

# Case Study

## Retail Intelligence



SOLUTION AREA: . . . . App Modernisation & Modern Work  
SOLUTION PLAY:. . . . Modernising Apps with Azure AI & OpenAI & Copilot  
TECHNICAL: . . . . . Azure AI Services, Copilot Stack

INDUSTRY: . . . **Retail**  
REGION: . . . . . Global  
REACH: . . . . . Global

## Retail Intelligence

First Technology's Retail Intelligence methodology is used to assist apparel retailers to harness the full potential of AI through a unified, practical approach that blends Microsoft's Copilot Deployment Framework with real-world innovation.

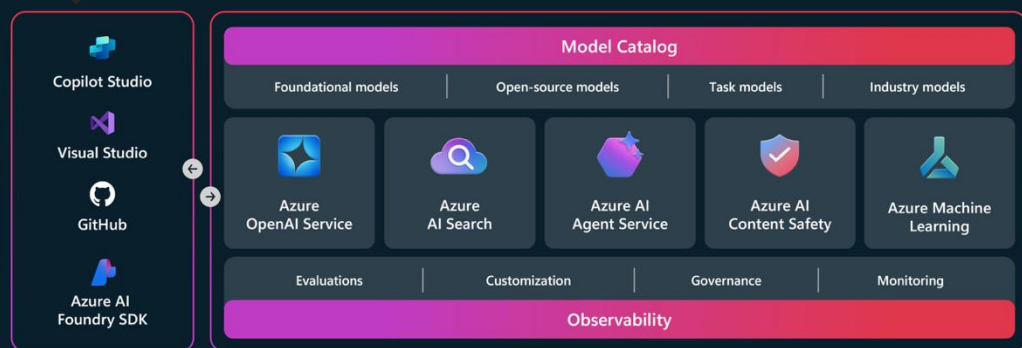
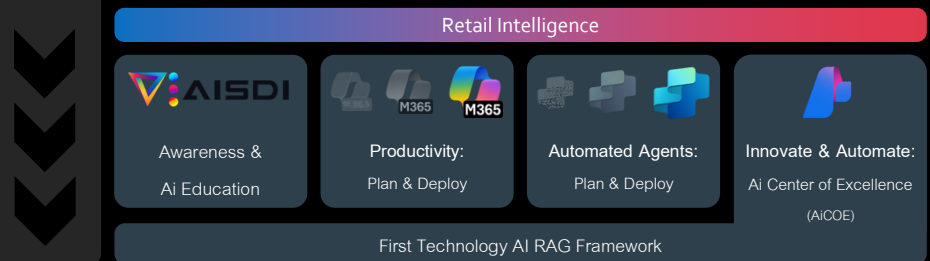
We've deployed Microsoft 365 Copilot, Copilot Chat, and Copilot Studio to unlock productivity across departments, while simultaneously building tailored AI solutions on Azure AI services—aligned to Microsoft's Cloud Adoption Framework (CAF) and Well-Architected Framework (WAF). This dual approach ensures governance, scalability, and business impact, helping retailers drive intelligent decision-making, streamline operations, and reimagine customer engagement through AI.

## A layered approach to Technology Adoption.

**Phase 1: Awareness & Ai Education** – as a AISDI founding member, deploy over a 100 AI assisted learning course from awareness, prompt writing, and risk management.

**Phase 2 & 3: Planning and Deployment** – Productivity Tools and AI self-service agent building.

**Phase 4: Innovation** – Bleeding edge innovation ideation, including head-less AI deployment such a product parameter generation, POS data aggregation and machine learning deployment. Based on an education user base, we assist with report self-service.



## Why use First Technology?

First Technology have developed an AI adoption methodology, to assist retail clients deploy Microsoft AI tools:

- Gives users rapid and intelligent driven training to understand and embrace generative AI
- Identify quick wins by deploying productivity tools on user's desktops such as Copilot and Copilot Studio
- Build on this solid foundation to drive innovation and productivity into the organisation by deploying custom built AI and data solutions using Azure AI Foundry and Microsoft Fabric



First Technology delivers expert IT solutions with deep industry experience, empowering businesses through advanced infrastructure, cloud, security, and managed services tailored to the evolving digital landscape. First Technology Digital is a specialist Innovation and generative AI division of the group.