Today’s retail environment is more complex and challenging than ever, and successful retailers recognize that evolving consumer expectations are driving the need for digital transformation.

Customers interact with brands across a wide range of touchpoints, and they demand a tailored shopping experience connected and consistent across all channels. This makes optimizing the customer experience a key priority for retailers to stay ahead of the game.

DXC Retail Solutions for Microsoft Dynamics 365 are revolutionizing the way retailers work — by creating centralized operations connecting stores, e-commerce and customers to headquarters to create a scalable, optimized customer experience and build the foundation for continued success. These solutions allow you to make smart decisions quickly, transform your business, and grow at your own pace.
# DXC’s Microsoft Business Applications at-a-glance

<table>
<thead>
<tr>
<th>#1</th>
<th>1 Team</th>
<th>4,000+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Largest independent Dynamics SI</td>
<td>1 single global team for project implementations</td>
<td>active Dynamics clients</td>
</tr>
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<table>
<thead>
<tr>
<th>20</th>
<th>~1,800</th>
<th>2020</th>
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<tbody>
<tr>
<td>years of Dynamics implementation experience</td>
<td>Dynamics resources worldwide</td>
<td>Microsoft Partner award for Power Apps &amp; Power Automate</td>
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<table>
<thead>
<tr>
<th>24x7x365</th>
<th>20 consecutive years</th>
<th>300+</th>
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<tbody>
<tr>
<td>unlimited support calls follow the sun</td>
<td>Microsoft Inner Circle Member</td>
<td>Microsoft certifications</td>
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</table>
Recent Microsoft awards

- 2020/2021 Inner Circle for Microsoft Dynamics (20 consecutive years)
- 2020 Business Applications PowerApps and Power Automate US Partner of the Year
- 2020 Partner of the Year Proactive Customer Service (finalist)
- 2020 Partner of the Year - Retail (finalist)
- 2019 Dynamics 365 for Customer Service Partner of the Year (finalist)
- 2019 Dynamics 365 for Talent Partner of the Year (finalist)
- 2018 Consulting & SI Office 365 Usage Partner of the Year
- 2018 Dynamics Customer Service Partner of the Year
- 2018 Health Partner of the Year (finalist)
- 2018 Dynamics 365 for Field Service Partner of the Year (finalist)
- 2018 Dynamics 365 for Talent Partner of the Year (finalist)
- 2017 Dynamics Service Partner of the Year - Global
- 2017 Dynamics Industry Partner of the Year - Global
- 2017 Dynamics Service Partner of the Year, Canada
- 2017 Data Platform & Analytics Partner of the Year Award, New Zealand
- 2017 Dynamics Service Partner of the Year, United Kingdom
DXC Services and Solution Overview
Consulting Services

Implementation Services

Advisory Services

Business Process Transformation

Digital Commerce

Business Model Innovation

Migration to the Cloud

Customer Journey Orchestration

Managed Services

Re-Imagine your business with DXC and Microsoft
# DXC Retail Solutions for Microsoft Dynamics 365

Artificial Intelligence / Machine Learning

<table>
<thead>
<tr>
<th>Microsoft Dynamics 365</th>
<th>DXC Industry Accelerators</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>DXC Retail Solution Offerings</strong></td>
<td></td>
</tr>
<tr>
<td>DXC Action Analytics for Retail</td>
<td>DXC Merchandise Planning and Execution Suite</td>
</tr>
<tr>
<td>DXG Retail Toolkit Fundamentals</td>
<td>DXC Product Life-cycle Management</td>
</tr>
<tr>
<td>DXC Retail Payment Connector (N. America)</td>
<td>DXC Gift Registry</td>
</tr>
<tr>
<td>DXC Remote Retail Connector</td>
<td>DXC Retail In a Box</td>
</tr>
</tbody>
</table>

| Transformation Accelerators |  |
|----------------------------|  |
| DXC Q&A Retail Bot Framework | DXC Action Digital Services for Microsoft Dynamics |
| DXC Contact Center | DXC Retail Consumer Mobile Framework |
| DXC Retail Digital Transformation Sandbox | In AppSource |

Common application platform: PowerApps, Power Automate, Common Data Service

Microsoft Azure – Microsoft 365/Teams
DXC Retail Experience Center

for the Microsoft retail/commerce platform

- Showcases DXC retail offerings and provide a hands-on walk-through experience tailored to the needs of a retail organization.

- Engages retail customers with unique, differentiated experiences – enabled by analytics, cloud, mobile, social and partners.

- Demonstrates functioning and practical omnichannel scenarios on the Microsoft Dynamics platform and Azure Cloud.

- Offers thought leadership and innovation to retail prospects and customers.

https://www.dxc.technology/videos/5100

Located in our New York Office at One Rockefeller Plaza
Why DXC for Dynamics and Retail?

1) Commitment to Retail
2) Brought 1st customer live on Dynamics for Retail
3) NY Retail Experience Center Continuous Retail Innovations
4) #1 Microsoft Retail Partner in North America
5) Key ISV developing go-to-market solutions published on AppSource
Benefits

DXC Retail Solutions for Microsoft Dynamics 365 helps retailers on their business transformation journey, using approaches and technologies to align with customers’ expectations regarding personalized experiences and engagement.

<table>
<thead>
<tr>
<th>Benefits</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Customer engagement</strong></td>
<td>Drive unified commerce and increase revenue, customer satisfaction and brand loyalty by delivering a consistent shopping experience</td>
</tr>
<tr>
<td><strong>Optimize operations</strong></td>
<td>Create a modern store experience by managing stores efficiently and quickly adapting to changing customer demands</td>
</tr>
<tr>
<td><strong>Increase revenue</strong></td>
<td>Innovate and respond to changes in the competitive landscape with a modern, adaptable platform that enables quicker time to market for new products</td>
</tr>
<tr>
<td><strong>Lower costs</strong></td>
<td>Replace CAPEX with OPEX and pay for only the services you use</td>
</tr>
<tr>
<td><strong>Gain intelligence</strong></td>
<td>Use analytics to predict trends, to gain insights across the entire customer lifecycle and to monitor the performance of operational processes to enable continuous optimization of the business</td>
</tr>
<tr>
<td><strong>Empower employees</strong></td>
<td>Improve productivity by providing your employees with familiar tools, guided processes, access to the information they need when they need it and the ability to easily collaborate with others</td>
</tr>
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</table>
Delivery Methodology
Our proven methodology

Measures, Outcomes & Engagement Phasing

- Business Strategy
- Solution Envisioning
- Analysis
- Design
- Build & Develop
- Deployment
- Operation
- Cross-Phase Processes

Organizational Change Management
Project Management and IT Excellence
Business Process Improvement

*Key Activities & Deliverables vary by engagement
End-to-end implementation methodology

Key Activities by Phase

**SOLUTION ENVISIONING**
- Sales Lifecycle Engagement
- Business Needs Analysis

**ANALYSIS**
- Project Initiation
- Concept Training
- Scope & Requirements

**DESIGN**
- Design Workshops
- Simulation (Design Confirmation)

**BUILD & DEVELOP**
- Configuration
- Data Migration
- Security
- Key User Training
- Development
- User Acceptance Testing
- User Documentation

**DEPLOYMENT**
- Create Production Environment
- End User Training
- Cut Over Planning and go live checklist

**OPERATION**
- Go Live Support
- Post Implementation Review
- Transition to Support
- Transition to Customer Success

**CROSS-PHASE PROCESSES**
- Project Planning and Quality Assurance
- Environment Management
- Reporting/BI
- Data Migration
- Test Planning
- Integrations
- Security

*Key Activities & Deliverables vary by engagement*
Sample deliverables

**Plan**
- Product backlog
- Sprint backlog
- Sprint plan
- Project management and resource plans

**Define & Analyze**
- Functional and technical scope
- Functional requirements document
- User stories
- Fit gap analysis
- Payment approach
- Business process maps and workflows
- Test strategy
- Solution architecture
- Training strategy
- Integration and interface requirements
- Data migration strategy

**Develop**
- Installation and environment installation
- Functional design document
- Technical design document
- System environments
- System configuration and customization
- Integration and interface code
- Data migration scripts
- Test cases and scripts
- Test results
- Production operations guide
- Implementation plan
- Training materials
- Product increment release to production

**Release**
- End user training
- Product increment released to production