

# DXC Retail Solutions for Microsoft Dynamics 365



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.

## Business case

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.

Digital technologies will enable retailers to meet today's challenges. Through digital transformation you can:

- Drive innovation and differentiation in the market
- Gain a deeper understanding of customers at every touchpoint
- Identify additional revenue streams
- Become more agile to quickly adapt to market changes
- Minimize cost and capital expenses

**Driving digital transformation.** 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.

**Remote customer engagement.** RemoteRetail and DXC Technology have partnered to develop and quickly deploy a seamlessly integrated Microsoft Dynamics Commerce solution that empowers remote associates with the option of 100 percent remote retail: deployed, trained, conducted and converted remotely.

**Payment connector.** With any retail point-of-sale (POS) or e-commerce implementation, payment processing is a significant factor in terms of cost, security and the overall customer experience. DXC technology provides payment connectors for Dynamics 365 for North American retail payment

## Key benefits

- Drive unified commerce and increase revenue, customer satisfaction and brand loyalty by delivering a consistent shopping experience
- Create a modern store experience by managing stores efficiently and quickly adapting to changing customer demands
- Optimize operations with advanced analytics that drive actionable insights
- Innovate with a modern, adaptable platform that enables quicker time to market

processing solutions.

**Retail customer engagement center accelerator.** Built on Microsoft Dynamics 365 Customer Engagement and leveraging Microsoft's Unified Service Desk (USD), the DXC Customer Engagement Accelerator provides a framework to rapidly improve the functionality and quality of customer interactions by integrating the DXC virtual customer assistant, real-time sentiment analysis, and natural language processing.

**Gift Registry.** The DXC Gift Registry features are built within POS, D365 Commerce Headquarters and e-commerce platforms to support omnichannel integration and maintenance of customer gift registries and lists. Gift registry information from e-commerce and mobile channels can be seamlessly managed and administered by associates in D365 Commerce Headquarters and in POS, and vice versa.

**DXC Retail Toolkit Fundamentals.** The DXC Retail Toolkit Fundamentals module offers an enriched user experience and simplifies workflow processes. It helps maximize IT investment by optimizing solutions already in place by extending core retail capabilities to out-of-the-box, standard functionality.

## DXC Retail Solutions for Microsoft Dynamics 365 in action

DXC was engaged to replace a legacy retail management system for a pharmacy retailer with over 400 stores. A unified solution was designed and implemented that managed full retail operations, including back office and POS for more than 2,500 POS terminals, and over 10,000 devices. This solution encompasses the end-to-end supply chain from demand forecasting, planning, buying, warehousing, POS and all core administrative processes in between — together as one system.

### Key features

#### Dynamics 365 Commerce – A unified/common data platform for retail

- Support for integrated end-to-end retail operations
- Modern store, omnichannel
- Flexible – cloud, edge, hybrid
- Sealed, extensible, continuously updated

#### Remote Customer Engagement

- Enables visual, curated conversations between the associates and customers
- Module provides standardized product feed processing and data exchange between platforms
- RemoteRetail connector to add the Customer Engagement widget to any Dynamics Commerce site

#### Payment Connector

- Card-not-present processing: Verifone PAYware
- Card-present processing: Verifone Point Classic and Crimson Credit Switch

#### Gift Registry

- Omnichannel support for gift registries including consumer, selling associate and back-office administration

#### Retail Customer Engagement Center Accelerator

- Framework that rapidly improves functionality and quality of customer interactions
- SMART Assist, virtual assistant service: Power virtual agent to create or update records without human intervention; use of customer insights to convert data into actions
- A modern, flexible high-productivity app that allows agents to engage with customers across different channels via a unified interface

#### DXC Retail Toolkit Fundamentals

- Unlimited user-defined customer fields
- Product availability (by attribute) and discontinued status
- Advanced product search

#### About DXC Technology

DXC Technology (NYSE: DXC) helps global companies run their mission critical systems and operations while modernizing IT, optimizing data architectures, and ensuring security and scalability across public, private and hybrid clouds. With decades of driving innovation, the world's largest companies trust DXC to deploy our enterprise technology stack to deliver new levels of performance, competitiveness and customer experiences. Learn more about the DXC story and our focus on people, customers and operational execution at [www.dxc.technology](http://www.dxc.technology).

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### Why DXC?

DXC helps companies accelerate business transformation, solve business challenges and deliver intelligent solutions that make a difference for customers, employees and partners. We believe in delivering expertise, project transparency and excellent customer service in every engagement.

With a global presence, DXC is uniquely positioned to deliver Microsoft Dynamics 365 solutions to customers globally. The largest independent Microsoft Dynamics partner in the world, DXC serves more than 4,000 customers across multiple industries. Our practice delivers services and solutions that positively impact our world today and into the future.

### Get started

Learn more about **DXC Retail Solutions for Microsoft Dynamics 365**.

Contact us at  
[www.dxc.technology/contact\\_us](http://www.dxc.technology/contact_us)