

# IDC Retail Insights: Experiential Retail

## STRATEGIC PRIORITIES

## PROGRAMS

## USE CASES

Omni-Channel Commerce 

- Experiential Commerce
- Intelligent Order Fulfillment & Returns
- Virtual and Augmented Engagement

Commerce Services	Digital Content Management	Cashierless Checkout	Headless Commerce	Next-Gen Payments
Omni-Channel Order Orchestration & Fulfillment	JIT Production	Real-Time Inventory Management		
Virtual & Augmented Engagements	Digitally Connected Product Experiences	Augmented & Visual Product Discovery		

Curated Merchandise Life-Cycle Management 

- Intelligent Product Design
- Curated Product Assortment & Positioning
- Product Innovation

3D Product Design & Review	Crowdsourced Ideation & Innovation			
Assortment Optimization	Sentiment Analysis	Dynamic Pricing	Life-Cycle Pricing Optimization	
B2B Networks / Marketplaces	Digital Product Life-Cycle Management	Global Product Requirements Compliance Management		

Omni-Experience Customer Management 

- Next-Gen Customer Care
- Customer Experience Analytics
- Contextualized Experience

Optimized Customer Relationship / Loyalty Programs	Omni-Channel Customer Support	Social Marketing		
360° Connected Customer Data Management	Customer Experience & Behavior Analytics	Digital Content Optimization	Customer Experience Process Measurement	
Contextualized Marketing	Optimized Promotion Development & Distribution	Omni-Channel Marketing & Advertising		

Digital Supply Chain Optimization 

- Optimized Supply Networks
- Optimized Fulfillment Operations
- Supply Chain Accountability

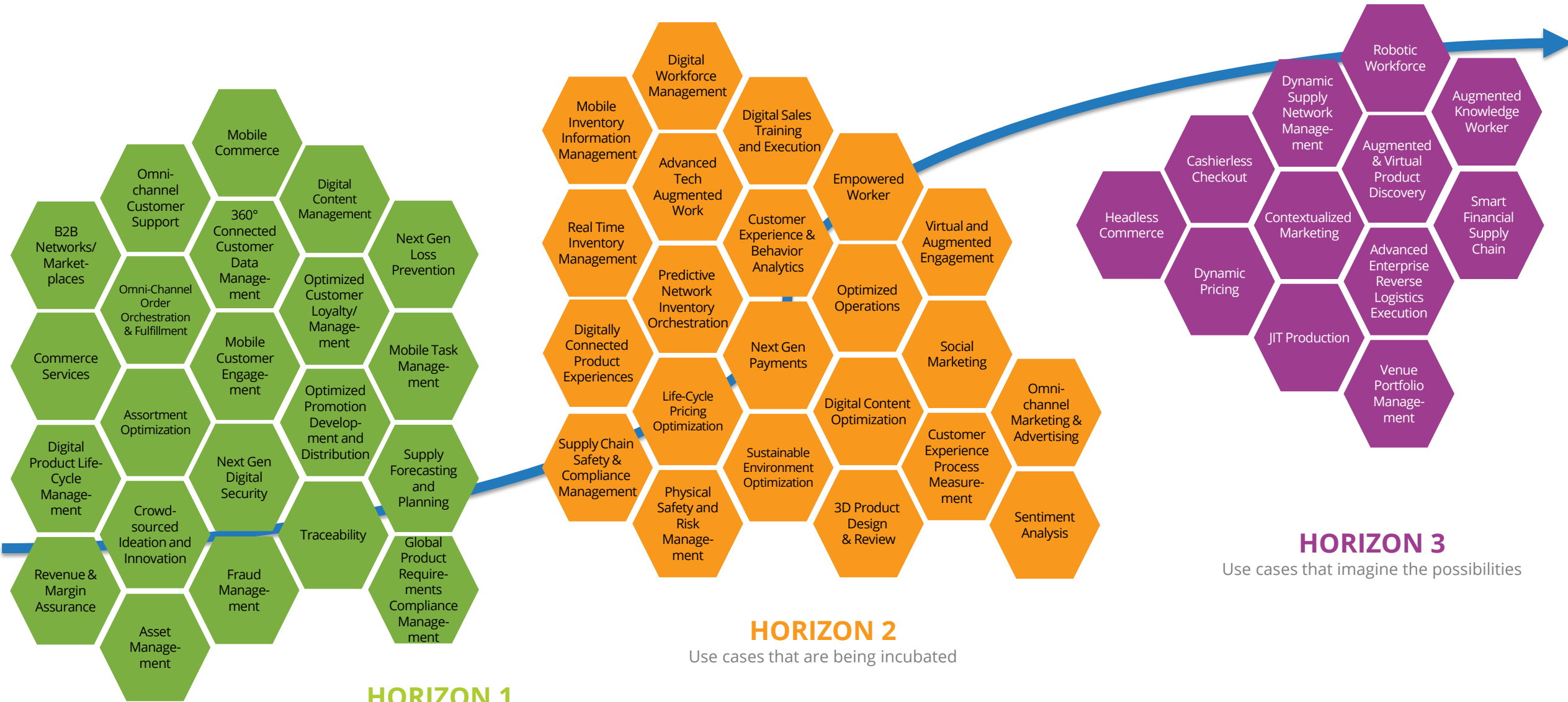
Dynamic Supply Network Management	Supply Forecasting & Planning			
Predictive Network Inventory Orchestration	Advanced Technology Augmented Work	Optimized Operations	Advanced Enterprise Reverse Logistics Execution	
Traceability	Smart Financial Supply Chain	Supply Chain Safety and Compliance Management		

Operational Scale and Agility 

- Mobile Enterprise
- Connected Workforce
- Secure Omni-Channel Operations
- Profitability Optimization

Mobile Inventory Information Management	Mobile Task Management	Mobile Customer Engagement	Mobile Commerce	
Digital Workforce Management	Empowered Worker	Augmented Knowledge Worker	Robotic Workforce	Digital Sales Training and Execution
Fraud Management	Next-Gen Digital Security	Next-Gen Loss Prevention		
Sustainable Environment Optimization	Asset Management	Physical Safety and Risk Management	Venue Portfolio Management	Revenue and Margin Assurance

# Experiential Retail Digital Roadmap



# Digitally Transforming the Enterprise Industry by Industry



## IDC Energy Insights

- Agile Energy
- Agile Mining
- Energy-as-a-Service

## IDC Financial Insights

- Capital Markets
- Connected Banking
- Contextual and Value Centric Insurance

## IDC Government Insights

- Effective National Government
- Smart Cities and Communities
- Transformative Academia

## IDC Health Insights

- Knowledge-Based Medicine
- Value-Based Health

## IDC Manufacturing Insights

- Collaborative Innovation (AOVC)
- Engaging Consumer Experience at Scale (BOVC)
- Creating Experience Ecosystems (EOVC)
- Technology-as-a-Service (TOVC)
- Transportation and Logistics

## IDC Retail Insights

- Experiential Hospitality, Dining & Travel
- Experiential Retail
- Media & Entertainment

## IDC Telecommunications Insights

- Communications Service-Enabled Connected Communities