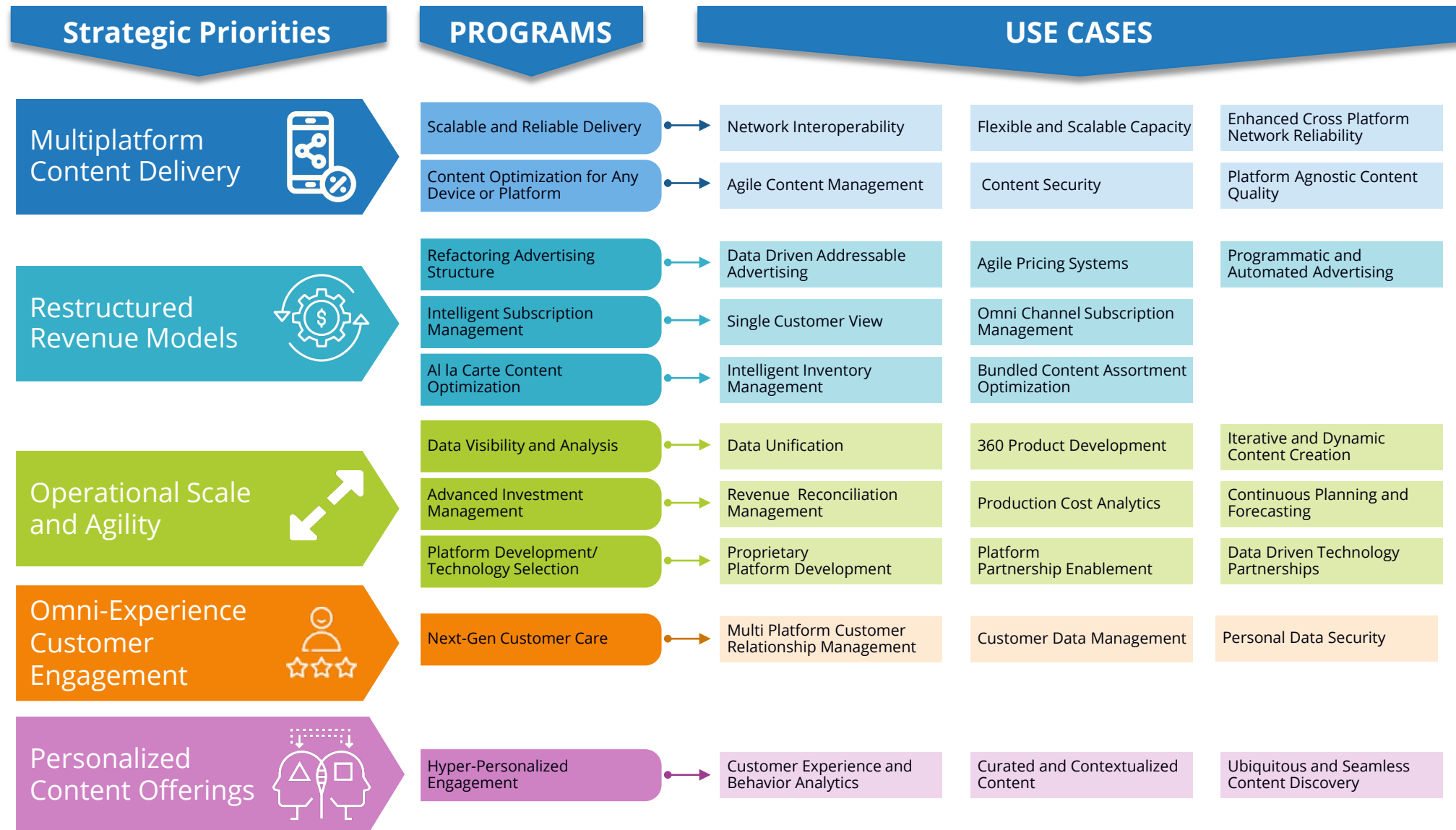
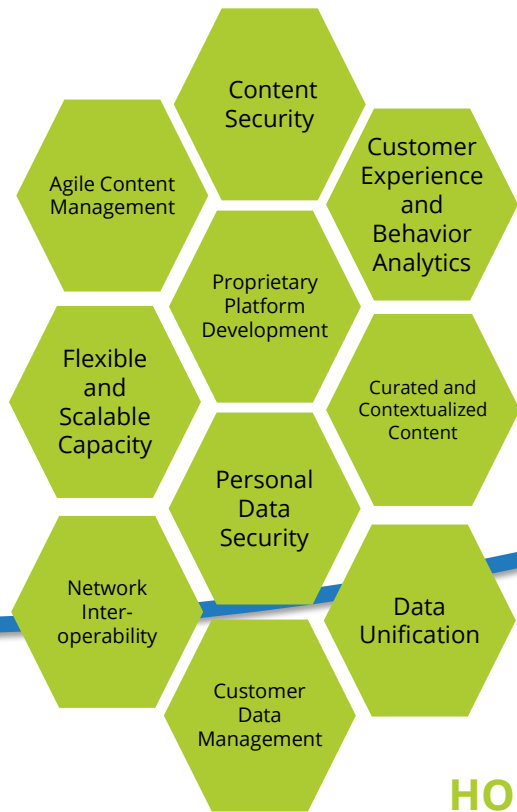


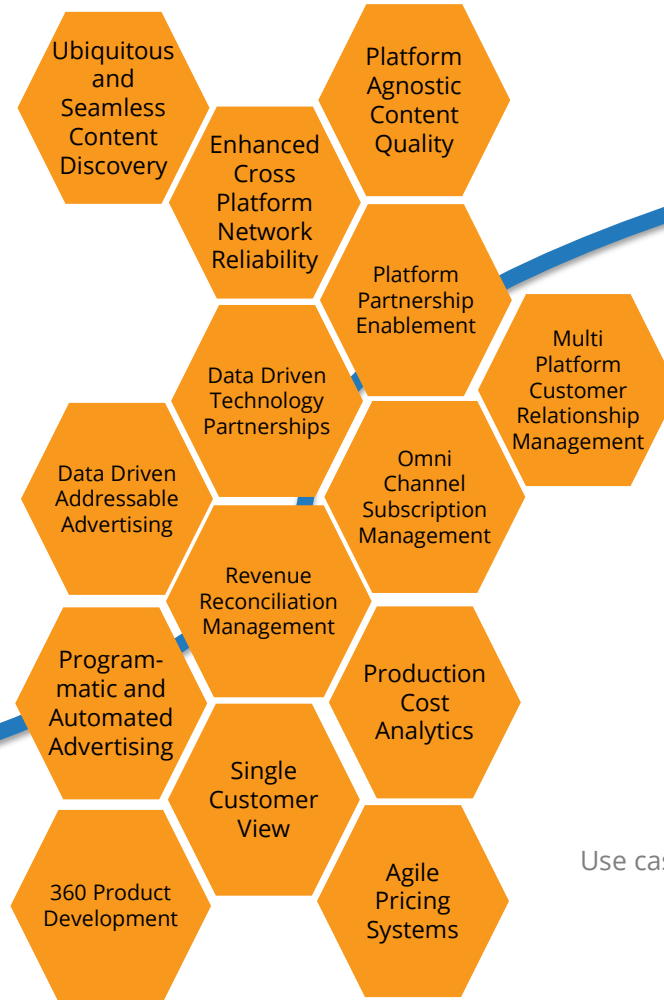
IDC Retail Insights: Ubiquitous Content Delivery



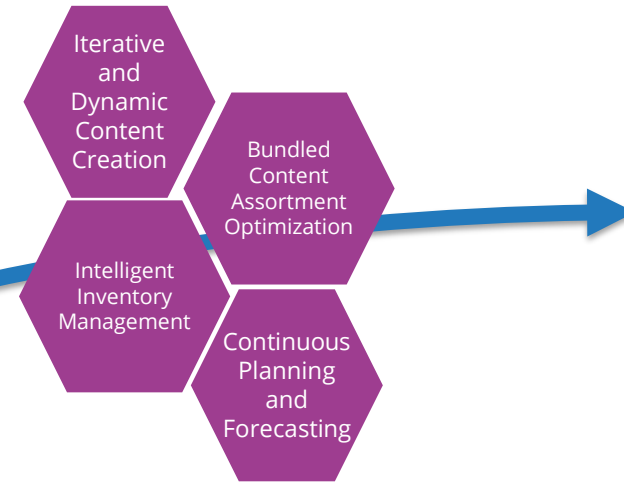
Ubiquitous Content Delivery Digital Roadmap



HORIZON 1
Use cases that are deployed today



HORIZON 2
Use cases that are being incubated



HORIZON 3
Use cases that imagine the possibilities

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