



# Get ready to launch to the cloud!

Partner Sales Enablement Drive



Secure and scale e-commerce that meets the demands of your customers and business. Engage customers through customized products & offers, process transactions quickly and leverage hundreds of ready made plugs ins from Azure marketplace.



# **CUSTOMER CHALLENGES**

### **Inability to analyze traffic and conversion rates**

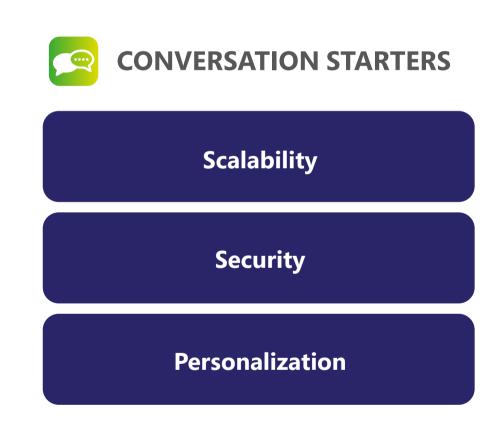
- Customers lacks insight into customer activity and customer behavior.
- Customer lack information to optimize site and facilitate click conversions.

#### **Need to deliver personalized experiences**

- Competitors are delivering personalized commerce experiences and retailers need to keep pace or could fall behind.
- Customers expect personalized offerings and relevant product suggestions.

## **TARGETING GUIDANCE**

- Customers who are looking to launch an online or app-based shopping experiences.
- SMBs currently using an aging legacy e-commerce solution.
- SMBs who want to expand selling in other geographies or locations without a physical presence.
- SMBs who are unsatisfied with their current understanding of online shopping behavior and information.
- Customers who intend to scale and expand e-commerce footprint.
- Customers who are concerned about secure shopping and customer data compliance.



- Would a pay as you go platform enable your business to save costs?
- What are your expansion plans and how will your ecommerce solution scale?
- Are your customer concerned about their data?
- Do you know where you customer data is stored and how it is protected?
- Can you deliver personalized offers to customers?
- How are you optimizing your website to perform better with target customers?



**E-commerce for Retail Demo** 

**Connected Commerce Playcard** 

**E-Commerce Front End** 

**Intelligent Search Engine for e-commerce** 

**E-Commerce Apps on Azure Marketplace** 







