


IDC Retail Insights: Experiential Hospitality, Dining & Travel

Strategic Priorities

PROGRAMS

USE CASES

Omni-Channel Ordering & Distribution



Frictionless Ordering & Fulfillment

Secure Omni-Channel Operations

Intelligent & Optimized Reservations

Omni-channel commerce platforms	Pickup and delivery order management	Headless commerce	Open payments
Automated fraud detection	Digital security	Augmented loss prevention	Next-Gen Authentication
Detailed distribution of ARI	Availability management and yield optimization	Booking orchestration and fulfillment	

Connected Journey & Experience



Experiential Service EcoSystem

Connected Guest/Passenger Experience

Next-Gen Customer Care

Autonomous Commerce	Augmented & Immersive Services	Virtual Search & Booking	
Right Content, Right Screen	Autonomous Services		
Anticipatory Services	Health & Safety Management	Optimized customer profiles	Omni-channel customer support

Digital Customer Engagement



Customer Engagement Analytics

Hyper-Personalized Engagement

Next-Gen Loyalty & Rewards

360-degree connected customer data management	Customer experience and behavior analytics	Real-time customer sentiment profiling	
Digital content optimization	Privacy management	Decoupled CMS	Contextualized Marketing
Differentiated Subscription Programs	Augmented Guest/Passenger Loyalty		

Digital Supply Chain Optimization



Optimized Supply Network

Optimized Fulfillment Operations

Supply Chain Transparency

Dynamic supply network management	Supply forecasting and planning	Ingredients inventory management	
Predictive network inventory orchestration	Alternative Distribution Enablement	Automated & Augmented Purchase Process	
End-to-End Product Traceability	Transparent Pricing	Sourcing Visibility	Supply chain safety and compliance

Operational Scale & Agility



Mobile Enterprise & Operations

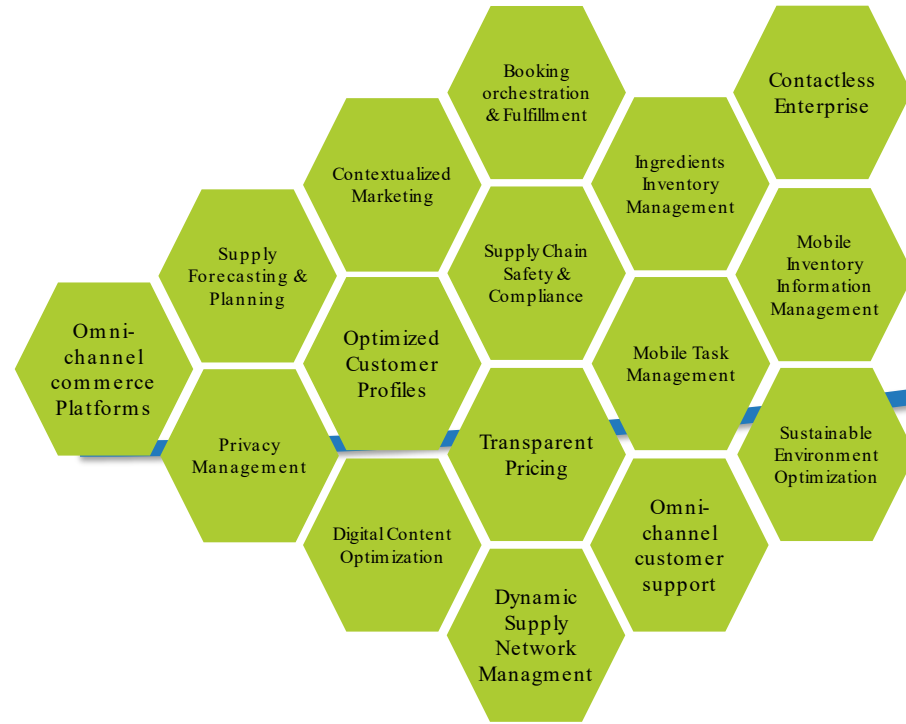
Connected Workforce

Profitability Optimization

Agile Infrastructure

Mobile inventory information management	Virtualized Training & Sales	Contactless Enterprise	
Mobile task management	Collaborative Automation	Augmented knowledge worker	Physical Safety & Risk Management
Sustainable environment management	Process Automation	Revenue & Margin Assurance	
Optimized operations	Remote & Centralized Monitoring	Collaborative Platforms	

Experiential Hospitality, Dining & Travel 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