

IDC Retail Insights: Experiential Retail

Omni-Channel Commerce



Experiential Commerce



Commerce Services

Digital Content Management

Cashierless Checkout

Headless Commerce

Next-Gen Payments

Intelligent Order Fulfillment & Returns



Omni-channel Order Orchestration & Fulfillment

JIT Production

Real-Time Inventory Management

Augmented & Virtual Experience



Virtual & Augmented Engagement

Digitally Connected Product Experiences

Augmented & Virtual Product Discovery

Intelligent Product Design



3D Product Design & Review

Crowdsourced Ideation & Innovation

Sustainable Product Lifecycle Design

Curated Product Assortment & Positioning



Assortment Optimization

Sentiment Analysis

Dynamic Pricing

Life-Cycle Pricing Optimization

Product Innovation



B2B Networks / Marketplaces

Digital Product Life-Cycle Management

Global Product Compliance Management

Next-Gen Customer Care



Optimized Customer Relationship / Loyalty Program

Omni-Channel Customer Support

Social Marketing

Customer Experience Analytics



360° Connected Customer Data Management

Customer Experience & Behavior Analytics

Digital Content Optimization

Customer Experience Process Management

Hyper Personalized Engagement



Contextualized Marketing

Optimized Promotion Development & Distribution

Omni-Channel Marketing & Advertising

Optimized Supply Networks



Dynamic Supply Network Management

Supply Forecasting & Planning

Optimized Fulfillment Operations



Predictive Network Inventory Orchestration

Advanced Tech Augmented Work

Optimized Operations

Advanced Enterprise Reverse Logistics Execution

Supply Chain Accountability



Traceability

Smart Financial Supply Chain

Supply Chain Safety and Compliance Management

Mobile Enterprise



Mobile Inventory Information Management

Mobile Task Management

Mobile Customer Engagement

Mobile Commerce

Connected Workforce



Digital Workforce Management

Empowered Worker

Augmented Knowledge Worker

Robotic Workforce

Digital Sales Training and Execution

Secure Omni-Channel Operations



Fraud Management

Next-Gen Digital Security

Next-Gen Loss Prevention

Profitability Optimization



Sustainable Environment Optimization

Asset Management

Physical Safety and Risk Management

Venue Portfolio Management

Revenue and Margin Assurance

Curated Merchandise Life-Cycle Management



Omni-Experience Customer Engagement



Digital Supply Chain Optimization

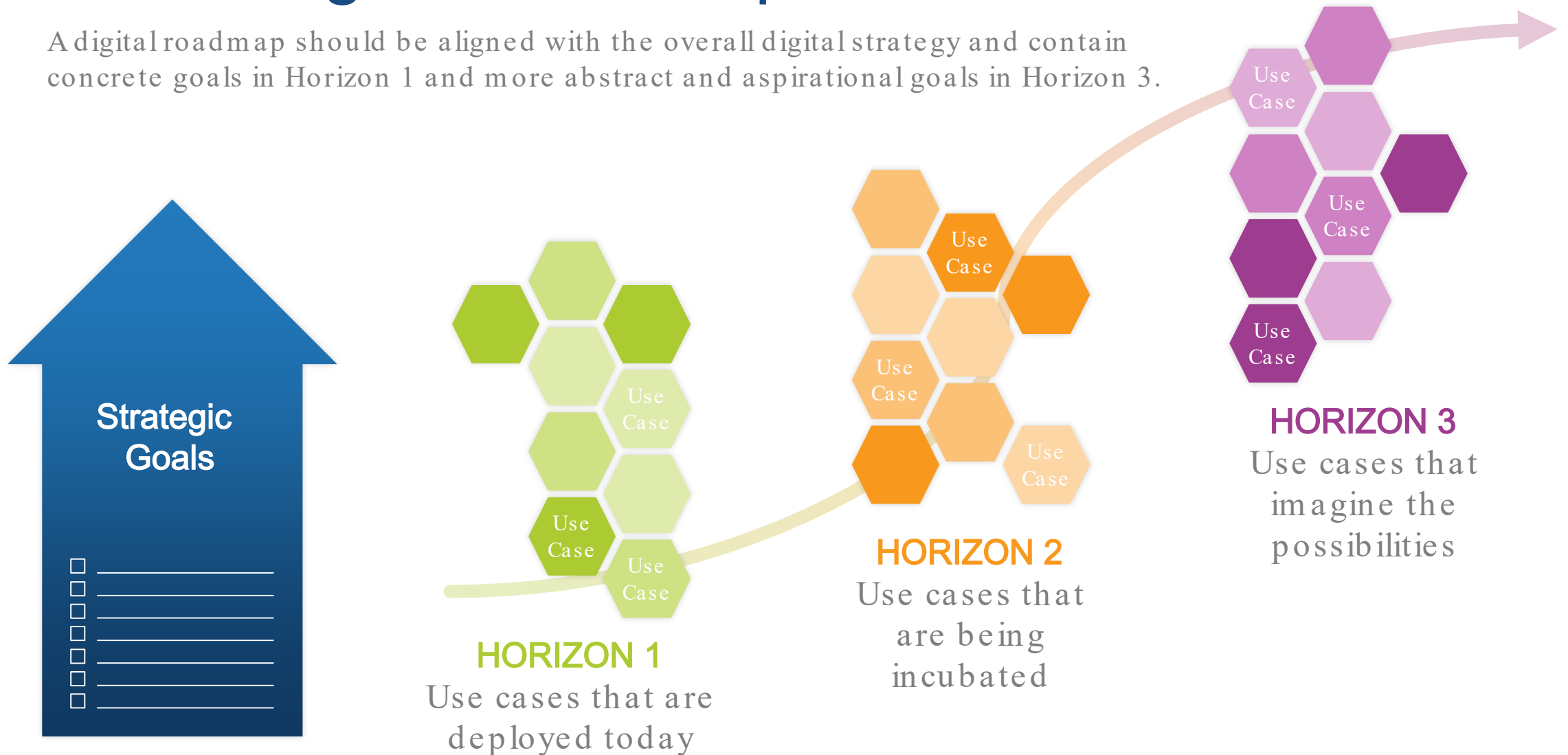


Operational Scale & Agility

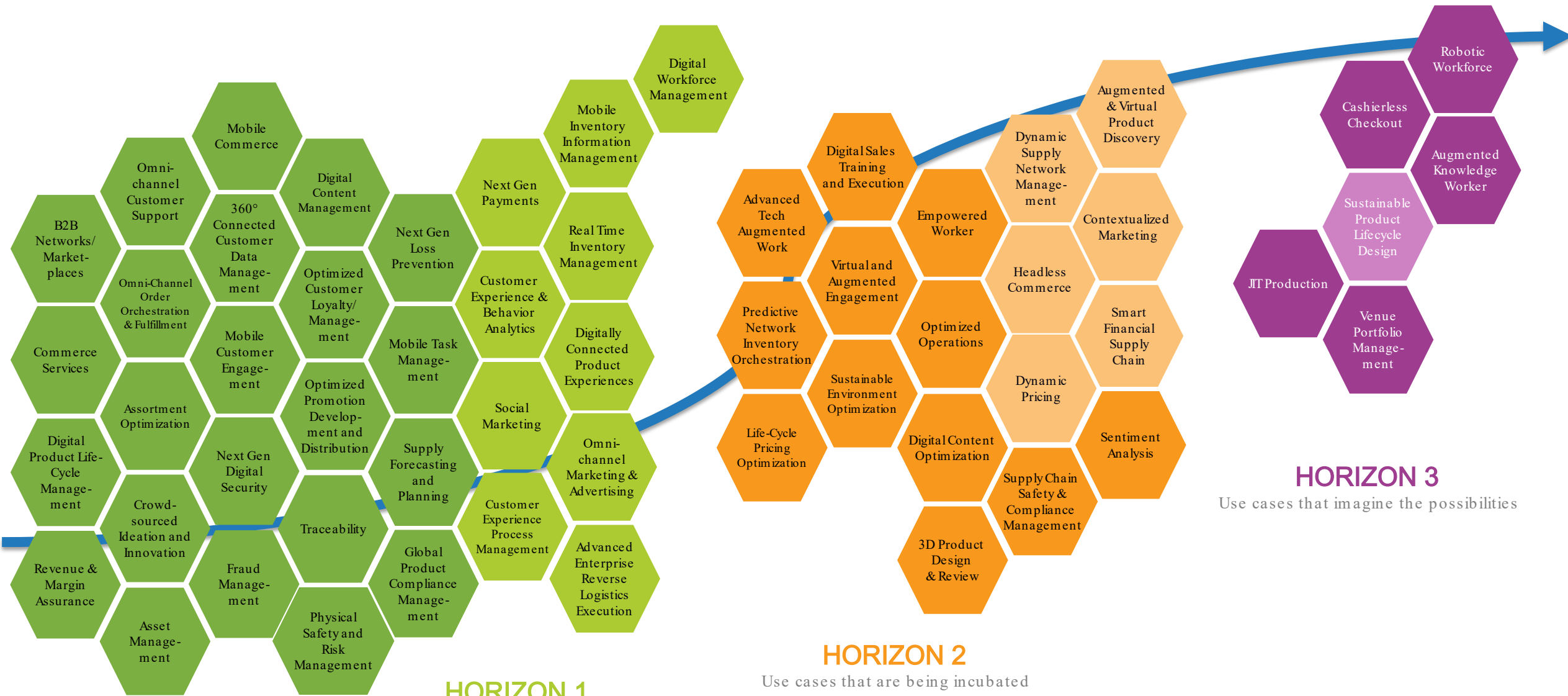


Break Digital Roadmaps into Horizons

A digital roadmap should be aligned with the overall digital strategy and contain concrete goals in Horizon 1 and more abstract and aspirational goals in Horizon 3.



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