



## Why Persepta?

### Trusted Partner

Persepta's goal since inception is to create **"Customers For Life"** by earning their trust as a partner for business analytics and digitally transformed business process enhancement. All elements of our customer approach and engagement are thoughtfully designed to earn trust resulting in lasting and valued partnerships.

### Business and Technology Expertise

The Persepta team consists of leading experts from business and technology backgrounds. This unique combination of experienced business acumen with advanced technical resources working as a team positions us to quickly gain a deep understanding of the business and then be impactful from a technology position to solve critical business issues through digital transformation.

### Methodology & Best Practice

The Persepta team maintains industry-leading methodologies in all aspects of the customer engagement including business process mapping, discovery, assessments, design/development, implementation and user adoption.

## Retail & Distribution for Azure Synapse

### The Business Challenge

In today's challenging supply chain, rapidly increasing costs and evolving customer buying behaviors, retailers and distributors must maximize the value of data to thrive. Retail and distribution business leaders are leveraging Microsoft Azure to reimagine and unlock new opportunities across all aspects of the business.

### Persepta & Microsoft Partnership Solution

This offer was developed in collaboration with Microsoft's Customer Success Unit and leverages the technical patterns and best practices included in the Microsoft Solution Kit for Retail.

### Gain Strategic Advantage

Achieve a significant strategic advantage leveraging Azure AI and rich insights to enhance pricing, manage volatile commodity costs, optimize supply chain and more.

### AI-Driven Insights for Retail & Distribution

Persepta's captive finance team envisions and engineers cloud scale solutions powered by Azure and AI that unlock insights to enable new business opportunities for our clients.

- ☐ Boost Profitability
- ☐ Optimize Inventory Purchasing
- ☐ Comprehensive Enterprise Insights
- ☐ Enhance Customer Experience & Internal Process

Email us [Solutions@Persepta.com](mailto:Solutions@Persepta.com) for a free consultation  
with an experienced solutions professional