

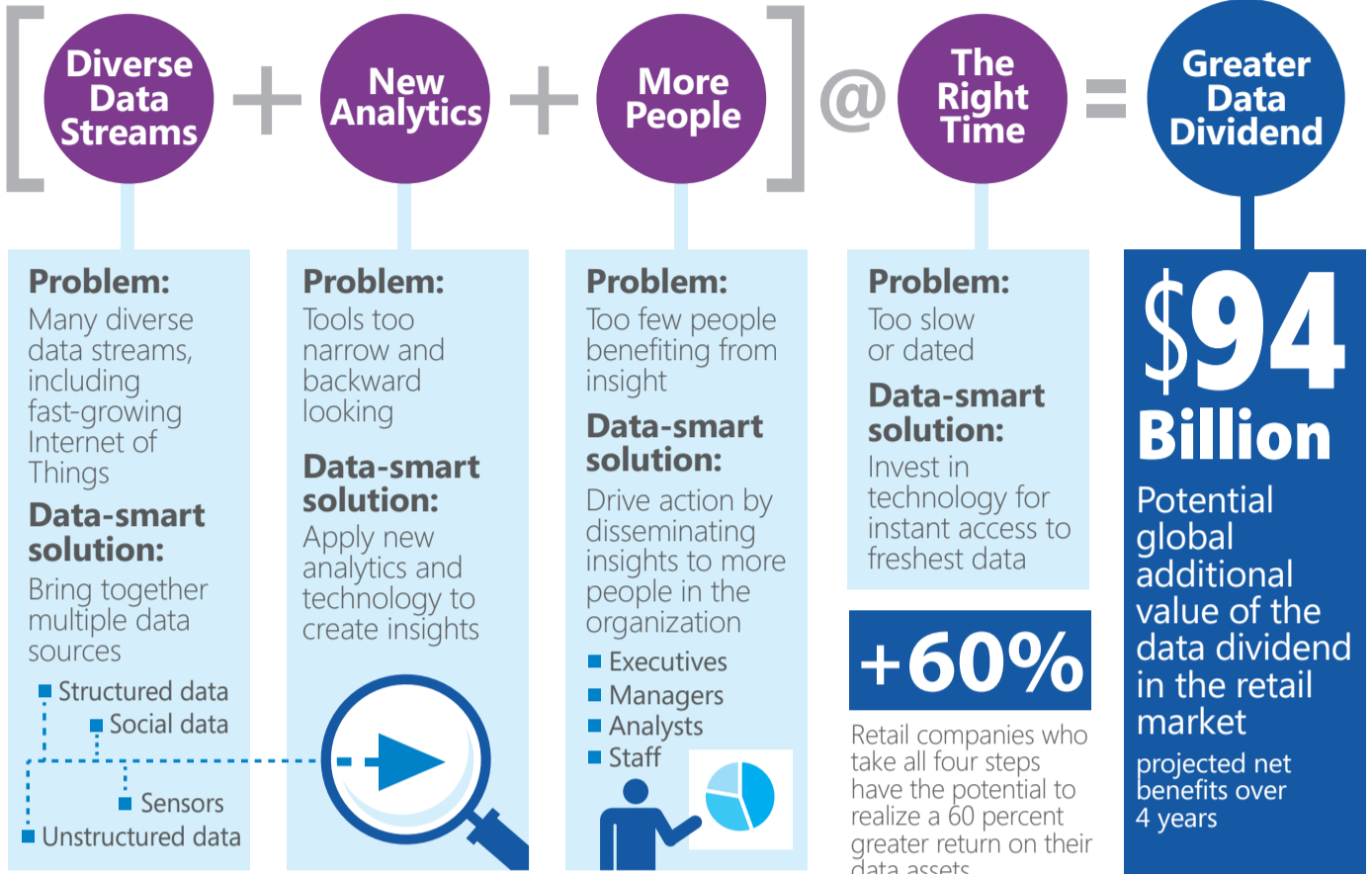


The Data Dividend for Retail

Data is currency, and forward-thinking retail companies are uniquely managing their data to produce a data dividend, giving them a competitive advantage.

What's the value of your data?

New research from IDC, sponsored by Microsoft, shows how to drive greater returns and increased value from all your data.



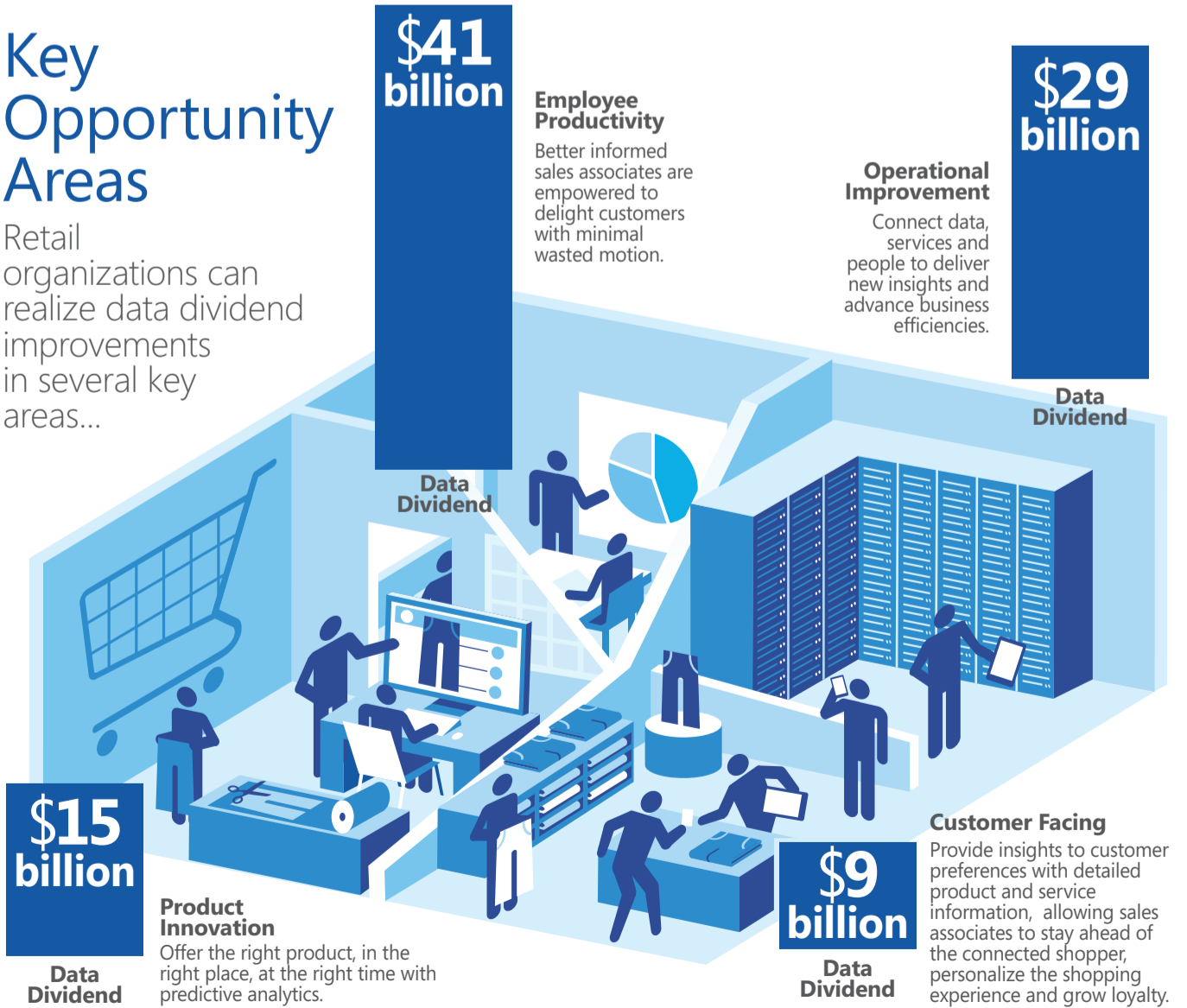
The Data Dividend Divide

- Businesses using diverse data types and new analytics tools, delivering insights to more people, more quickly.
- Businesses lagging in investment in new business analytics capabilities.



Key Opportunity Areas

Retail organizations can realize data dividend improvements in several key areas...



It's your data. Put it to work.

See how at <http://msft.it/datanews>