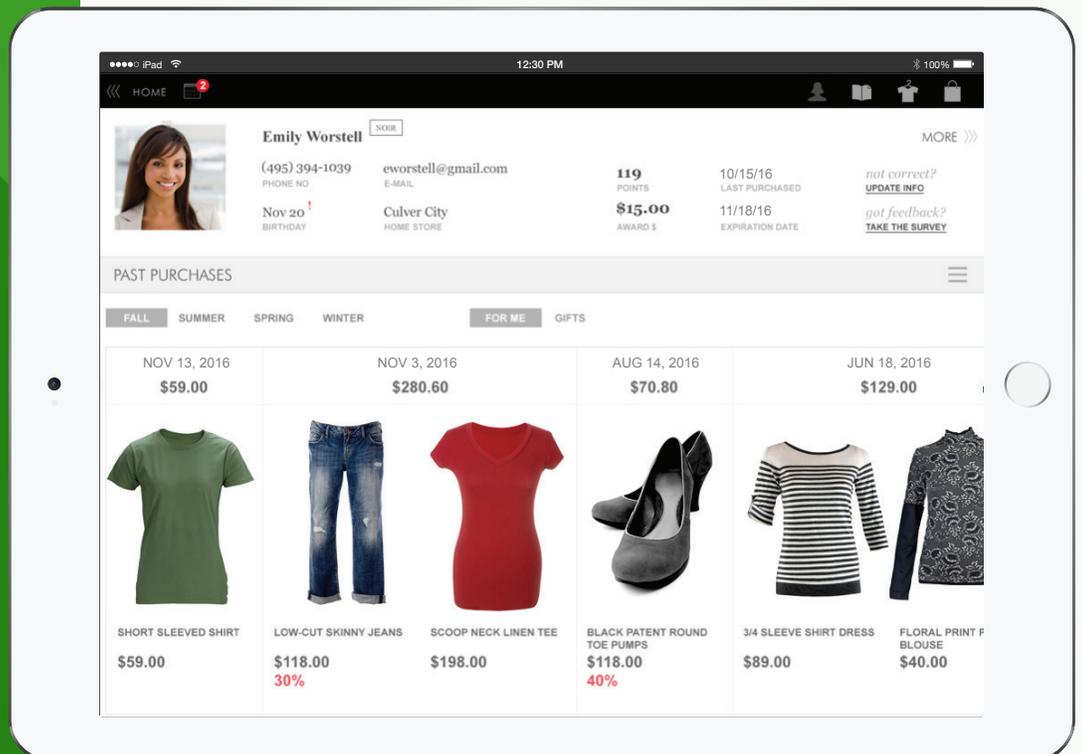
The digital transformation of retail with MicroStrategy 10

▲ The challenge

The retail environment has never been more competitive. Online and mobile shopping channels, with their lower overhead costs, exert constant pressure on retailers to deliver low prices while remaining profitable. These channels also give consumers the ability to instantly satisfy their shopping desires, eroding the allure of the in-store experience. At the same time, shoppers are better informed on prices, products, and promotions than ever before, heightening their expectations for customer service.

▲ The solution

MicroStrategy 10 is an integrated platform upon which retailers can deploy customized, data-driven applications that help them analyze, understand, and act upon massive amounts of customer, sales, inventory, and promotional data across every function of their organization. Hundreds of leading retailers are transforming their businesses using analytics, mobility, and security solutions to increase revenue, streamline operations, boost employee productivity, and transform the customer shopping experience.



Top retail applications

▲ Store operations

Empower store managers to make better, faster decisions with apps that provide instant access to vital sales, inventory, and store performance data.

▲ Clienteling

Arm in-store sales associates with apps that provide access to all the information they need to consistently deliver superior, personalized customer service.

▲ Merchandising optimization

Use robust analytics to proactively adjust product assortments, inventory levels, and pricing strategies to increase profitability.

▲ Supply chain management

Minimize delays, reduce inefficiencies and maximize profit margins with real-time visibility into supply chain operations.

▲ Loss prevention

Leverage exception-based reporting and predictive analytics to monitor, detect, and take action against inventory loss from fraud, employee error, and theft.

▲ Sales productivity

Boost sales productivity with apps that give associates instant access to training materials, product information, sales performance data, and more.

▲ Store inspection

Streamline the audit process by enabling mobile, on-site data entry and fast information sharing.

▲ Vendor portal

Analyze vendor performance and drive sales and supply chain improvement across the retail chain.

Our retail customers include:



Retail organizations rely on MicroStrategy to build powerful analytics, mobility, and security applications that transform data into real-world intelligence and help them answer their toughest business questions.