

Messaging and positioning framework for partners

February 2024

Microsoft Cloud for Retail



|  |  |
| --- | --- |
| Icon of a checklist document clipboard with a gear besides it | About this document |

Purpose: This Microsoft Cloud for Retail Messaging and Positioning Framework (MPF) for partners includes Microsoft pre-approved messaging blocks and content that partners may use without additional permission. This document is designed to enable and accelerate communications, marketing, digital and social engines, and usage across your corporate and field organizations. Section headers indicate specific use for each section.

Audience: Partner marketing, partner sales, and other internal partner teams.

When to use: When drafting any customer-facing content around Microsoft Cloud for Retail, consult this MPF to ensure you are using the correct messaging.

Table of contents

[About this document 2](#_Toc158404064)

[Context 3](#_Toc158404065)

[Microsoft Cloud for Retail messaging 5](#_Toc158404066)

[Core copy blocks 5](#_Toc158404067)

[Unique value propositions 6](#_Toc158404068)

[Customer scenarios 7](#_Toc158404069)

[Add-on copy blocks by partner type 9](#_Toc158404070)

[Microsoft and partner value proposition copy blocks 9](#_Toc158404071)



|  |  |
| --- | --- |
| Icon of a checklist | Context |

*This section is designed to familiarize partners with the context behind Microsoft Cloud for Retail, an overview of the solution, the opportunity presented to partners, and how partners help bring the solution to life.*

|  |  |
| --- | --- |
| Product name and usage guidelines | First use: Microsoft Cloud for Retail  Second use: Cloud for Retail |
| Market context | The retail industry consists of all companies that sell goods and services to consumers. There are many different retail sales and store types worldwide, including grocery, convenience, luxury, discounts, independents, department stores, DIY, electrical and specialty. The competitive nature of this fast-paced industry has been especially pronounced in the past few years, compelling retailers to reconsider the long-standing technology and processes that have structured this industry for years. Retailers that have prioritized digital transformation, including the adoption of generative artificial intelligence (AI) and data solutions, across their businesses are leading the industry, accelerating growth, and maximizing profitability. In fact, research by IDC[[1]](#footnote-2) revealed that retailers realize $3.45 for every $1 spent on AI.  As the global community moves forward from the disruption of the past few years, every retail organization has the opportunity to define how they will survive, and even thrive, in a continually changing environment. Facing workforce transformation, economic uncertainty, and societal shifts, every leader is looking to help their organization weather storms and adapt to new challenges – and often, they’re turning to technology as the key to future-proofing their businesses.  Spurred in part by the global pandemic, millions of workers experienced stark shifts to working conditions and expectations. Store associates are demanding employee wellbeing as a core component of productivity. This includes work environments that are flexible, equitable, and inclusive, and they need the right tools and capabilities to do their best work – whether that’s at home, at headquarters, or on the store floor.  Economic conditions continue to change rapidly, so leaders are looking to prioritize the investments that will drive the most important and meaningful business outcomes. Many leaders are facing resource constraints, and they need to think strategically about how they can do more with less, whether that means increasing efficiency and adding more value, or driving cost savings and reducing spend. And they’re looking to do this while continuing to build a strong foundation for the future, so they can weather whatever challenges come next.  And after the upheaval of the past few years, trust is more important than ever. Organizations must be able to trust their technology providers, not just to secure and safeguard their most sensitive data and mission-critical systems, but also as a business partner whose vision of the future aligns with their own. Leaders have an obligation to use technology and AI responsibly and partner with vendors who share in that responsibility, so they can build stability within their organizations and across their industries. With the right mindset and the right approach to their technology investments, organizations can navigate these challenges and more. We call this digital perseverance: the ability of organizations to thrive in the face of risk by harnessing and wielding technology as a strategic investment in their short- and long-term success. It is a call to action, a call to inspire, and a call to serve, for an ever-changing future.  Segment and customer overview  Our target segments and customer organizations are:   * Grocery retailers (i.e., Albertsons) * Specialty retailers (i.e., Marks & Spencer) * Convenience (i.e., Zabka) * Big box (i.e., Walmart) * Quick Serve Restaurants (i.e., Starbucks) |
| What is Microsoft Cloud for Retail | Microsoft Cloud for Retail is articulated via four pillars that represent key retail business outcomes:  1) Maximize the value of your data, 2) Elevate the shopping experience. 3) Build a real-time retail supply chain, and 4) Empower the store associate. Additionally, artificial intelligence will shape the future of the industry by increasing automation and unlocking new levels of worker productivity. And security will protect retailers’ businesses and ensure they earn and maintain shopper trust to share personal or financial information.  Microsoft Cloud for Retail accelerates business growth by providing trusted retail industry solutions that integrate with retailers’ existing systems. Through this complete set of retail specific capabilities across the Microsoft Cloud portfolio, in addition to partner solutions, it becomes possible to seamlessly connect your customers, your people, and your data.  Retail value proposition overview   * Maximize the value of your data: Retailers can realize the true value of their data by unifying disparate data sources across their operations to discover insights that enable better shopping experiences. * Elevate the shopping experience: Transform the shopping experience through data analytics and new store technology to build stronger relationships with your customers across all touchpoints. * Build a real-time retail supply chain: Create an agile, resilient, and sustainable supply chain by connecting data across your ecosystem to identify issues and optimize performance. * Empower the store associate: Equip your workforce with retail solutions that improve customer satisfaction, productivity, and collaboration to reduce the burden on your store associates and invest in their growth. |
| Partner opportunity | Microsoft Cloud for Retail scales through partners and offers a value-additive platform for them to seamlessly integrate their solutions. You can empower your customers and deliver industry solutions faster by leveraging the Microsoft Cloud.  Here are the ways partners can benefit from going to market jointly with Microsoft:   * Accelerate innovation with AI and reduce time-to-market: Deliver innovative solutions and increase deployment success leveraging the Microsoft Cloud platform and industry and AI capabilities that are built on a foundation of security and compliance. * Quickly scale your go-to-market: Learn, develop, and launch industry solutions with Microsoft’s industry skilling, designations, and marketing assets. * Win new customers with industry solutions: Reach more customers by scaling through the Microsoft commercial marketplace and co-selling alongside Microsoft sellers. |
| How partners bring Cloud for Retail to life | Partners play a central role in our Microsoft Cloud for Retail strategy. They are deeply integrated into our customer and prospect base across sub-verticals, and they extend Microsoft infrastructure, platform, and software capabilities with industry-specific solutions.  Customers turn to Microsoft to enable and deliver product interoperability with and across partner solutions to drive business value. We look to partners to facilitate the integration of Cloud for Retail specific to each customer’s needs and environment, expand offerings and current capabilities while breaking into new markets, and transform customers’ businesses while helping them realize value. Together, we offer customers an integrated Microsoft and Partner solution. |

|  |  |
| --- | --- |
| icon of a magnet and a user besides it | Microsoft Cloud for Retail messaging |

## Core copy blocks

*Pre-approved customer-ready copy blocks that can be used in marketing materials. Copy blocks require slight modification—please include your organization’s name where indicated in the text. This messaging is designed to introduce customers to Microsoft Cloud for Retail and the high-level business outcomes Microsoft and its partners are delivering.*

|  |  |
| --- | --- |
| Product Name | Microsoft Cloud for Retail |
| Tagline | Retail Unlocked: Power your AI transformation |
| Unique Value Proposition Statement | Lean in to change and thrive during times of uncertainty with Microsoft Cloud for Retail. Anticipate the unexpected – from shifting market conditions to changing shopper expectations – and act with the power of all your data, at your fingertips. Deliver meaningful shopping experiences, in any channel, that speak to customers as individuals and delight at scale. Outmaneuver disruption with a sustainable supply chain that optimizes order management and reduces operating costs. And empower every employee to provide exceptional service that turns repeat customers into loyal fans. Become a resilient retailer – agile, innovative, and responsive – and achieve more with proven, integrated retail solutions. Only from Microsoft Cloud for Retail. |
| Short (25 words) | Become a resilient retailer – agile, innovative, and responsive – and achieve more with proven, integrated retail solutions. Only from Microsoft Cloud for Retail. |
| Medium  (50 words) | Microsoft Cloud for Retail accelerates business growth by providing trusted retail industry solutions that integrate with retailer’s existing systems. Cloud for Retail brings together a complete set of retail specific capabilities across the Microsoft Cloud portfolio, in addition to partner solutions, to seamlessly connect your customers, your people, and your data. |
| Long (100 words) | Lean in to change and thrive during times of uncertainty with Microsoft Cloud for Retail. Anticipate the unexpected – from shifting market conditions to changing shopper expectations – and act with the power of all your data, at your fingertips. Deliver meaningful shopping experiences, in any channel, that speak to customers as individuals and delight at scale. Outmaneuver disruption with a sustainable supply chain that optimizes order management and reduces operating costs. And empower every employee to provide exceptional service that turns repeat customers into loyal fans. Become a resilient retailer – agile, innovative, and responsive – and achieve more with proven, integrated retail solutions. Only from Microsoft Cloud for Retail. |

## Unique value propositions

*Pre-approved, customer-ready descriptions and copy blocks for use in marketing and sales materials to communicate the capabilities and benefits of Microsoft Cloud for Retail.*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Industry Pillars | Maximize the value of your data | Elevate the shopping experience | Build a real-time, sustainable supply chain | Empower the store associate |
| Unique Value Proposition | Unlock conversational analytics and data-driven productivity for everyone across the business | Unlock new shopper experience with AI-powered personaization and recommendations at scale | Unlock your supply chain with optimization with AI to achieve greater visibility and identify next-best options | Unlock the potential of your frontline with personalized communications, AI-enabled virtual companions, and digitized processes |
| Microsoft Cloud for Retail Customer Scenarios | * Unified customer profile:Get a 360 view of the customer with a data and analytics platform built with AI * Data solutions: Unify retail data from disparate system and ease the journey to AI readiness * Shopper and operational analytics: Ask questions of your data in natural language for rapid, trustworthy insights * Retail media: Unlock ad revenue and lower acquisition costs with first-party shopper data | * Intelligent stores: Maximize sales and satisfaction with convenient personalized shopping * Unified commerce: Increase product discovery and conversion with new gen AI powered applications * Real-time personalization: Enable personalized shopping journeys and campaigns by leveraging Gen AI * Digital advertising: Drive growth, acquire new customers, and increase lifetime value * Seamless customer service: Enhance customer support with AI-powered, conversational chatbots | * Demand planning & optimization:Predict demand and generate accurate, AI-powered inventory forecasts, alerts, and plans * Supply chain visibility: Optimize inventory levels and stock allocation across stores with intelligent assistance * Flexible fulfillment: Automate and optimize order management, giving customers choices across channels | * Real-time store communications and collaboration: Leverage modern tools for connecting your team while also enabling store associates to get the info they need using their own words * Retail workforce management: Empower the team with great flexibility, efficiency, and service capabilities with easy-to-use tools and seamless access to workflows and data * Process automation and career development: Expand what your stores and people can do through automation, streamlining processes, and providing access to training and upskilling |

## Customer scenarios

*Pre-approved, customer-ready copy blocks and iconography for use in marketing and sales materials. This section defines the customer scenarios designed to empower the customer’s business.*

|  |
| --- |
| Maximize the value of your data |

|  |  |
| --- | --- |
| Unified  customer  profile | Microsoft Cloud for Retail provides trusted and integrated capabilities from [partner name] and Microsoft to give retailers a 360° view of customers with a data and analytics platform built for AI. |
|  |  |
| Data  solutions | Microsoft Cloud for Retail provides trusted and integrated capabilities from Microsoft and [partner name] that unify retail data from disparate systems and ease the journey to AI readiness​. |
|  |  |
| Shopper and operational analytics | Microsoft Cloud for Retail provides trusted and integrated capabilities from Microsoft and [partner name] that make it possible to ask questions of your data in natural language for rapid, trustworthy insights. |
|  |  |
| Retail media | Microsoft Cloud for Retail provides trusted and integrated capabilities from [partner name] and Microsoft that unlock ad revenue and lower acquisition costs with first-party shopper data.​ |
|  |  |

|  |
| --- |
| Elevate the shopping experience |

|  |  |
| --- | --- |
| Intelligent stores | Microsoft Cloud for Retail provides trusted and integrated capabilities from [partner name] and Microsoft that maximize sales and satisfaction with convenient, personalized shopping. |
|  |  |
| Unified commerce | Microsoft Cloud for Retail provides trusted and integrated capabilities from [partner name] and Microsoft that increase product discovery and conversions with new gen-AI powered applications. |
|  |  |
| Real-time personalization | Microsoft Cloud for Retail provides trusted and integrated capabilities from [partner name] and Microsoft that enable personalized shopping journeys and campaigns by leveraging gen-AI. |
|  |  |
| Digital advertising solutions | Microsoft Cloud for Retail provides trusted and integrated capabilities from [partner name] and Microsoft that drive growth, acquire new customers, and increase lifetime value. |
|  |  |
| Seamless customer service | Microsoft Cloud for Retail provides trusted and integrated capabilities from [partner name] and Microsoft that enhance customer support with AI-powered conversational chatbots. |
|  |  |

|  |
| --- |
| Build a real-time, sustainable supply chain |

|  |  |
| --- | --- |
| Demand planning and optimization | Microsoft Cloud for Retail provides trusted and integrated capabilities from [partner name] and Microsoft that predict demand and generate accurate, AI-powered inventory forecasts, alerts, and plans. |
|  |  |
| Supply chain  visibility | Microsoft Cloud for Retail provides trusted and integrated capabilities from [partner name] and Microsoft that optimize inventory levels and stock allocation across stores with intelligent assistance. |
|  |  |
| Flexible  fulfillment | Microsoft Cloud for Retail provides trusted and integrated capabilities from [partner name] and Microsoft that automate and optimize order management, giving customers more choices across all channels. |
|  |  |

|  |
| --- |
| Empower the store associate |

|  |  |
| --- | --- |
| Real-time store communication and collaboration | Microsoft Cloud for Retail provides trusted and integrated capabilities from [partner name] and Microsoft that streamline and modernize chat, multimedia, and instant voice communications behind a single pane of glass. |
|  |  |
| Retail workforce management | Microsoft Cloud for Retail provides trusted and integrated capabilities from [partner name] and Microsoft that simplify retail store scheduling, task management, and employee communication. |
|  |  |
| Process automation  and career development | Microsoft Cloud for Retail provides trusted and integrated capabilities from [partner name] and Microsoft that accelerate associate onboarding and upskilling and free workers to focus on customers through automation of routine tasks. |
|  |  |

|  |  |
| --- | --- |
| Icon of a shield with a checklist besides it | Add-on copy blocks by partner type |

*Pre-approved, customer-ready copy blocks designed for different partner business types. These specific messaging phrases can be pasted onto the end of other approved messaging. Copy blocks require slight modification—please include your organization’s name where indicated in the text.*

|  |  |
| --- | --- |
| ISV partners | [Partner name] extends the core capabilities of the Cloud for Retail with industry-specific solutions designed to unlock opportunities and prepare you for the future.  [Partner name] can enrich new solutions that take advantage of whitespace opportunities, extend core cloud capabilities, or deliver complete Retail business processes. |
| GSI and  SI partners | [Partner name] can unlock new opportunities, such as functional implementation, last mile configuration, and customization to customers’ environments, business processes, and organizational change management.  [Partner name] builds on, extends, and enables the value of the platform with Retail-specific solutions that unlock opportunities in Retail and provide support for what’s next.  The interoperability of Microsoft Cloud for Retail enables [partner name] to build on, extend, and deliver the value of the platform with targeted solutions that address the most important industry opportunities. |

|  |  |
| --- | --- |
| Icon of two hands holding a user each | Microsoft and partner value proposition copy blocks |

*Pre-approved, customer-ready copy blocks that can be cut and pasted for use in marketing materials. Copy blocks require slight modification—please include your organization’s name where indicated in the text. This copy is intended to showcase the value of the partnership between Microsoft and the partner.*

|  |  |
| --- | --- |
| Short (25 words) | Embrace innovation, empower every part of your business, and accelerate time to value with trusted capabilities and generative AI designed for retail from Microsoft and [partner name]. |
| Medium  (50 words) | Embrace innovation with trusted, industry-leading expertise, solutions, and generative AI from Microsoft and [partner name]. Empower every part of your business with actionable insights on a foundation of security, compliance, and privacy, and accelerate time-to-value through a global ecosystem of connected partners. |
| Long (100 words) | Embrace innovation with trusted, industry-leading expertise, solutions, and generative AI from Microsoft and [partner name]. We extend retail-specific cloud capabilities and offer certified expertise to drive more value for your business. Empower every part of your business with actionable insights on a foundation of data collaboration, security, compliance, and privacy. Finally, accelerate time-to-value and implement holistic solutions through a global ecosystem of connected partners with proven, diverse skillsets. |

|  |  |  |  |
| --- | --- | --- | --- |
| Pillar | Accelerate innovation through industry-proven partners to future proof your business | Empower retailers with industry-specific solutions built on a foundation of security, compliance, and privacy | Optimize time to valuewith a trusted, global ecosystem of connected partners |
| Key message | Extend retail-specific cloud capabilities to drive more value for your business | Confidently leverage solutions built on a foundation of security, compliance, privacy, and data collaboration | Address your business needs holistically by bringing together the proven and diverse skillsets of a robust partner network |
| Benefits | Transform your business with innovative, data-driven solutions designed for retail  Count on our certified expertise and benefit from years of retail-specific experience and skill  Maintain a competitive advantageand leverage the momentum of retail-focused investments and collaboration between Microsoft and [partner name] | Infuse workflows with business intelligenceby bringing together and enriching siloed data, enabling faster time-to-insights  Trust in a foundation of security, compliance, and privacy that is fortified across the Microsoft partner ecosystem  Seamlessly leverage solutions designed to help you meet industry compliance and security standards  Reduce cost and time of integration with interoperability enabled by the Microsoft Cloud for Retail | Find the right solution for your business goals by drawing from a diverse, global network of certified partners  Unlock more comprehensive solutions by collaborating with multiple partners from across Microsoft’s connected ecosystem, including SIs, ISVs, device partners, and more  Speed adoption and time-to-insights with both ready-made and custom partner solutions for every business need |

1. IDC Infographic, sponsored by Microsoft, The Business Opportunity of AI, #US51315823, November 2023 [↑](#footnote-ref-2)