



eCommerce and Sustainability

RILA Webinar

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Agenda



**E-commerce
Trend &
Sustainability
Opportunity**



**Technology
Trends in
eCommerce
Sustainability**



Case Studies



Q&A

The new e-commerce landscape



"Changes in customer behavior have accelerated the shift to e-commerce and digital."

Doug McMillon
CEO Walmart



"e-commerce isn't the cherry on the cake, it's the new cake."

Jean Paul Ago
CEO L'Oreal



"We're making investments to deliver standout moments across our omni experiences, whether in store, on mobile or through one of our new capabilities like curbside pickup or virtual styling."

Sonia Syngal
CEO Gap



"We wanted to give the consumer another choice."

Gibu Thomas
PepsiCo's head of e-commerce

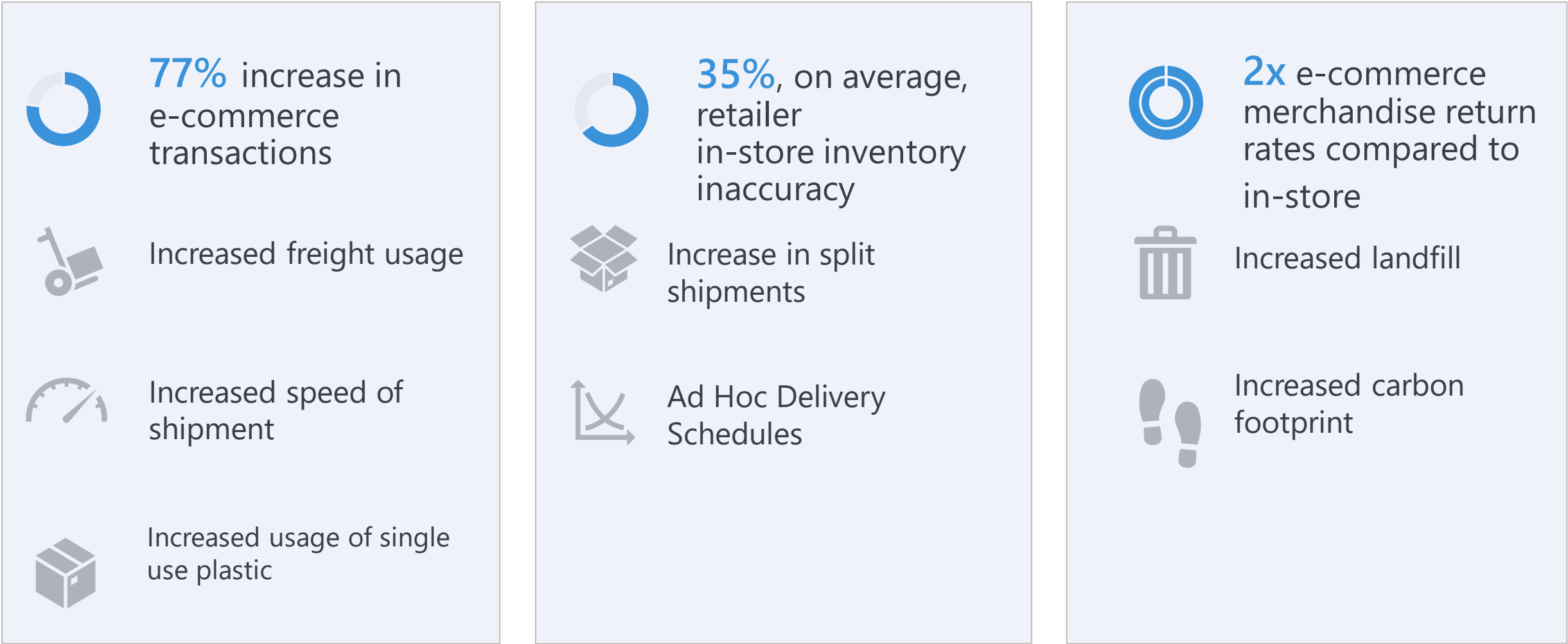
E-commerce has evolved

Capitalism 'will fundamentally be in jeopardy' if business does not act on climate change

—Satya Nadella



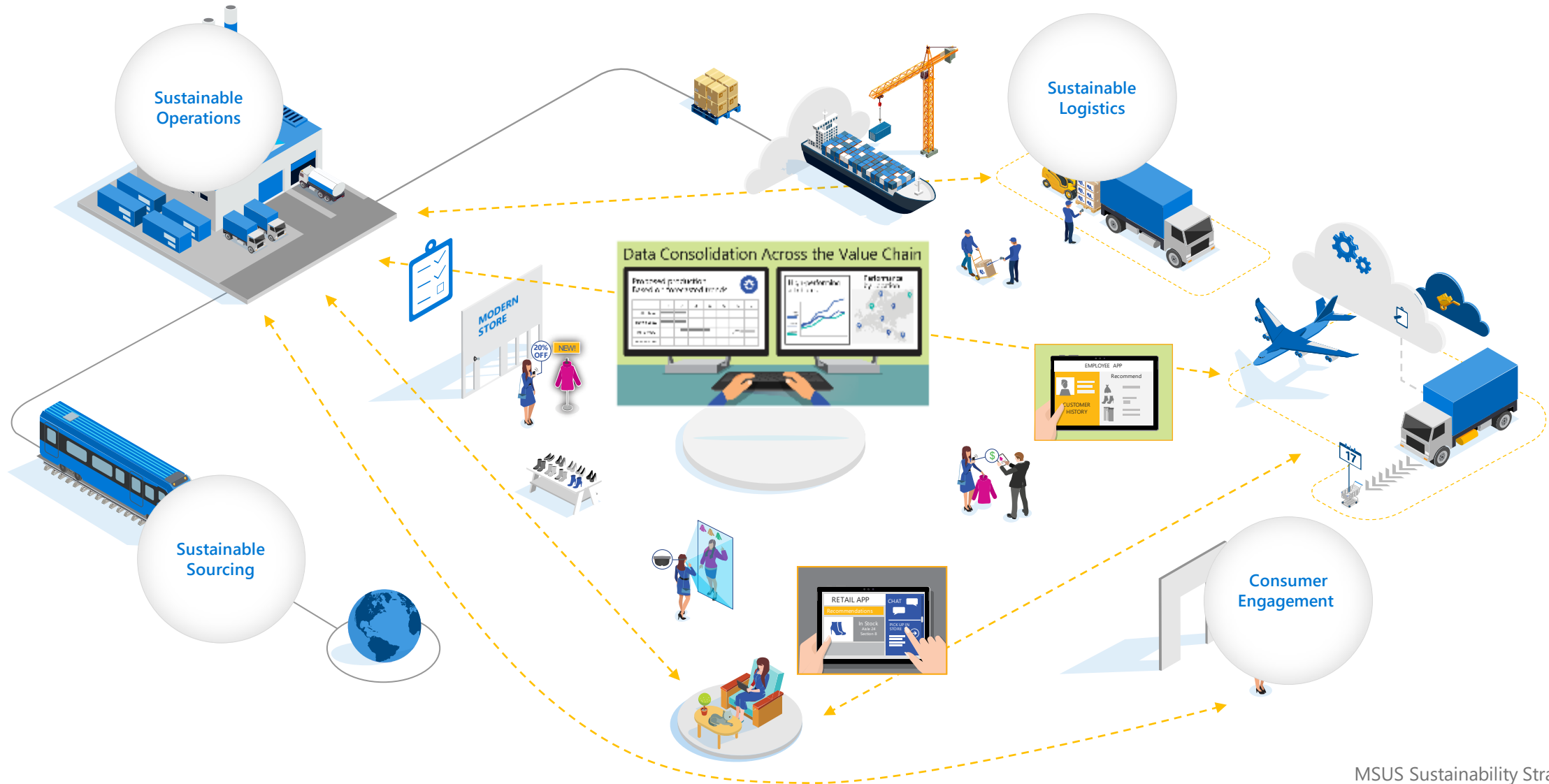
Demand in e-commerce has accelerated resource depletion



← Increase pressure on human capital →

Data Visibility Helps Consumers Trade-off Sustainability vs. Service Level

Data-driven Consumer Engagement & Sustainability Acceleration



Technology Trends

Logistics Optimization



Where are investments going

Customer investments

TAM SC planning \$ 4.95 B (source: Gartner)
OEM 110,000 globally

Top 3 Most Important Funded Supply Chain Initiatives for 2019
Percentage of Respondents



Source: Gartner's Smart Insights for the Real-Time Transportation Visibility and Monitoring Solution Market

VC investments

Supply Chain Optimization & Compliance - \$1,514M



Case Study: Optimized Sourcing

A photograph of two people kayaking on a body of water during sunset. A man in a red shirt and sunglasses is in a green kayak on the left, and a woman in a light blue shirt and sunglasses is in a teal kayak on the right. Both are holding paddles. The background shows a calm lake and a line of trees under a warm, orange-hued sky.

Lifetime Products adopts Project Bonsai to predict demand for its most complex product line

Key Outcomes

- AI predictions as good as by trained Planners (self learning)
- Free up 2 FTE Planners to work on key projects

"We're not only buying the materials we need and nothing more, but buying them at a time when we can get the best price", **John Bowden, CIO**

"Reducing waste across our supply chain isn't just good for business, it's good for the planet." **Ted Esplin, COO**

Case Study: Supply Chain Network Design



Challenge:

Factor in macroeconomic variables and complex localized trends into sales forecasts

Make quicker business decisions.

Solution:

Carhartt used Machine Learning to develop a new forecasting, selection, and go-to-market tool

Combines 100+ variables including climate, sales data, and consumer behaviour.

Impact:

Developed a list of 3 new locations.

Within months, the new locations exceeded revenue expectations by over 200%.

“

Azure Machine Learning helped us choose the three new retail locations we opened in 2019. Those locations exceeded their revenue plans by over 200 percent... and within months of opening were among the best-performing locations in their districts.

”

Jolie Vitale

Director of BI and Analytics at Carhartt

Digital Customer Engagement



4th wave of computing

Mixed Reality



Mainframes

Tethered terminals

1970's



Personal Computers

Ubiquitous but no
contextual awareness

1990's



Smartphones

Some contextual
awareness

2000's



Mixed Reality

Edge computing that
blends of the physical
and digital

today

Mixed Reality Can Drive Sustainability



Customer Experiences



Win & Retain Customers

Immersive 3D experiences

Reduce returns



Workforce Transformation



Worker Efficiency

Real time with hands-free access to essential information

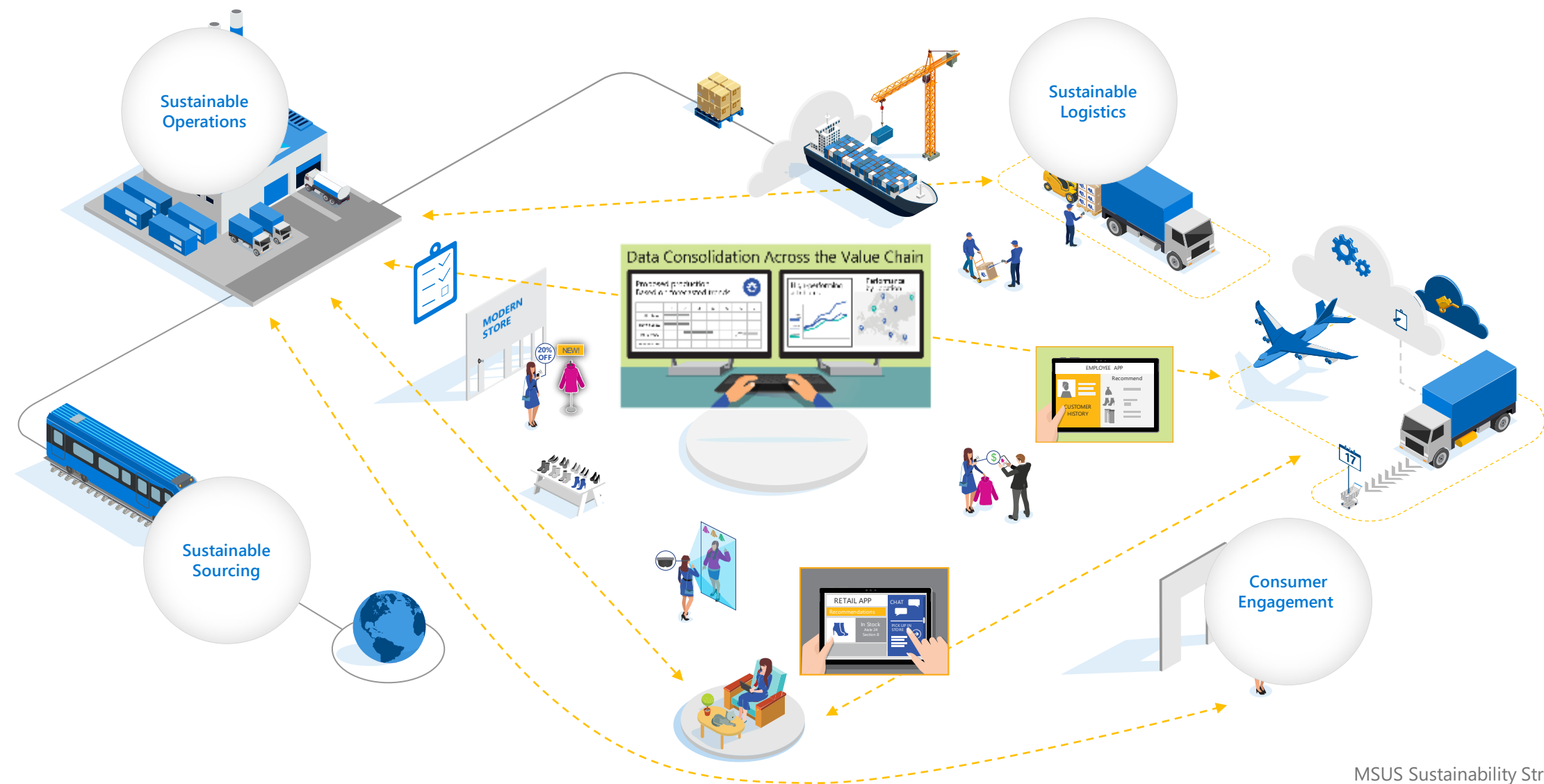
Reduced waste: time, travel, paper etc.



Cutting-edge mixed reality technology to see how furniture will look before buying

NATUZZI

Many more opportunities in data driven sustainability



For more information

Contact your account executive

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Thank You