
CONVERGENCE
AI + ERP
MIAMI | 2025
Unified Commerce: Storefront to Headless
Speakers:
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Sponsored By Microsoft
Hosted By DYNAMICS USER GROUP

To deliver unified retail experiences, retailers must break down organizational and technical silos. Success requires aligning customer journeys and operational systems on a single, real-time platform.

Deliver a Unified Retail Experience Using 3 Top Practices — Key Findings, Gartner

Keys to Unified Commerce

Customer-facing

Single, continuous customer journey irrespective of the shopping channel

Back-end systems

Single data model (API-first) supports a unified customer journey across channels

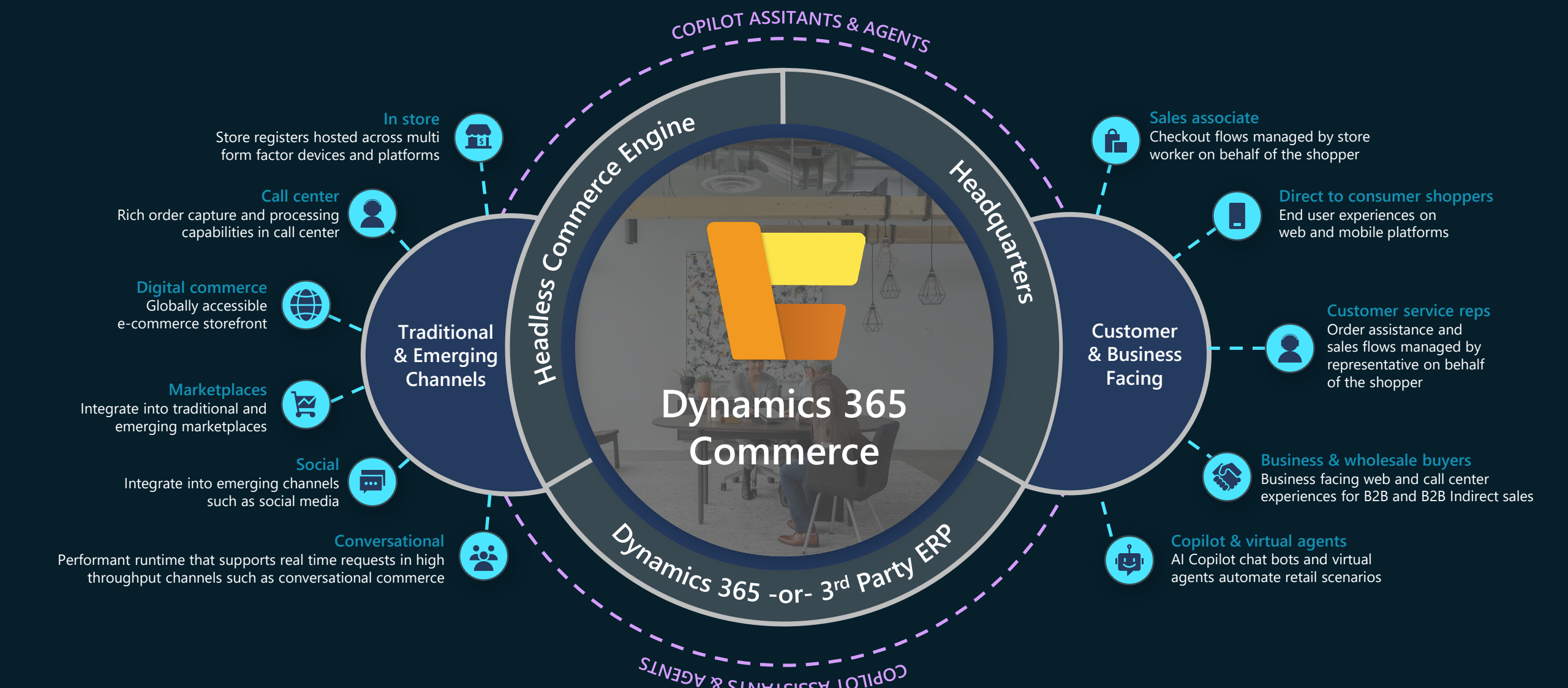
Real-time

Real-time data-flow to avoid over-selling, flexible fulfillments

Deliver a Unified Retail Experience Using 3 Top Practices — Key Findings, Gartner

Dynamics 365 Commerce

Unified Omnichannel Commerce



Commerce Capability View

Dynamics 365 Commerce

Merchandising	Pricing	Inventory	Payments	Customer Management	Payments
Assortments & Catalogs	Attribute-based pricing	Real-time inventory	Cash, Credit, Gift card	Account Info, Order history, Wishlist	Cash, Credit, Gift card
Product Information Management	Simple & Complex discounts	Transfer orders	Wallet, Pay by Link, On Account, Invoice	Customer affiliations and pricing	Wallet, Pay by Link
Kits, Linked items	Demand Planning	Stock Counts & Adjustments	Fraud Protection	Loyalty tiers and rewards	Fraud Protection
Related items	Trade & sales agreements	Purchase orders	Compliance & Security	B2B account on-boarding	Compliance & Security

Channel Management	Sales Channels	Order Management	Fulfill & Service	Loyalty	Post-Purchase
POS Screen designer	Store POS on Windows and Mobile Platforms	BOPIS, Ship to home	Distributed Order Management	Reward schemes	Customer Service
Site builder & CMS	Self-checkout kiosks	Returns, Cancel, Exchange	Optimize stock levels	Loyalty tiers	Loyalty rewards
Offline management	Digital Commerce	Bulk ordering	Warehouse Management	Rules – earn/redeem	Order changes
Store Operations	Call Center	On-behalf ordering	Order orchestration	Manual adjustments & transfers	Warranties

Headless Commerce Engine

Dynamics 365 Commerce provides five, composable, feature sets to unlock true omnichannel retail operations for our customers

Composable Commerce Engine

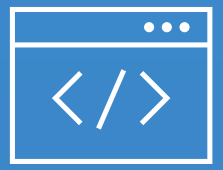
Fully composable headless commerce engine enabling true end-to-end omnichannel retail operations via a composable architecture

Store Commerce Point of Sale

Complete mobile, fixed and self-checkout point of sale solution to power your retail store operations in front of and behind the counter

Digital Commerce (B2B, B2B2B, B2C)

Provide hassle free online shopping for business and direct to consumer shoppers with support for B2B, B2B2B and B2C



Call Center Operations

Work with customers over the phone and create, modify or cancel orders from across all retail channels

Intelligent Order Management

Ensure orders are fulfilled in the most intuitive way possible ensuring the fastest time to the customer at the lowest cost

Headless commerce is a means of dividing the front-end and back-end aspects of a retail platform

This strategy offers greater adaptability and authority over their customers' shopping experiences, which is crucial in today's fast-changing retail environments

D365 Commerce is a composable architecture that is cloud-native SaaS, API-first, and headless

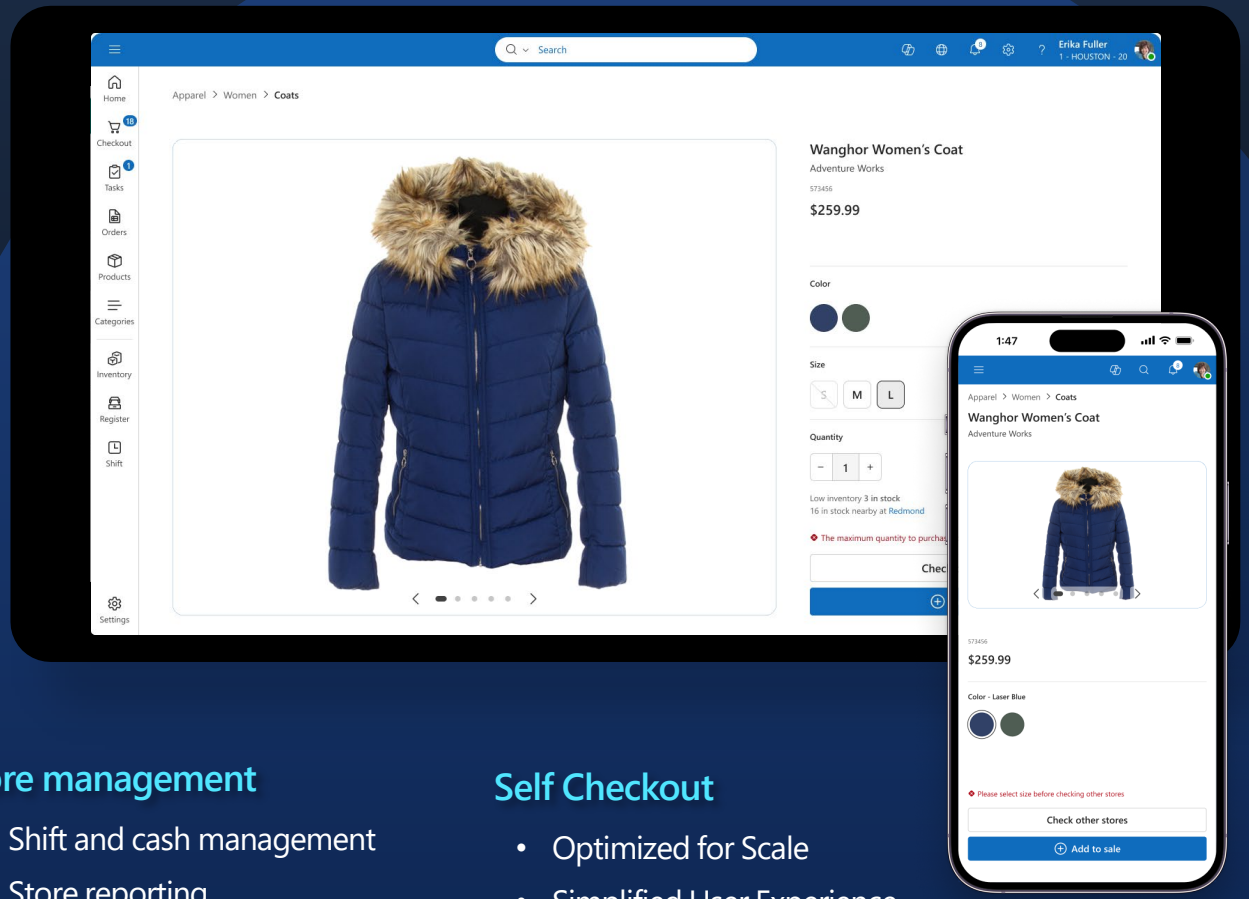
Store Commerce/POS

Modern POS and intelligent clienteling

- Assisted sales
- 360° omni-channel customer views
- Client books
- Intelligent insights
- Personalized recommendations

Cross-platform and multi-form factor

- Cashwrap, sales floor, stockroom
- Windows, iOS, Android, Web
- PCs, tablets, phones
- Offline resiliency



Store management

- Shift and cash management
- Store reporting
- Task management with Teams

Self Checkout

- Optimized for Scale
- Simplified User Experience
- Human Assisted
- Product Search

Omni-channel order processing and fulfillment

- Special orders and quotes
- Flexible fulfillment methods
- BOPIS/BORIS, curbside
- Omni-channel payments

Store inventory

- Inbound/outbound inventory
- Create and manage transfers and POs
- Stock counts and adjustments
- Inventory visibility

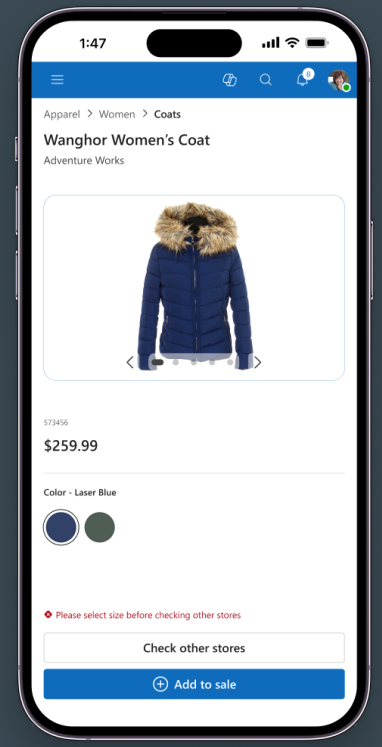
Mobile-first POS

Scan and pay with Mobile POS
Whether you are line-busting or assisted selling, mobile POS devices can do it all from bar-code scanning to capturing payment via tap-to-pay. BYOM for image recognition

Business continuity on iOS/Android
Automatically transact using local capability when network issues are detected.

Reduce store hardware footprint with simplified hardware integration without shared hardware station (Windows)

Parity with Windows on extensibility to allow third-party payments and fiscalization



Modern and simplified workflows in POS

Modern transaction grid

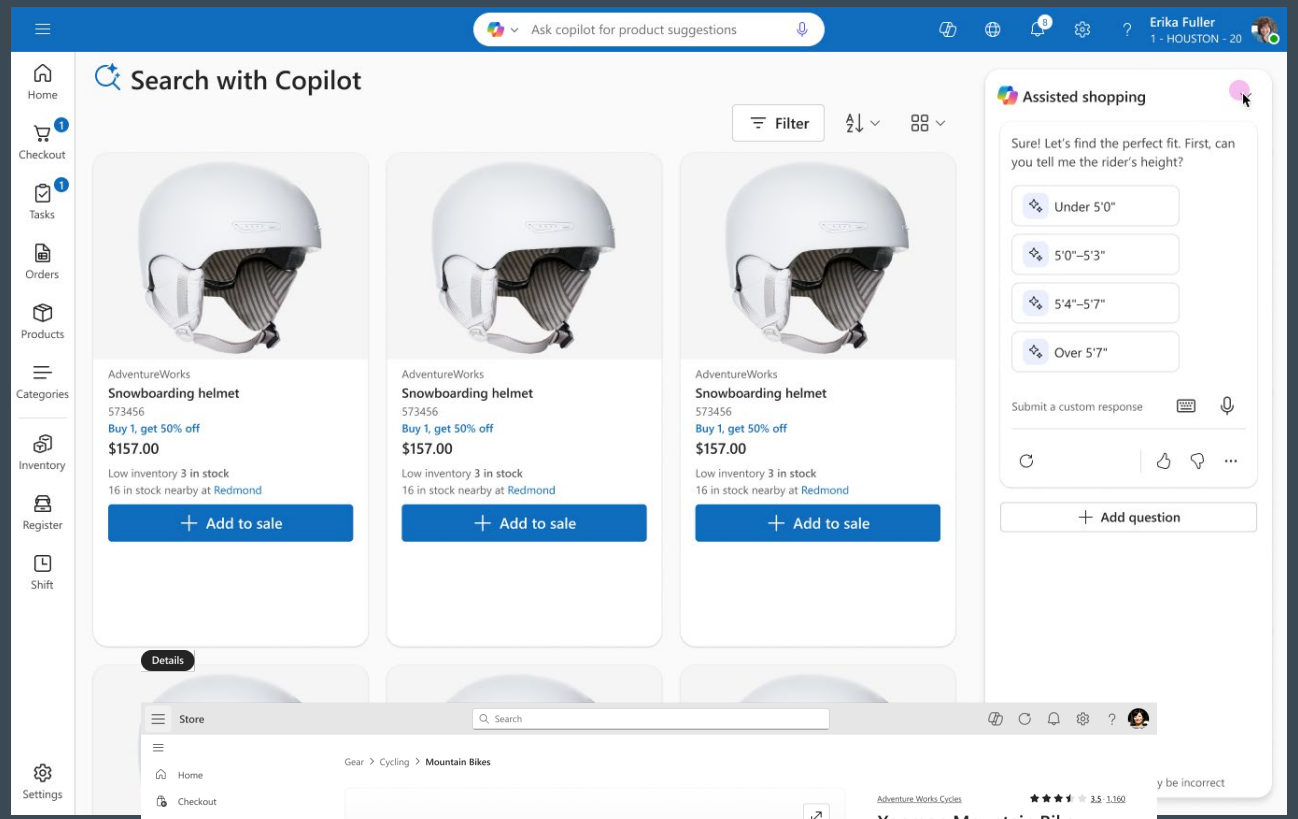
Built with React and Fluent design principle. Inline actions for all common actions and simplified button grid.

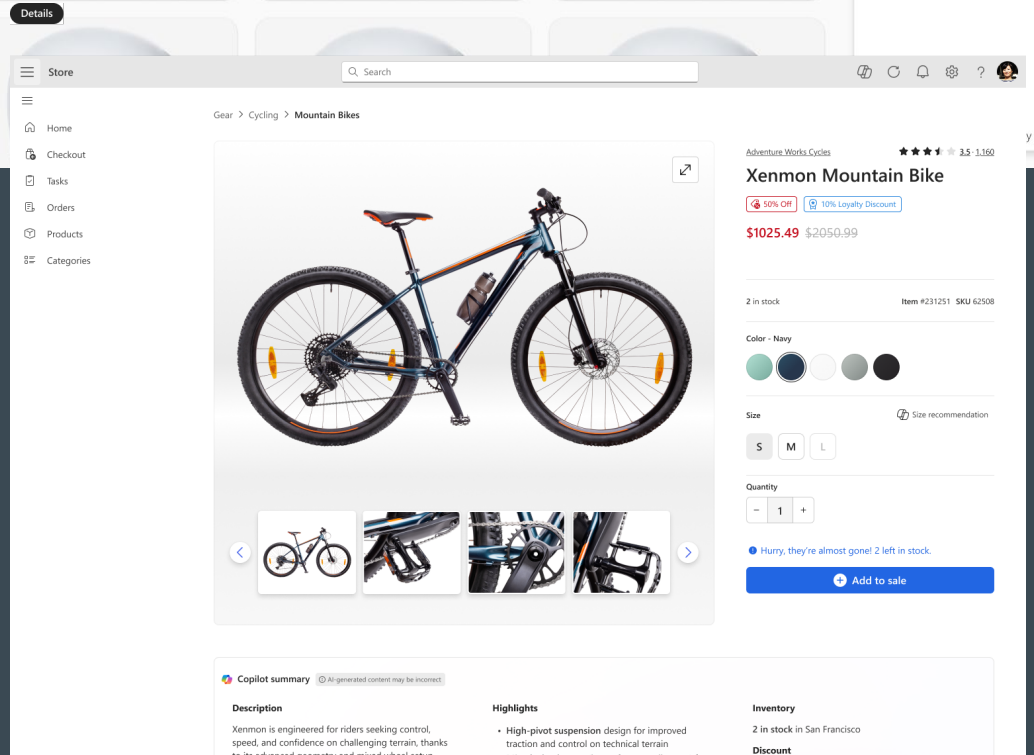
Payment capture improvements

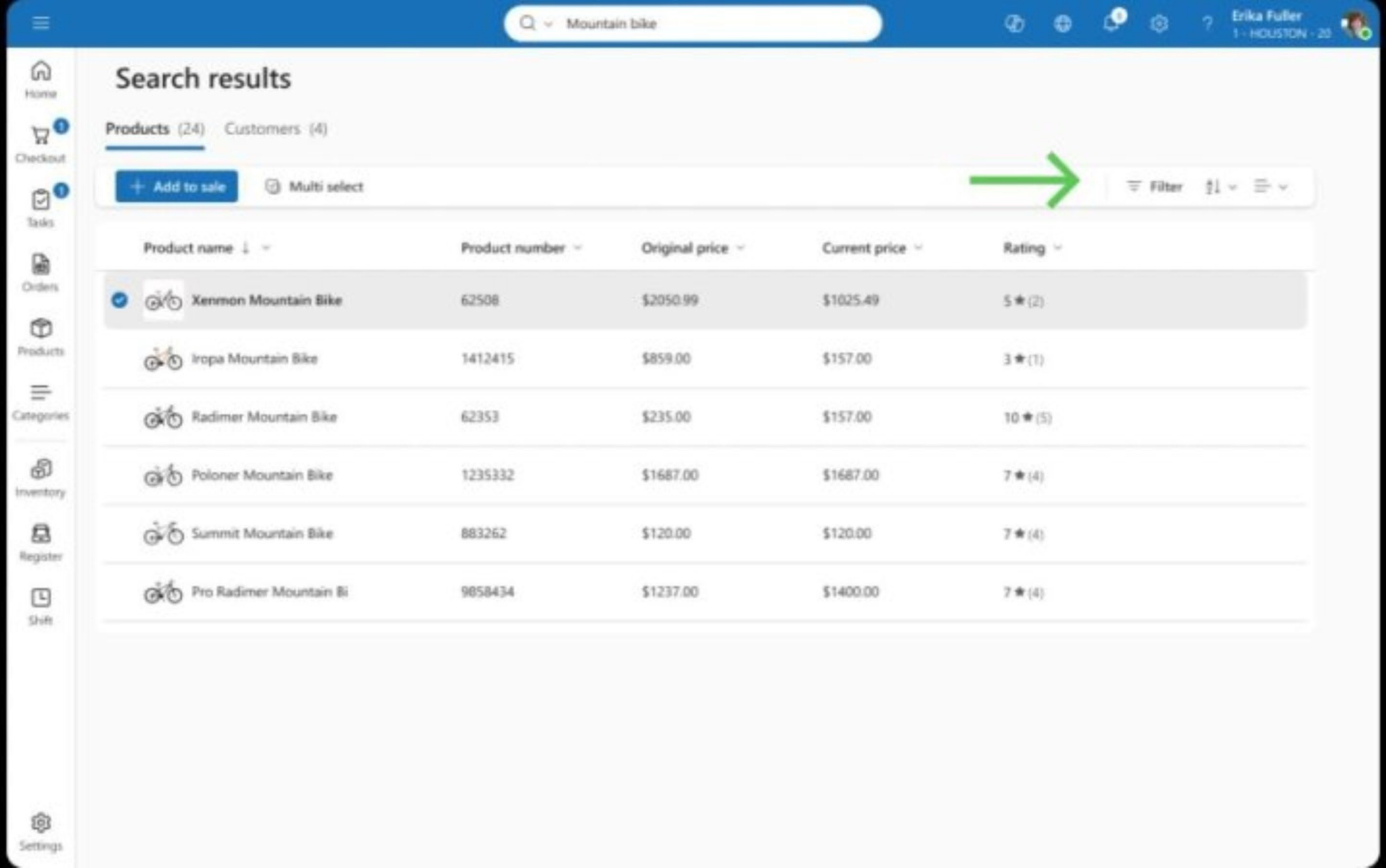
Consistent payment capture workflows across all payment methods. Default denominations, Pay Exact, Gift card balance etc.

PDP, PLP, Receipt capturing

Improved PDP, PLP, receipt capture workflows with REACT and Fluent.






Mountain bike
Erika Fuller
1 - HOUSTON - 20
Home
Checkout
Tasks
Orders
Products
Categories
Inventory
Register
Shift
Settings
Search results
Products (24)
Customers (4)
Add to sale
Multi select
Filter
Product name
Product number
Original price
Current price
Rating
Xenmon Mountain Bike 62508 $2050.99 $1025.49 5 ★ (2)
Iropa Mountain Bike 1412415 $859.00 $157.00 3 ★ (1)
Radimer Mountain Bike 62353 $235.00 $157.00 10 ★ (5)
Poloner Mountain Bike 1235332 $1687.00 $1687.00 7 ★ (4)
Summit Mountain Bike 883262 $120.00 $120.00 7 ★ (4)
Pro Radimer Mountain Bi 9858434 $1237.00 $1400.00 7 ★ (4)

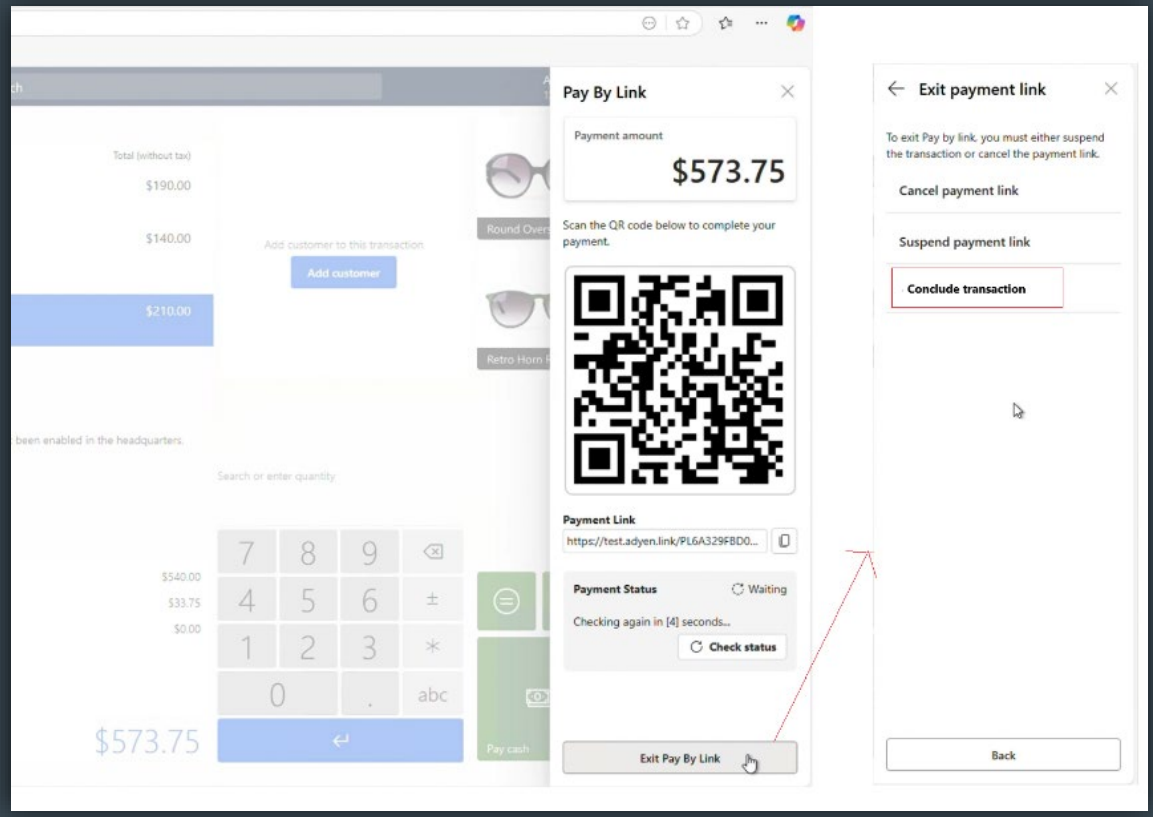
Payments via native Adyen integration

Omni-channel payment provider across all retail channels
that supports cash, credit, gift card, QR code payments, Wallet payments.

Pay by Link for POS, Call center, and SCM orders
Allows the order takers to create a payment link and send it to the customers to pay at their convenience. Enabled for both cash-and carry and customer orders in POS. Provides convenience for card-not-present scenarios

Asynchronous payments support for headless commerce
Allows the checkout cart to leverage asynchronous payment initiate server-side checkout once the payment notification is received. Thus, eliminating the order capture failures due to browser issues. Ability to create order on payment hold when the payment confirmation is delayed
•

Notifications visibility and management in HQ
View the subscribed and un-subscribed notifications in HQ to take timely actions on critical events e.g., capture failure, charge back
Purge notifications which are older than certain days



Offline Support

Allow business continuity and enable businesses to sell in stores even when network is unavailable.

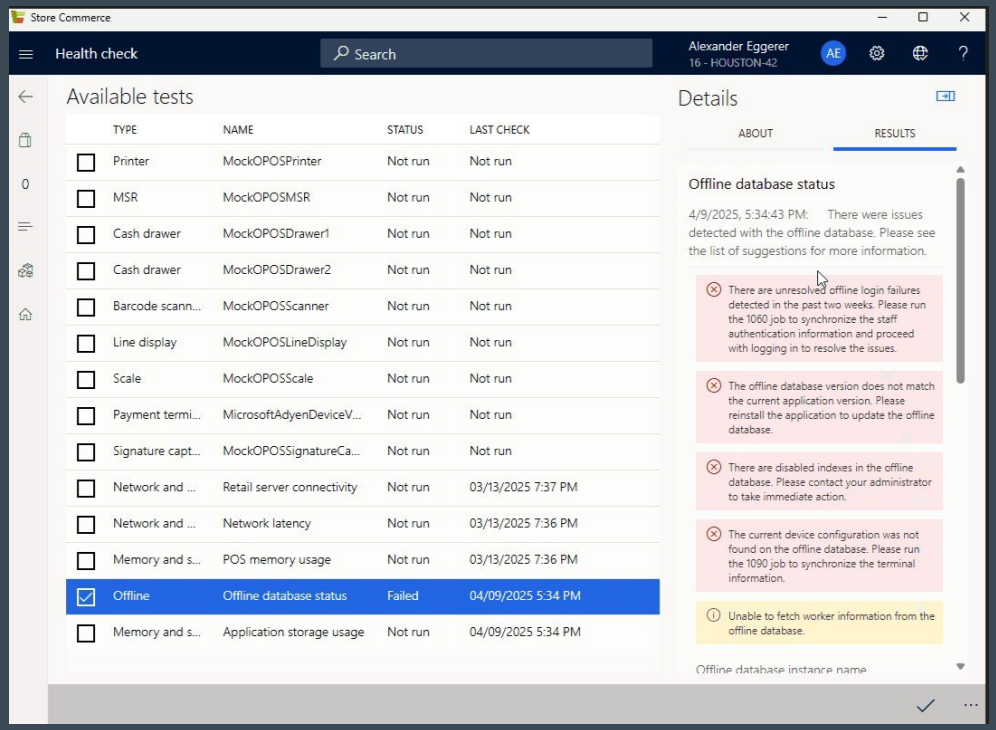
Offline support for POS across platforms – Windows, iOS and Android

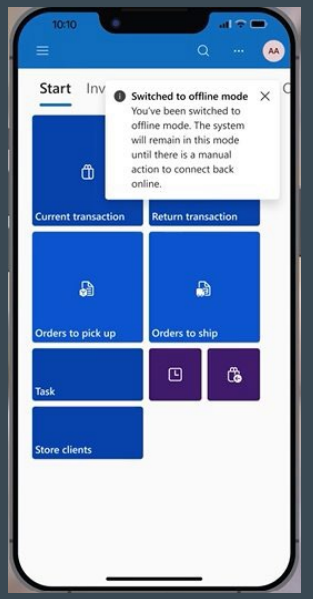
Enhanced dashboards makes it easier for administrators to monitor, identify, and troubleshoot issues impacting download sessions and offline readiness of POS devices.

POS provides offline health check. New notification framework introduced to show alerts and warnings impacting offline switching. The framework is fully extensible for other scenarios

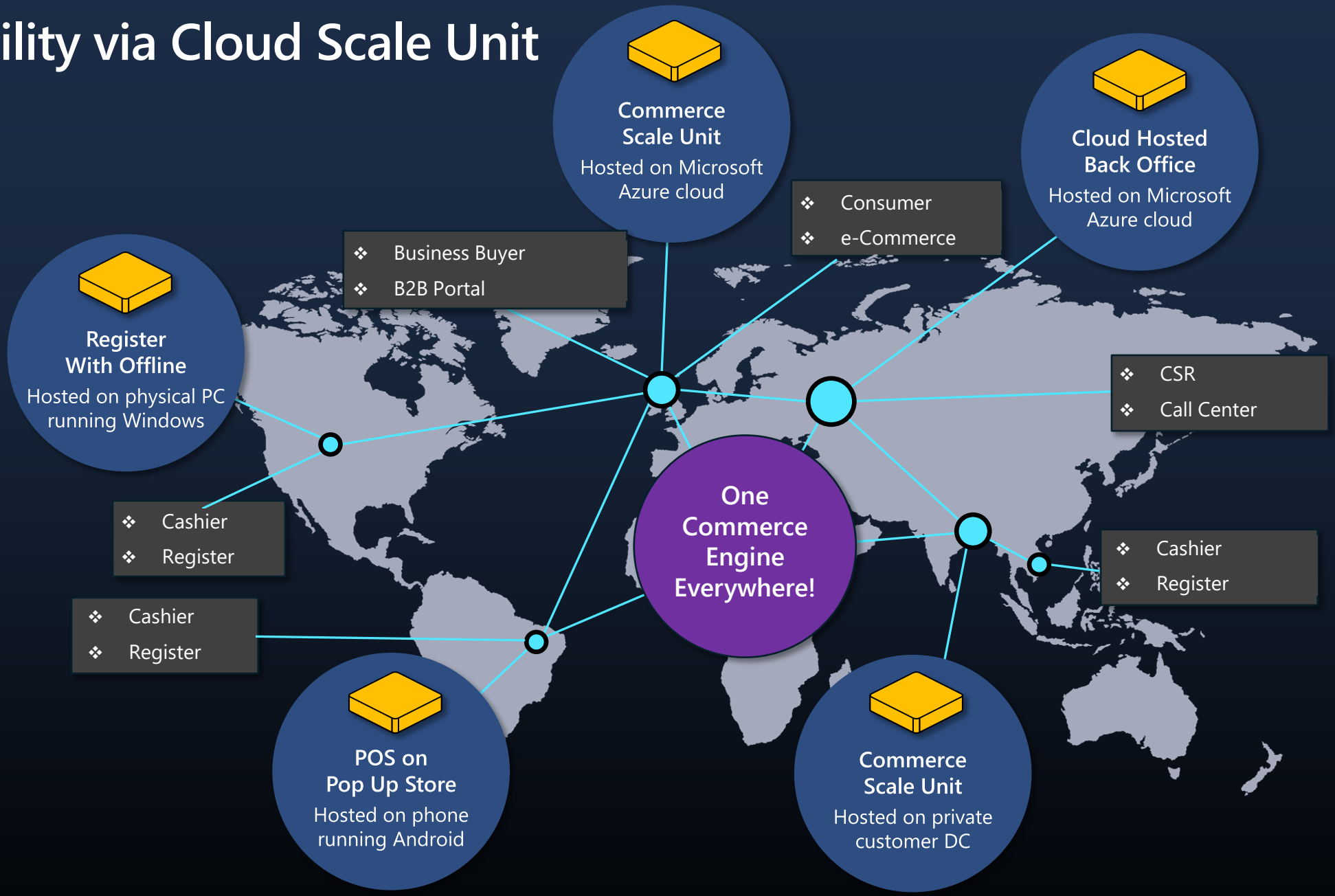
Actionable recommendations guide users to quickly resolve problems for a smooth and reliable offline switching experience ensuring business continuity

Index compression improvements to further reduce the size of their offline databases on POS devices by extending the index compression capabilities to smaller indexes.





Scalability via Cloud Scale Unit

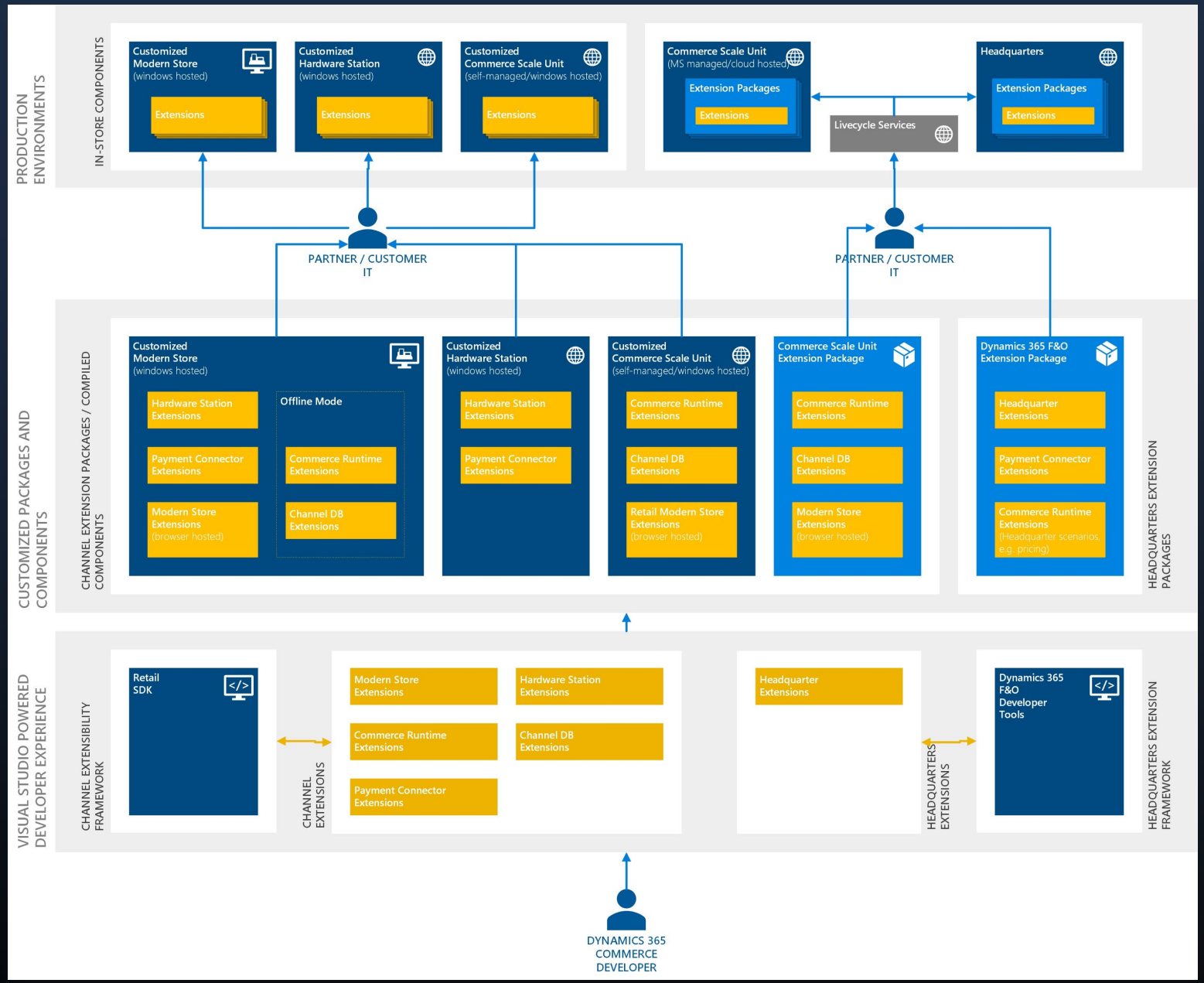


Extensibility Model

Enables multiple point of extensibility via Visual Studio powered developer experiences

Leverage customization investments across channels and platforms

Ability to deploy and service extensions separately from core solution



Example Customer Verticals

Fashion & Accessories

Convenience, QSR & Restaurants

Electronics & Telecoms

Drug, Pharma & Beauty/Health

Grocery & Specialty Foods

Venues, Events, Museums & Travel/Transit

Department & General Merch

Pet, Outdoor & Sports

Miscellaneous & Other Specialty

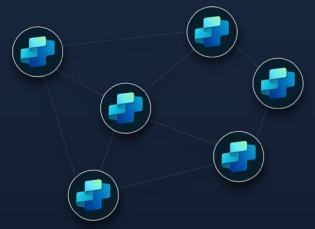
Jewelry & Luxury Watches

Furniture & Fixtures

Agentic ERP and Commerce

Copilot Adaptive Experience

Powered by **Copilot Studio**



ERP Agent Foundation

1P agents | 3P Partners agents | Customers agents

Headless Business Services

actions and data tools Powered by **Model Context Protocol (MCP)**

Dynamics 365 (ERP + CRM)

Industries | Microsoft 365 | 3P apps

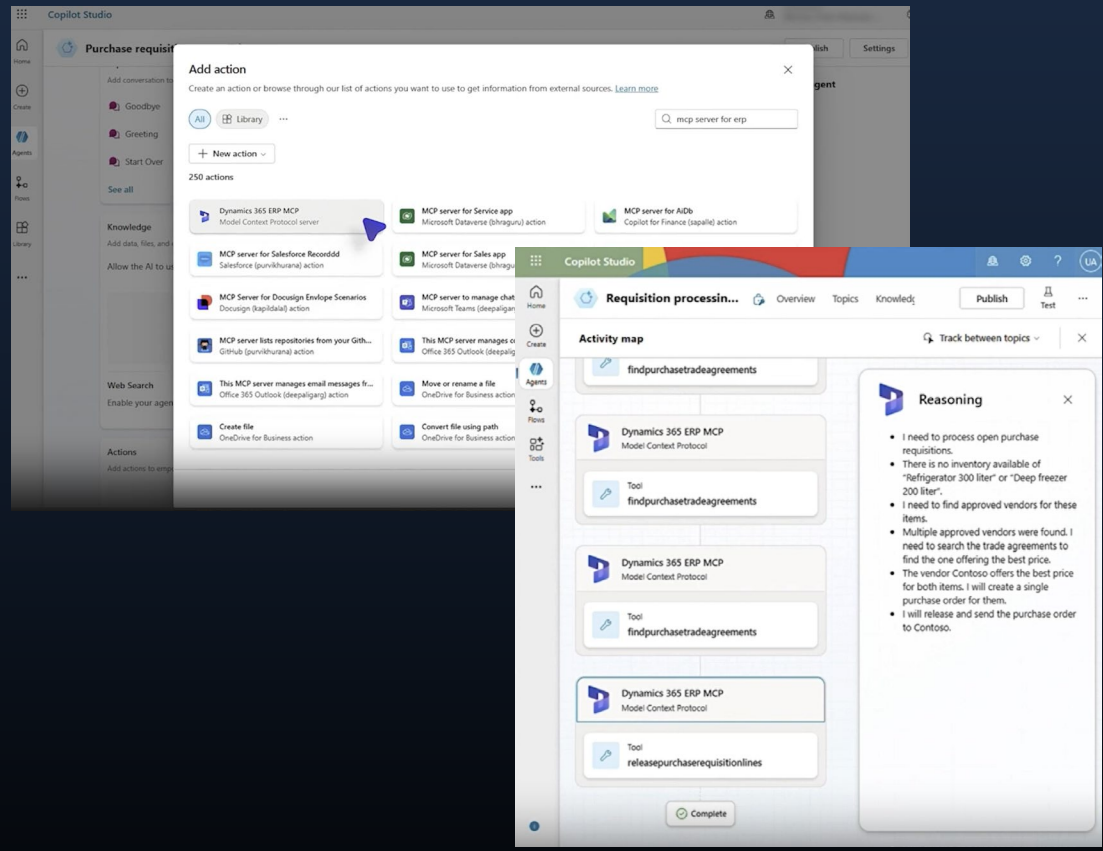
Extensibility / Industry Verticals

MCP for Dynamics 365

- **Enhance agent intelligence**: Make agents more context aware with access to knowledge, actions and tools from Dynamics 365 (ERP, Sales and Customer Service).

- **Faster time to value**: Rapidly build MCP compliant agents to execute processes autonomously with minimal API and integration efforts

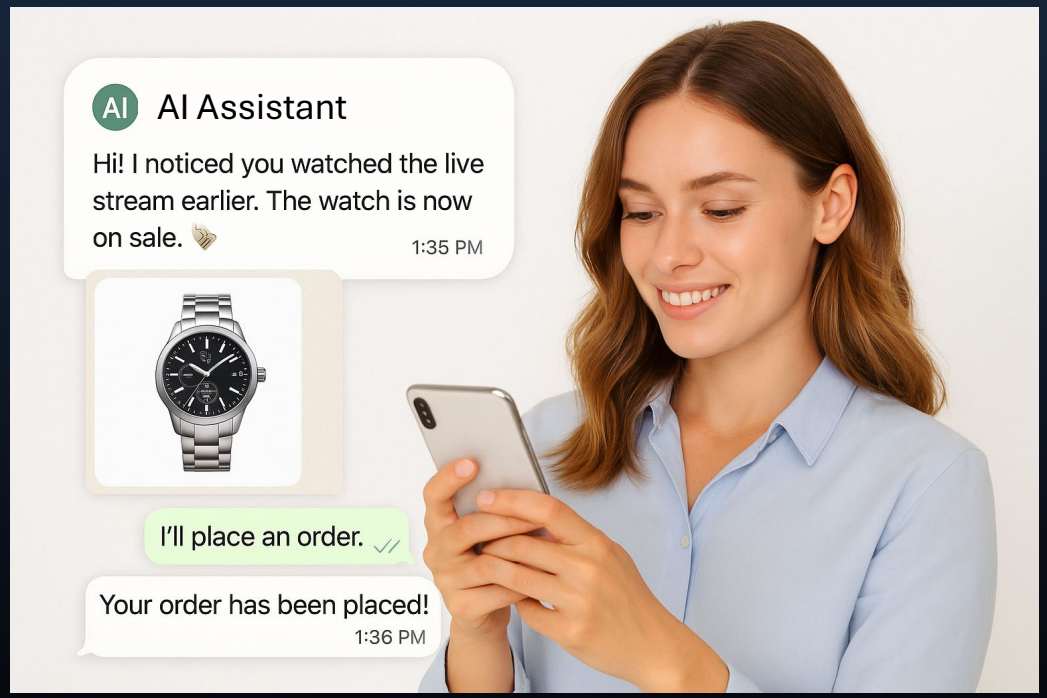
- **Secure, consistent and reliable**: Enterprise security and governance controls while accessing Dynamics 365 apps



Proliferation of digital platforms

Social media/livestream shopping

Conversational (AI assistants, bots)

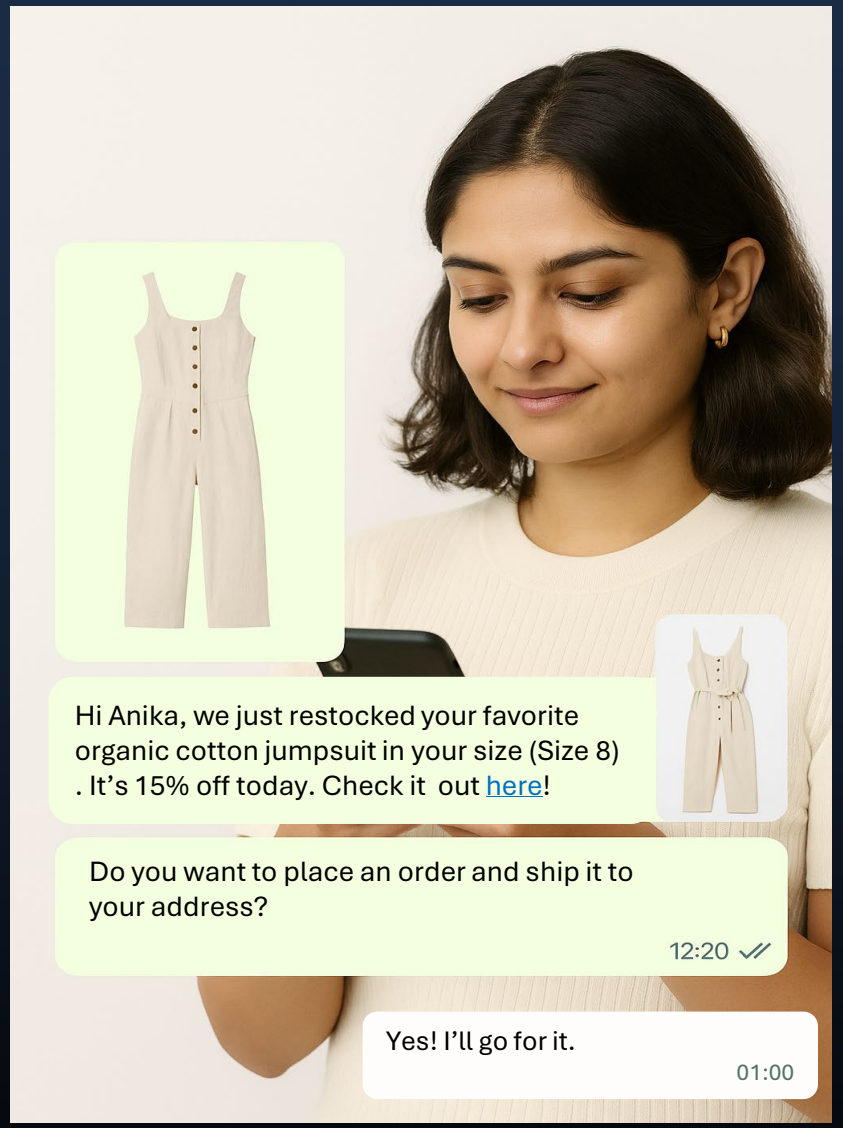


Hyper-personalization

Customers want real-time, tailored experiences and bi-directional conversation across every touchpoint based on their behavior, preferences, and context.

- ✓ Customers want to be seen, understood, and remembered no matter where they are – not just targeted.
- ✓ Smart suggestions that feel effortless and relevant.
- ✓ Personal touches in real-time, across WhatsApp, Instagram, Messenger – where customers are.

Anika didn't just get a deal. She got relevance, answers, and a personal touch.



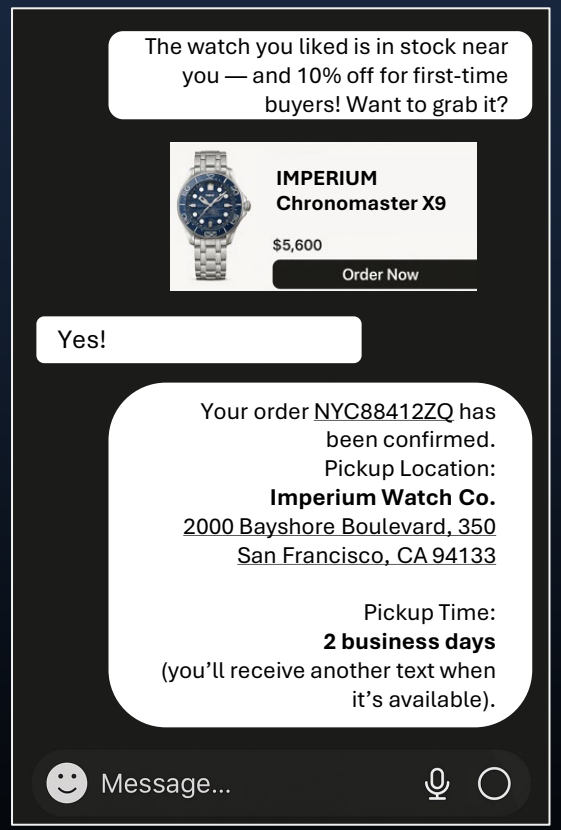
Commerce anywhere - one cart, one profile, one experience

Discover

Customers see the product where they are — social, web, or app.

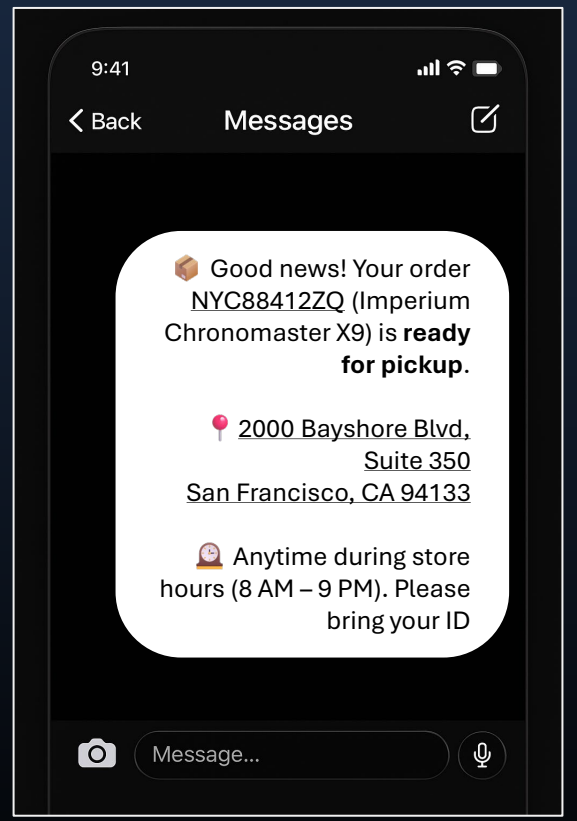
Engage

Personalized offers and order confirmation through messaging.



Update

Real-time notifications: order status, pickup details, delivery updates.

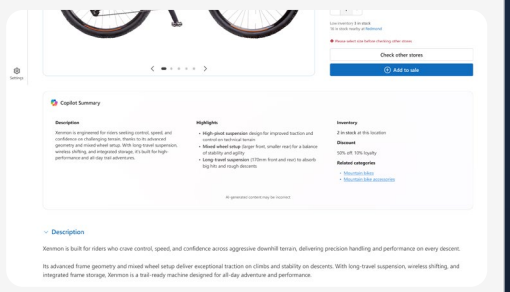


Fulfill

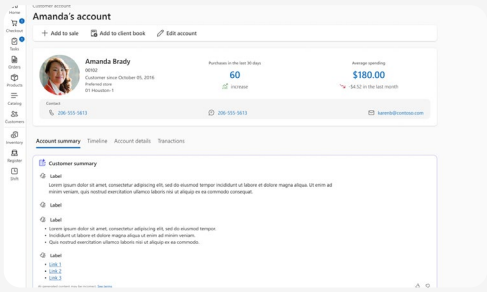
Seamless in-store pickup or delivery — one experience, every time.

Agents/Copilot in Commerce

Qspevdu!Jotjhiut!Dpqjmpu



Dvtupnfs!Jotjhiut!jo!Dpqjmpu



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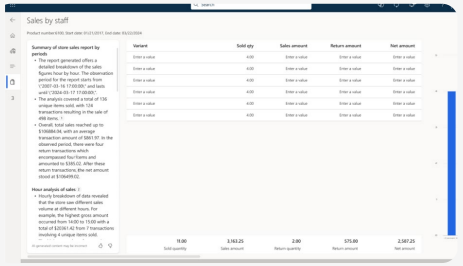

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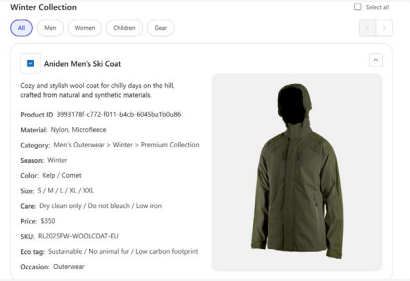
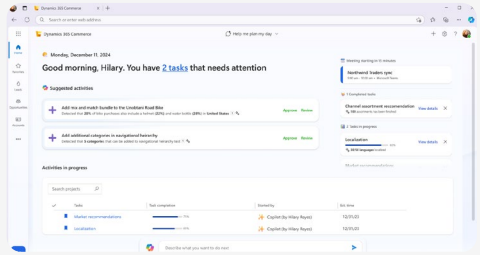
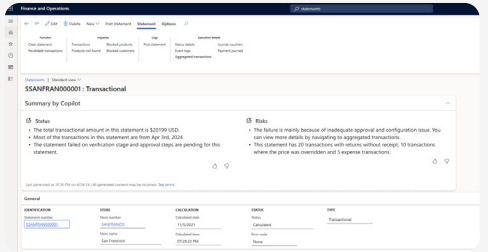


Nfsdi boejtjoh!Fggjdjfodz



Tubuf nfou!Qptujoh



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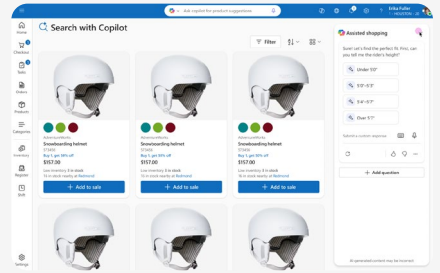

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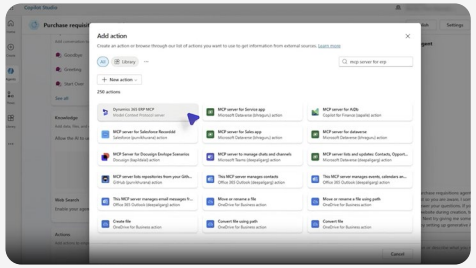


Commerce Investments

Meeting customer today's need and ensuring future success

Fundamentals and Security

Portfolio maturity and industries

Acceleration of Copilot and Agents

2025 Release Highlights

Dynamics 365 Commerce

Key Features *10.0.43 - 10.0.46*

Store Commerce

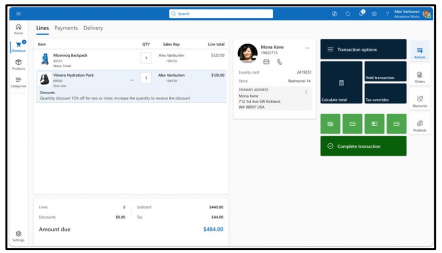
Modernize payments with native Adyen integration – QR code payments, Klarna, Pay by link in POS, Gift card hardening

Mobile POS – TTP on iPhone, Offline, Extensibility, Peripheral integration

Offline Readiness Improvements

Modern simplified workflows in POS with React for checkout

Self-checkout GA



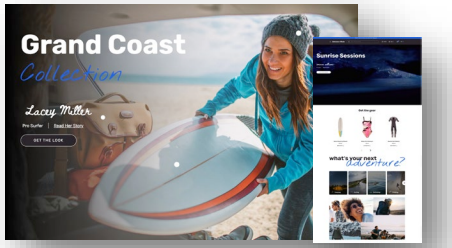
Digital Commerce

Reduce e-commerce fraud with Adyen's risk management capabilities

CAPCTHA on ecommerce to improve security and fraud protection. Code sample is available for Google RECAPTCHA

Redirect URLs to canonical URLS to ensure SEO friendly

Compliance with Azure Maps



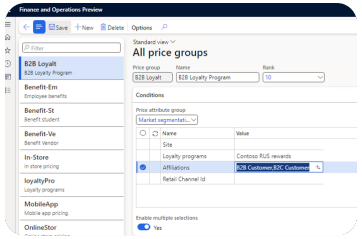
Omnichannel Excellence

Unified pricing management

Enterprise ready Intelligent Order Management (IOM)

Compliance with Azure Maps

Pay by Link for call center and SCM orders



AI Innovation with Copilot

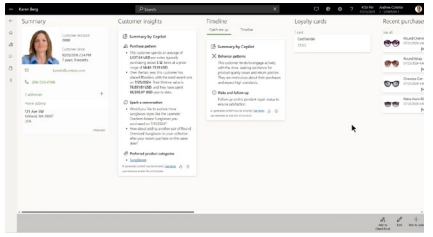
Product Insights copilot

Customer Insights copilot

Report insights copilot

Merchandizing copilot

Statement insights copilot



2026 W1+ Planned investments

Dynamics 365 Commerce

Lead Features

Store Commerce

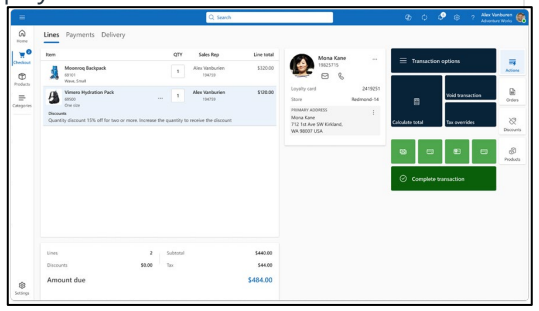
Modern simplified workflows in POS with React

POS interoperability with other Apps

Multi-language support for SCO

Enrich POS to prevent return of certain items/category of items

Configure display order for payment methods

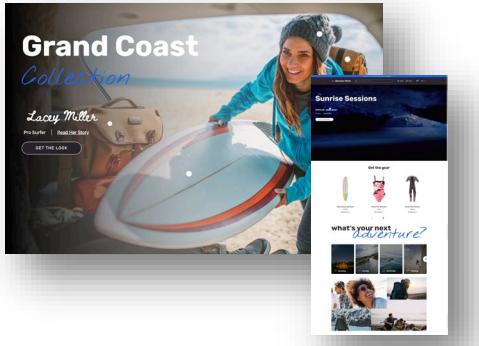


Digital Commerce

B2B multi-outlet support to allow single user to buy across outlets

Azure entra-id migration

B2B acceleration



Omnichannel Excellence

Unified pricing management migration

Enterprise readiness for Intelligent Order Management (IOM)

Cross-legal entity support for inventory look-up

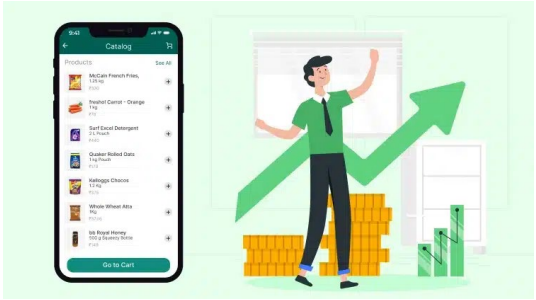
PPAC for CSU and ecommerce deployment

Credit Management support, Order unification across SCM and Commerce

Edit call center orders in POS to enable scenarios such as reserve item over a call and complete order in POS

Agent

Automate back-office operations with MCP



Microsoft

FastTrack FDE Program

Co-create the future with AI

Incubate Agentic AI solutions that deliver business value, accelerate AI adoption, and influence broader transformation through AI Agentic scenarios

Accelerate AI adoption

Accelerate AI adoption by securing sponsorship, rapidly adopting 1P and/or prototyping custom agents that extend D365, validating use cases and showcasing a repeatable process for AI impact.

Turn vision into ROI value

Demonstrate the art of the possible to unlock ROI and gain competitive edge through AI adoption

Onboard your team to AI concepts, tools and platform

Build foundational Agent knowledge and confidence through concept immersion

Take feedback into the Product team

Aided by FT SAs and automation tools from Microsoft

Operating Model

- In-person or Remote engagement or Hybrid
- Optimize process for Time to value (TTV)
- Conference Room Pilot engagement
- Co-dev with the Customer team and business stakeholders
- Continuous knowledge transfer and best practices for path to production

Accelerate AI with 1st Party – Out of the box agents

A Copilot for every user, an agent for every process

Sales

- Copilot *IN* and *FOR* Sales
- Sales Qualification Agent
- Sales Chat
- Sale Agent
- Opportunity Research Agent
- Teams Meeting Agent
- Email Agent

Service

- Customer Intent Agent
- Case Management Agent
- Customer Knowledge Management Agent

Field Service

- Scheduling Operations Agent
- Inspection Builder
- Work Order Summary
- Work Order Creation in Outlook

Customer Insights

- Journey Copilot
- Image Recommendations
- Content Ideas* & Rewrite
- Segmentation NL Query
- Proactive Engagement
- Dialog with Data
- Data Prep Report
- Environment Status Report

Commerce

- Store Operations Agent
- Copilot POS Insights*
- Merchandising Copilot*
- Statement Posting Copilot*
- Site Builder Copilot*

Supply Chain/Finance & Ops

- Supplier Communications Agent
- Procurement Agent
- Sales Order Agent
- Order Summary Agent
- Demand Planning Agent

1. Prove Full Value with BDM's

Prove return-on-investment
Gain buy-in & unlock expansion

2. Build the AI Habit at scale

Create AI fluency & unlock agent adoption
Identify users ready for 1P Agents

3. Create Ongoing Opportunity

Reinvent every business process
Create and manage custom agents

Extend or tailor as needed with Copilot Studio

Customer Ideation Examples

Manufacturing and Construction 1

AI Agent for Purchase Order Validation

Agent detects incoming purchase orders and automatically validates pricingy—reducing manual effort and errors.

Retail B2C/B2B 2

AI Agent for Sales Contact Deduplication

Agent improves data quality by identifying and merging duplicate contacts in real time

Retail B2C/B2B 3

AI Agent for Sales Planning

Agent unifies data to organize tasks, meetings, and outreach aligned with business goals and quotas

Retail B2C/B2B 4

Insights-Driven Next Best Action Agent

Agent uses customer data to suggest personalized next steps—like products, offers, or advice—for sales associates.

Government 5

Email Routing and Summarization Agent

Agent summarizes customer emails, detects intent, and routes them to the right team.

Retail Consumer Goods 6

Sales Order and Quoting Agent

Agent automates and streamlines the process of generating quotes and converting them into orders.

Retail Consumer Goods 7

Product Research Agent

Agent streamlines product research by automating insights on trends, customer needs, and opportunities.

Retail Consumer Goods 8

Sales Lead Generation from Case Closure

Agent turns support cases into sales leads by identifying opportunities from customer interactions.

Financial Services 9

Automated Case Resolution Agent

Agent resolves service cases end-to-end without human input, cutting handling time and effort.

Financial Services 10

Case Deflection Agent

Agent helps customers resolve issues independently, deflecting support cases via voice bots, chat, and portals.,.

FDE Program Sample

Note – timeline can be shorter depending upon agent complexity and 1P vs custom.

Kickstarter

Co-discover and co-define high value Agentic use cases

- 1 Day– Spark Tank
- Identify use cases for Agentic scenarios
- Assess readiness to execute the program. (people/tools/data/environment…)

1 week

Concept Immersion:

- AI in a Day
- Deepen understanding of Agentic AI with hands-on exploration
- Validate and prioritize use case

1 week

1P Agent Activation or Rapid Prototype:

Rapid co-development with customer, with close support from Product Group

- Guided 1P agent installation and configuration.
- 1P adoption best practices
- *Co-dev 1-2 agents and iterate a functional prototype
- *Use representational data and tools when possible. Fall back on data or tool mocks – if blockers arise.

**applies to co-dev only*

2-3 weeks

Conference Room Pilot POC/MVP

Conduct conference room pilot to evaluate value and effectiveness

- Demonstrate business value and gather end-user feedback
- Run a controlled pilot with key users, testing
- Sample Evals
- Onboard to Microsoft Agent community

1 week

Path to Production

Customer takes ownership, FastTrack transitions to guidance role

- Success by Design
- Best practices
- How do I (customer) rollout to my organization
- Rollout plan and deployment
- Engage or collaborate with existing portfolio partner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