



SUTHERLAND STORECAST ON MICROSOFT'S AZURE PLATFORM

Identifying and converting incremental sales in retail stores

The role of the store is changing in the digital world. While over 80% of total retail sales are still driven through the physical store, sales continue to decline, driven by diminishing traffic and conversion. Solutions to date have been unable to stem this decline in the face of the omni-channel shopping options available to the retailer's customer base. While brick-and-mortar retailers track store traffic and conversion, the data, science, and recommendations to optimize their conversion rates have not kept pace with the digital transformation.

Sutherland Storecast, enabled by **Microsoft Azure**, is an analytically-driven solution that identifies the incremental sales potential for each store and the digital and operational drivers to unleash it. Storecast is differentiated from other analytic-driven platforms as it evaluates over 100 internal and external variables, as well as on and off-line sales, leveraging latest advances in machine learning to determine future sales potential.

With Storecast, our customers can:

- Access deep insights to customer behavior, shopping patterns and store operations
- Accurately determine the incremental sales potential for each store
- Identify the operational drivers to unleash sales conversion
- Understand sales conversion driving incremental sales and margin



The most loyal 20% of customers satisfy, on average, less than 50% of their requirements at any one particular retailer, the remaining 80%, under 15%. The potential for any one given retailer to convert even a fraction of this untapped potential is significant.



- Mark Ryski,

Author, CEO & Founder of
HeadCount Corporation

The **benefits** you reap from Storecast:

- Identified incremental store sales allowing you to **understand conversion potential in 30 days**
 - KPIs provided for each store via cloud-based dashboard
 - Actionable: Daily, weekly, monthly, quarterly, and annual views
- Optimized conversion directives in **90 days**
 - Optimized operations plan (labor, merchandising, store experience) for each store
 - Supported via the Sutherland Coaching Network
- Speed and scale with **99.5% uptime in cloud**
 - Cloud-based solution supported by Microsoft Azure
 - In market within 90 days
 - Can quickly scale from ten to hundreds of stores

Sutherland & Microsoft Azure: Digitally Transforming Retail

Combining the Sutherland retail and consumer packaged goods (CPG) expertise with the power and scale of Microsoft Azure, we provide a platform for positive incremental customer and business outcomes. The Sutherland and Microsoft partnership enables digital transformation capabilities that include AI and machine learning to identify untapped store-level sales potential, and determine the right mix of operational levers to unleash it. Together, we help retailers convert shoppers into buyers through an innovative, end-to-end process.

To learn more about how Sutherland and Microsoft Azure can help, please visit us at www.sutherlandglobal.com/microsoft-azure or call **1.585.498.2042**.

As a process transformation company, Sutherland rethinks and rebuilds processes for the digital age by combining the speed and insight of design thinking with the scale and accuracy of data analytics. We have been helping customers across industries from financial services to healthcare, achieve greater agility through transformed and automated customer experiences for over 30 years. Headquartered in Rochester, N.Y., Sutherland employs thousands of professionals spanning 20 countries around the world.