



DIGITAL COMMERCE



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.

CONVERSATION STARTERS

Scalability

Security

Personalization

- 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?

RESOURCES

E-commerce for Retail Demo

Connected Commerce Playcard

E-Commerce Front End

Intelligent Search Engine for e-commerce

E-Commerce Apps on Azure Marketplace