

# Microsoft Dynamics 365 for Retail

Hitachi Solutions enable clients in retail to deliver a better customer service, faster. Our high quality staff has ground-level retail experience, and use their expertise to optimise all processes across marketing, supply chain logistics, merchandising, and in-store and channel operations.

For retailers, the ability to respond quickly to shifting customer demands is essential for survival. This requires sophisticated supply chain processes that optimise stock levels and provide a consistent customer experience across any channel, and enable you to deliver the right product, at the right time, and at the right price. The challenge lies in achieving this without increasing the cost and risk to the business.

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## For your customer

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Hitachi Solutions ensures that planning and merchandising processes run seamlessly to enable you to react effectively to changing consumer buying patterns by:

- Using real-time and historical data to gain insight into customer buying habits, across multiple channels, in order to predict and respond to future purchasing trends.
- Using data insights to offer customers targeted promotional offers to increase customer loyalty and drive sales.
- Ensuring consistent communication between disparate departments so that the right products are in stock at the right time.
- Increasing sales and margins by adapting price levels based on customer and product analytics.
- Accessing the information necessary for successful upselling.

## Hitachi Solutions enables you to deliver a high-quality service to customers, at low-cost, across an omni-channel environment by:

- Centralising the flow of information regarding products, prices, promotions, and stock availability, to deliver a consistent customer experience.
- Predicting future product trends, using analytical tools to trigger potential orders, and manage current customer needs.
- Using tailored dashboards to manage buying patterns and make informed business decisions from the back office to the storefront.
- Utilising one set of master plans to reduce data errors and streamline the audit of all plans, to deliver a smoother customer experience.

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## For your partners

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Hitachi Solutions gives you visibility across complex supply chains to effectively manage third party logistics through:

- Keeping abreast of trading standards and regulations – as well as sourcing considerations – in order to manage logistical costs.
- Minimising supply chain costs, and improve your in-stock position, by ensuring the use of the most cost-effective manufacturer.
- Integrating your system with third party logistics to enable the seamless management of products and ensure accurate ordering.

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## For you

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Hitachi Solutions can help you improve workflow/ time management across different software tools in order to reduce costs – both in time and money by:

- Allowing you to adapt quickly to changing business requirements and ensure you are able to scale your solution as your business grows.
- Ensuring that you can easily operate across disparate geographies and locations.
- Enhancing your reporting and analytics so that you have the necessary insight to make informed business decisions.
- Centralising the management of pricing, promotions and offers to enable you to effectively manage all data in one place.

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## Our Team

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Hitachi Solutions has successfully implemented Dynamics 365 for Retail across the globe. Our team has ground level retail experience, which gives us unique insight into the business challenges you face.

We combine this in-depth understanding with technical expertise to tackle your challenges most effectively. By introducing controlled and streamlined processes into your business, we ensure that your enterprise is optimised and is able to meet its goals.

Our experienced staff utilise their in-depth knowledge of the product, to tailor the pre-built solution to your specific requirements, with the fewest modifications possible. The rigorous project management and control that we employ ensures that all implementations unfold with ease.

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## Our Philosophy

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It is rarely advantageous to re-invent the wheel for each implementation. We therefore guide customers in how best to use a customised out-of-the-box solution.

This reduces risk, as well as cost, and offers a stable platform, which can evolve as your business grows. Our teams actively involve you in the implementation process, and provide training on the system, to ensure that you have had ample experience by the time the product goes live.

We have developed a comprehensive methodology for the implementation and support of this system, which ensures you get maximum value from a powerful combination: a Dynamics 365 product and Hitachi Solutions' expertise.

