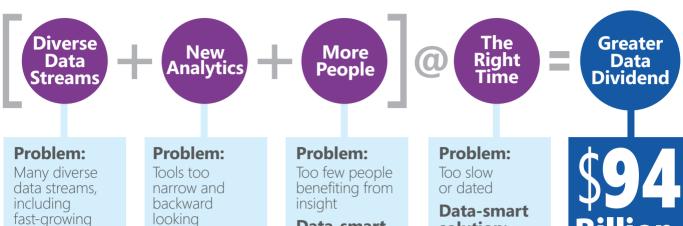


The Data Dividend for Retail

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.



Things **Data-smart** solution:

Internet of

Bring together multiple data sources

Structured data Social data

Sensors Unstructured data looking

Data-smart solution:

Apply new analytics and technology to create insights



Data-smart solution:

Drive action by disseminating insights to more people in the organization

- Executives
- Managers
- Analysts



solution:

Invest in technology for instant access to freshest data

Retail companies who take all four steps have the potential to realize a 60 percent greater return on their data assets.

Data

Dividend

personalize the shopping

experience and grow loyalty.

Potential global additional value of the data dividend in the retail market

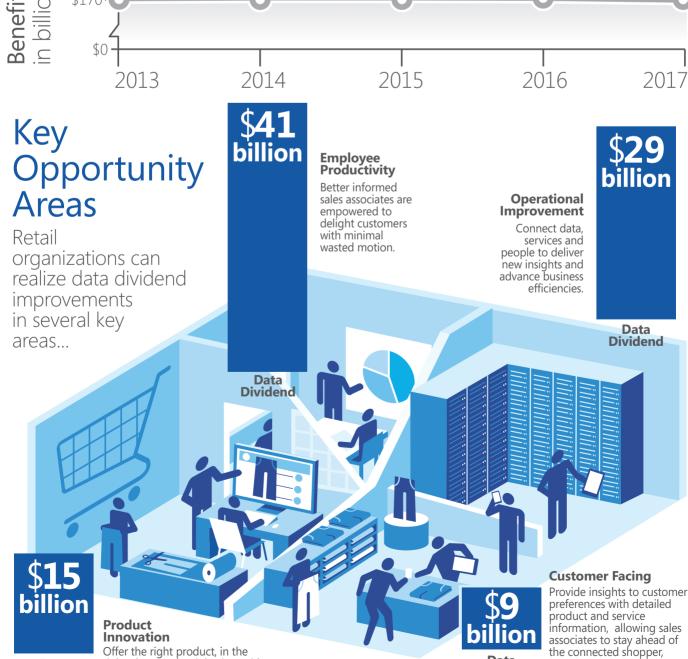
projected net benefits over 4 years

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.





It's your data. Put it to work.

predictive analytics.

Data

Dividend

right place, at the right time with

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