![Avanade logo] avanade

Build intelligent industry leadership through change, transformation and flexibility

Reshape the omni-channel marketing journey through digitalization

Catalogue

avanade

Retail solution

Omni-channel marketing journey

One of the industries dealing with their share of challenges the last few years is retail. They've had to cope with increased complexity in the supply chain, more demand for online and omnichannel shopping experiences, shortage of qualified talent and rapidly changing customer preferences, to name a few. All these scenarios were intensified by the pandemic, forcing some retailers out of business, and leaving others actively rethinking the best way to move forward efficiently and responsibly. Through it all there remains one constant: Retailers cannot afford to be this unprepared again.

What we do

Avanade gives retailers an end-to-end solution, marrying strategic and consultancy expertise with experience design, user experience, and a full spectrum of digital marketing services based on an omni-channel marketing journey. We can realize a marketer-managed system with a persistent, unified customer database that is accessible to other systems, focusing on:

- **Customer journey integration:**

  Integrating data points across multiple customer touchpoints to create a unified customer profile

- **Personalized user experience:**

  Streaming data across digital marketing platforms in real-time to enable personalized marketing and continuous optimization

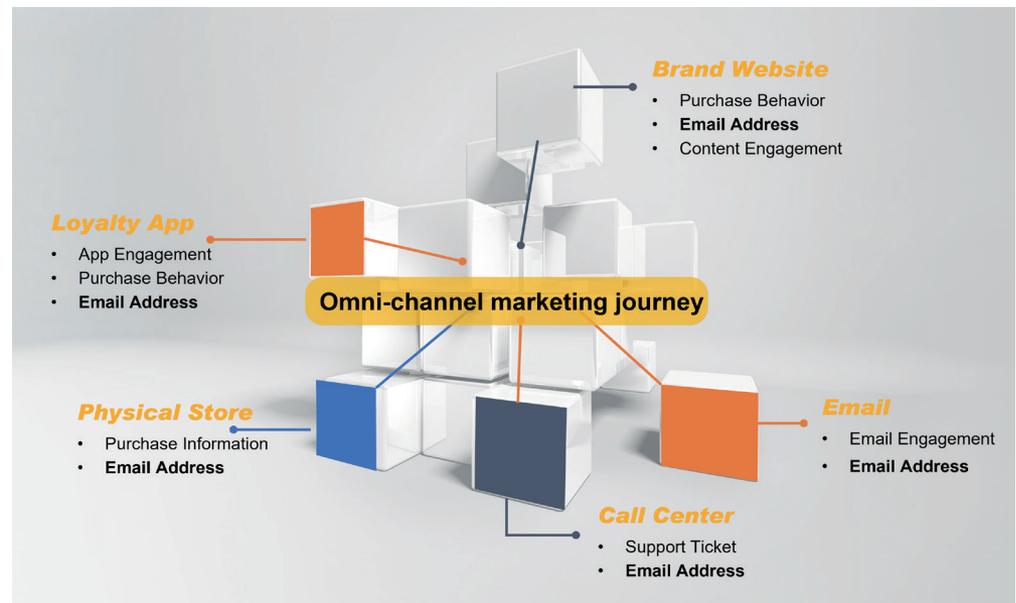- **Build audiences through segmentation:**

  Enable cross-platform and cross-device segmentation to be leveraged across all marketing channels

- **360 Degree Customer Profiles:**

  Build a 360-degree profile for your customers allowing for in-depth analysis, audience creation, and marketing enablement

- **Reporting & Analytics:**

  Monitor incoming data, identify anomalies, maintain data quality, and produce customer insights

Brand Website
- Purchase Behavior
- **Email Address**
- Content Engagement

Loyalty App
- App Engagement
- Purchase Behavior
- **Email Address**

Omni-channel marketing journey

Physical Store
- Purchase Information
- **Email Address**

Call Center
- Support Ticket
- **Email Address**

Email
- Email Engagement
- **Email Address**

An omni-channel marketing journey

can integrate data across multiple sources and touchpoints

How we do it

Avanade can help elevate your marketing practice in four ways:

01 Differentiate the digital strategy

We find the most profitable pathway to a future-ready digital marketing approach by defining a roadmap that feeds into workstreams like customer journeys, content, tech, data and analytics .

02 Truly know your customers

We get to know your customers and create detailed personas of them. Understanding their journey through your business, we map the emotional experience across various touchpoints.

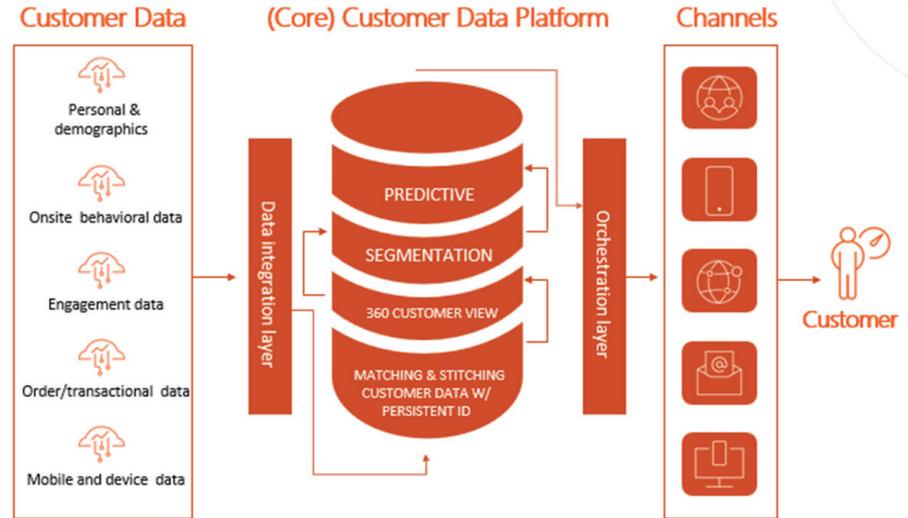

How does *Omni-channel marketing journey* work

03 Optimize the processes and harness intelligence

By reviewing your technology and capabilities, we understand the experiences you can currently offer and what you want to deliver. We then build the foundational tech that underpins your experience platform.
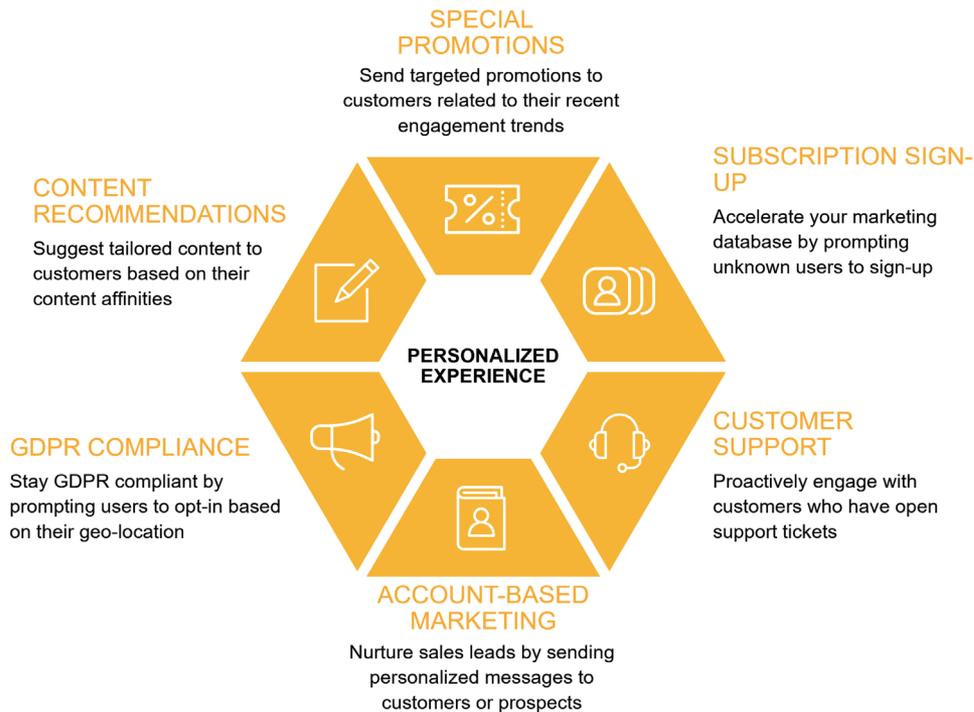
04 Evolve the experience

Using advanced analytics, we create a 360-degree customer view with cross-platform visibility. We can then introduce AI for segment-based targeting, empowering insight-driven, optimized campaigns.

Advantages of an omni-channel marketing journey

SPECIAL PROMOTIONS
Send targeted promotions to customers related to their recent engagement trends

SUBSCRIPTION SIGN-UP
Accelerate your marketing database by prompting unknown users to sign-up

CONTENT RECOMMENDATIONS
Suggest tailored content to customers based on their content affinities

PERSONALIZED EXPERIENCE

CUSTOMER SUPPORT
Proactively engage with customers who have open support tickets

GDPR COMPLIANCE
Stay GDPR compliant by prompting users to opt-in based on their geo-location

ACCOUNT-BASED MARKETING
Nurture sales leads by sending personalized messages to customers or prospects

Once marketing data is consolidated into a single source of truth, enable that data to personalize the user experience

- **Know customer needs:**

  Connect different touchpoints, regions and departments to provide customers with a seamless personalized journey.

- **Control business pressure:**

  Help departments and regions better adapt to and manage business pressures.

- **Leverage potential:**

  Engage with customers across regions through personalized, relevant content.

- **Improve customer insights:**

  Obtain insights that can be easily accessed and managed, and corresponding data models.

- **Protect customer privacy:**

  Allow customers to fully control the relationship they want to establish with the brand.

- **Build customer portfolios:**

  When customers interact through multiple channels, manage the product portfolio at the market and touchpoint levels.
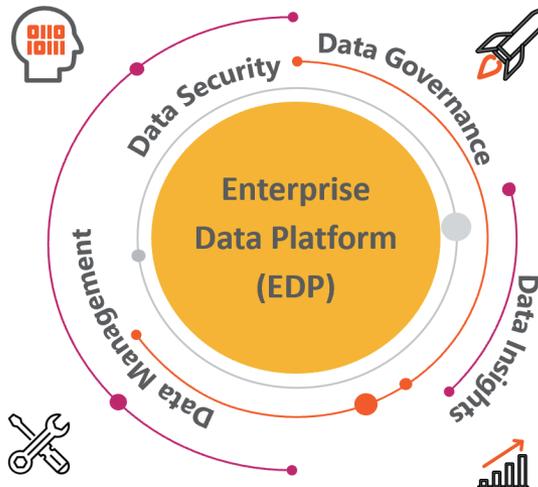
Connect the customer experience

The omni-channel marketing approach needs to be data-driven. To provide customers with a seamless experience, marketers must consider and build a larger context of social sphere, geo location, demographics, brand journey and localized market trends. Avanade uses a comprehensive set of platforms and proven data and analytics approaches. By leveraging Microsoft Enterprise Data Platform and Power BI, Avanade's Customer Analytics solutions can help improve marketers' decision-making with data-driven insights, create engaging experiences throughout the customer lifecycle, and optimise acquisition, retention and profitability with descriptive and predictive analytics.

ENHANCE CUSTOMER EXPERIENCE

- **Enable front office Sales staff**
- **Event driven** customer outreach
- **Preempt potential complaints**, leverage customer feedback

DRIVE SALES & PROFITABILITY

- **Cross-sell and up-sell** of value-added parts & services
- **Targeted customer marketing** and sales campaigns
- **Leads management** & improved conversion

IMPROVE OPERATIONAL EFFICIENCY

- **Enable Services staff** with product specific history & recommendations
- **Demand management** and forecasting of parts and peripherals
- **Smart Staff allocation** based on seasonality, customer type etc..

ENABLE DATA MONETISATION

- **New business models**
- **Connected Devices**
- **Premium services –** Insurance premium reduction with monitoring thru IoT devices

Data Security · Data Governance · Data Insights · Data Management

Enterprise Data Platform (EDP)

Enterprise Data Platform drives customer-centric competitive agility

Case study

Venca takes control of its digital marketing campaigns with style

Business situation:
Improve customer acquisition ability

As a leading fashion retailer for more than 30 years, Venca has proved its ability to adapt to evolving customer habits and preferences. What started as a traditional catalog business has transitioned online.

However, the legacy tools Venca used to run its marketing campaigns weren't up to speed for e-commerce nor future-ready. Relying on spreadsheets and disconnected data, marketers had no easy way to manage workflows or get detailed insights into campaign performance. As a result, customers were presented with generic content that didn't necessarily target or enhance their shopping experience. To continue to thrive in a digital world, Venca wanted to improve campaign management, increase lead generation and reconnect with consumers who had moved away from the brand.

Solution: Unlocking the full power of its customer data

Venca selected Avanade to help implement its new Adobe Campaign platform and integrate the solution with Microsoft Dynamics 365, unlocking the full power of its customer data. With each campaign, users have full visibility into activities and customer interactions for enhanced analytics and improved performance. By connecting the digital marketing tool to Venca's CRM, data is continually passed back and forth to help Venca personalize its campaigns with contextually relevant offers and messaging.

Results

With the seamless integration of Adobe Campaign and Dynamics 365, Venca now has access to data and predictive analytics to enhance both the employee and customer experience. The company's marketers get a future-ready tool that infuses intelligence into their operations to help them do their jobs better. Also, the company's customers are rewarded with personalized content.

16%

churn reduction through better customer loyalty

7-11%

increase in overall revenue, in-store revenue, or mobile revenue

25-189%

upsell through more personalized communication

4-5

times conversions through next best offer/next best action

Choose Avanade

for an intelligence-driven transformation with lasting business value

From strategic consultingto solution implementation, Avanade adopts a holistic approach to help organizations solve practical business problems and support clients to achieve business growth.

We bring deep expertise in Microsoft technology

Accenture and Avanade were named the 2021 Microsoft Global Alliance SI Partner of the Year for the 16th time. Together, we were recognized with a total of nine awards in 2021 for demonstrating excellence in innovation and implementation of solutions based on Microsoft technology.

Accenture and Avanade were also jointly recognized as a leader in the "IDC MarketScape: Worldwide Microsoft Implementation Services 2021 Vendor Assessment" based on current capabilities and future strategies. According to the report, buyers rated Accenture and Avanade highly for our ability to integrate our teams with clients' internal teams, meet project timelines and handle changes in project scope.

IDC MarketScape: Worldwide Microsoft Implementation Services, 2021
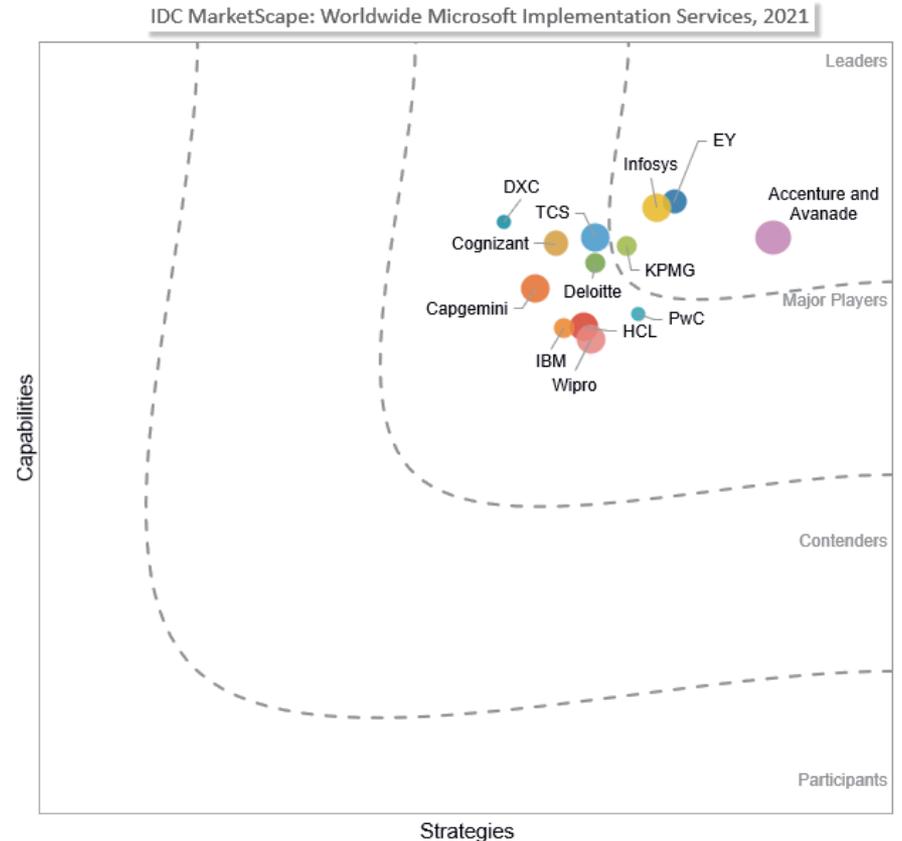
Around the world, we have helped more than 4,000 clients imagine, build and realize innovations.

Avanade helps businesses globally become intelligence-driven organizations

Created by Accenture and Microsoft in 2000, Avanade brings the best in strategy and technology to unlock more value from your IT investments and maximize business results. With 56,000 professionals in 26 countries, we are the power behind the Accenture Microsoft Business Group - helping companies to engage customers, empower employees, optimize operations, design experiences and transform products on the Microsoft platform.

56,000
Skilled and diverse professionals

82 Locations
26 countries

27,000
Microsoft Certifications, more than any other partner

21,000+
Projects with 4,000 clients since our inception

15 Centers of Excellence
Specializing in cloud, Dynamics, CRM, digital marketing and more

34%
of Fortune 500 companies are clients

Netherlands
Denmark
Norway
Belgium
Finland
UK
Sweden
Ireland
Poland
Canada
France
Germany
China
Spain
Austria
Japan
US
Portugal
Italy
Morocco
Switzerland
Brazil
Singapore
Malaysia
Australia

Once in a century digital disruption

The COVID-19 global pandemic has deepened people's understanding of what it means to have a "once in a century disruption". The pandemic has affected people from all walks of life and has especially changed how organizations view business sustainability. Every organization has had to struggle and then renew themselves as they looked to move forward. However, some organizations have failed in their attempt to digitally transform because they followed trends, as opposed to be guided by a business vision that harnessed data intelligence and digitization.

We saw companies fail for the following reasons:

Failure to realize business value: Executives recognize that technology is a powerful tool for enterprise innovation, and they are investing in all kinds of new technologies and developing new capabilities. However, digital transformation needs to be business driven, not technology driven. In some cases, organizations have transformed and digitized without thinking clearly about what they really want to achieve, nor have they fully explored the commercial value of new technology. In addition, transforming technology alone doesn't translate into large-scale innovation.

Temporary needs don't always align with the long-term plan: digital transformation is an ongoing process, and business needs are usually one-sided, decentralized, and sudden. As the business develops, the main digital platform often is unable to meet the new needs of the organization. Today, many enterprises that have experienced digital transformation suddenly find that they can't effectively deal with current business problems without comprehensive and deep deployment of new digital capabilities in core areas such as production, operations, and channel and organization management.

The development cycle is too long: The development cycle of traditional digital platforms is too long for the business team to see results quickly. The pursuit of quick business returns reflects a lag between IT teams and traditional service providers during the development mode. Companies tend to pay attention to single-point optimization of technology and ignore the importance of overall value improvement. This can result in data silos and poor connectivity of equipment and systems, which affects the pace of business innovation and hinders high-quality policy decisions within the enterprise.

Avanade's methodology

On the one hand, digital transformation is everywhere, involving all areas of an organization. On the other hand, it directly hits the business core of the enterprise; that is, the unique capabilities and assets of the business. To succeed in digital transformation requires flexibility. You need to change your perspective about digital design, select a completely re-designed or brand-new platform, change the rhythm of digital development, and choose a solution provider with deep-rooted industry and technical strength.

Commercial value realization

Avanade, a joint venture between Accenture and Microsoft, brings together the advantages of both those organizations, which are among the world's top 500 enterprises. With its unique industry experience and professional skills, Accenture provides extensive service capabilities such as strategy and consulting, interactive experience, technology and intelligent operations, and provides services to more than 40 industries. Avanade benefits from these capabilities, giving us a distinct business advantage that aligns with our technical prowess. By going deep into every scenario and every key step of enterprise digital transformation, we provide real business value in the form of platform governance capability and technical support. As trusted advisers, we help organizations innovate their business models and deliver a seamless integration of technology into the business.

We also benefit from Microsoft's technology expertise. Through Microsoft's proven technologies such as cloud services, data services, intelligent applications, cloud native and low code, we help clients improve organizational toughness and agility, support the rapid achievement of enterprise business innovation needs, improve enterprise management and increase competitive advantage to help them become intelligence-driven organizations.

Agile approach and fast expansion

Our approach to solutions and services is to focus on the big picture but start small. Through short-term pilot projects using the "small step and fast run" development approach and Microsoft's integrated and comprehensive cloud infrastructure, we help you quickly land intelligent use cases. Based on the results of the pilot project, we then fully implement the standardized and modular digital platform to achieve the rich returns brought about by digital transformation.

Sustainable development

We are fully aware of the challenges enterprises face with various business systems in different industries. More and more mature enterprises should use a better digital platform to achieve a greater probability of success. At the beginning of our collaboration with clients, we promote the ongoing development of the platform. We build solutions with Microsoft cloud products that enable stronger vitality, achieve the business goal of sustainable development and enable future scalability.

Take action now

Start your journey towards an intelligence-driven organizational transformation today to realize business value and achieve the vision of sustainable development for the future. Connect with Avanade's experts and we will help you focus on one or two clear business results and formulate a business action plan.

For more information about Avanade's omni-channel marketing solutions, please contact:

marketing.china@avanade.com

About Avanade

Avanade is the leading provider of innovative digital and cloud services, business solutions and design-led experiences on the Microsoft ecosystem. With 56,000 professionals in 26 countries, we are the power behind the Accenture Microsoft Business Group, helping companies to engage customers, empower employees, optimize operations and transform products, leveraging the Microsoft platform. Majority owned by Accenture, Avanade was founded in 2000 by Accenture LLP and Microsoft Corporation. Learn more at **www.avanade.com.**