IDC Retail Insights: Experiential Retail

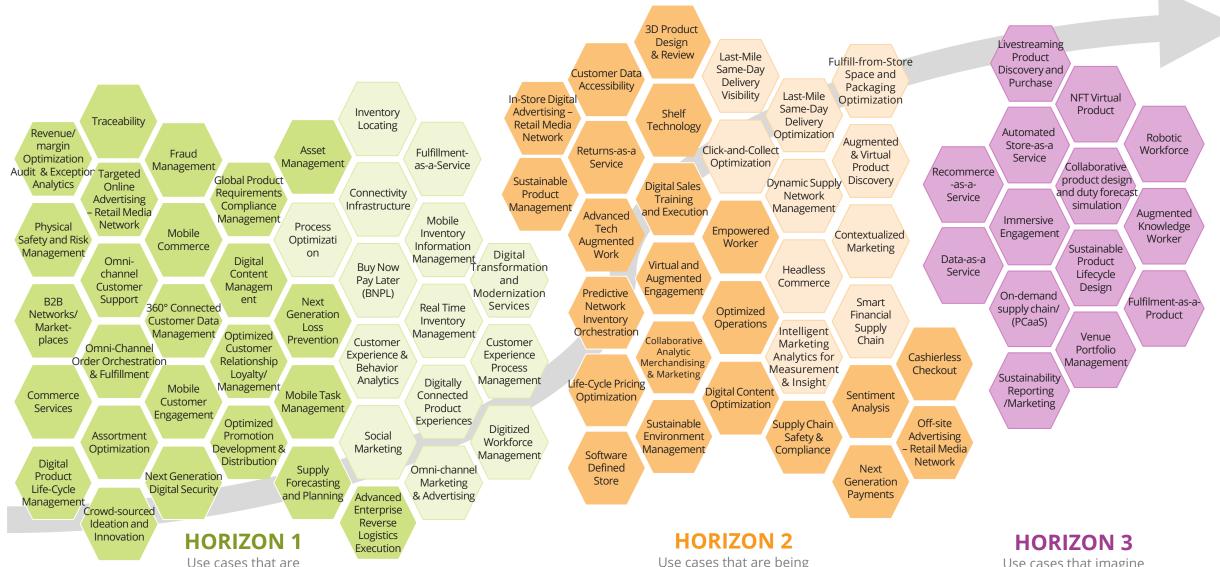| STRATEGIC PRIORITIES	PROGRAMS	USE CASES					
Omni-Channel Commerce	Experiential Commerce	Commerce Services	Digital Content Management	Cashierless Checkout	Headless Commerce	Next Gen Payments	Buy Now Pay Later (BNPL)
	Intelligent Order Fulfillment & Returns	Omni-channel Order Orchestration & Fulfillment			Real-Time Inventory Management		
	Augmented & Virtual Experience	Virtual & Augmented Engagement	Digitally Connected Product Experiences	Augmented & Virtual Product Discovery	Livestreaming Product Discovery and Purchase	Immersive Engagement	Virtual & Augmented Engagement
Curated Merchandise Lifecycle Management	Intelligent Product Design	3D Product Design & Review		Crowdsourced Ideation & Innovation		Sustainable Product Lifecycle Design	
	Curated Product Assortment & Positioning	Assortment Optimization	Sentiment Analysis	Life-Cycle Pricing Optimization	Collaborative Analytics for Merchandising & Marketing		
	Product Innovation	B2B Networks / Marketplaces	Digital Product Life-Cycle Management		Global Product Requirements Compliance Management	Fulfillment-as-a-Product (FaaP)	
Omni-Experience Customer Engagement	Next-Generation Customer Care	Optimized Customer Relationship / Loyalty Management		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	
	Contextualized Experience	Contextualized Marketing	Optimized Promotion Development & Distribution		Omni-Channel Marketing & Advertising	Intelligent Marketing Analytics for Measurement & Insight	

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STRATEGIC PRIORITIES	PROGRAMS	USE CASES			
Digital Supply Chain Optimization	Supply Network Optimization	Dynamic Supply Network Management	Supply Forecasting & Planning	On-demand Supply Chain/Product Customization-as-a Service (PCaaS)	Collaborative product design and duty forecast simulation
	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	Sustainability Reporting/Marketing
	Last Mile Operations Execution	Click and Collect Optimization	Last-Mile Same Day Delivery Optimization	Last-Mile Same Day Delivery Visibility	Fulfill-from-Store Space and Packaging Optimization / Inventory Locating
Operational Scale & Agility	Operational Execution	Mobile Inventory Information Management	Mobile Task Management	Mobile Customer Engagement	Mobile Commerce
	Connected Workforce	Digital Sales Training and Execution	Digitized Workforce Management	Empowered Worker	Augmented Knowledge Worker / Robotic Workforce
	Secure Omni-Channel Operations	Fraud Management	Next-Generation Digital Security	Next-Generation Loss Prevention	
	Profitability Optimization	Sustainable Environment Management	Sustainable Product Management	Asset Management	
	Touchless and Agile IT Operations	Process Optimization	Connectivity Infrastructure	Digital Transformation and Modernization Services	
Retail Business Innovation	Data-driven Profitability Opportunities	Targeted Online Advertising – Retail Media Network	In-store Digital Advertising – Retail Media Network	Off-site Advertising – Retail Media Network	Customer Data Accessibility / Data-as-a-Service (DaaS)
	Process-driven Profitability Opportunities	Fulfillment-as-a-Service (FaaS)	Returns-as-a-Service (RaaS)	Recommerce-as-a-Service	
	Technology driven Profitability Opportunities	Automated Store-as-a-Service	Shelf Technology	NFT Virtual Product	

IDC Retail Insights: Experiential Retail Digital Roadmap

HORIZON 1
Use cases that are deployed today

- Revenue/margin Optimization Audit & Exception Analytics
- Traceability
- Fraud Management
- Global Product Requirements Compliance Management
- Asset Management
- Inventory Locating
- Fulfillment-as-a-Service
- Targeted Online Advertising – Retail Media Network
- Mobile Commerce
- Process Optimization
- Connectivity Infrastructure
- Physical Safety and Risk Management
- Digital Content Management
- Mobile Inventory Information Management
- Omni-channel Customer Support
- Buy Now Pay Later (BNPL)
- Digital Transformation and Modernization Services
- B2B Networks/Marketplaces
- 360° Connected Customer Data Management
- Next Generation Loss Prevention
- Real Time Inventory Management
- Omni-Channel Order Orchestration & Fulfillment
- Optimized Customer Relationship Loyalty/Management
- Customer Experience & Behavior Analytics
- Customer Experience Process Management
- Commerce Services
- Mobile Customer Engagement
- Mobile Task Management
- Digitally Connected Product Experiences
- Assortment Optimization
- Optimized Promotion Development & Distribution
- Social Marketing
- Digitized Workforce Management
- Digital Product Life-Cycle Management
- Next Generation Digital Security
- Supply Forecasting and Planning
- Omni-channel Marketing & Advertising
- Crowd-sourced Ideation and Innovation
- Advanced Enterprise Reverse Logistics Execution

HORIZON 2
Use cases that are being incubated

- 3D Product Design & Review
- Customer Data Accessibility
- Last-Mile Same-Day Delivery Visibility
- Fulfill-from-Store Space and Packaging Optimization
- In-Store Digital Advertising – Retail Media Network
- Shelf Technology
- Last-Mile Same-Day Delivery Optimization
- Returns-as-a Service
- Click-and-Collect Optimization
- Augmented & Virtual Product Discovery
- Sustainable Product Management
- Digital Sales Training and Execution
- Dynamic Supply Network Management
- Advanced Tech Augmented Work
- Empowered Worker
- Contextualized Marketing
- Virtual and Augmented Engagement
- Headless Commerce
- Predictive Network Inventory Orchestration
- Optimized Operations
- Smart Financial Supply Chain
- Collaborative Analytic Merchandising & Marketing
- Intelligent Marketing Analytics for Measurement & Insight
- Life-Cycle Pricing Optimization
- Digital Content Optimization
- Cashierless Checkout
- Sustainable Environment Management
- Supply Chain Safety & Compliance
- Sentiment Analysis
- Software Defined Store
- Next Generation Payments
- Off-site Advertising – Retail Media Network

HORIZON 3
Use cases that imagine the possibilities

- Livestreaming Product Discovery and Purchase
- NFT Virtual Product
- Automated Store-as-a Service
- Robotic Workforce
- Recommerce-as-a Service
- Collaborative product design and duty forecast simulation
- Immersive Engagement
- Augmented Knowledge Worker
- Data-as-a Service
- On-demand supply chain/ (PCaaS)
- Sustainable Product Lifecycle Design
- Venue Portfolio Management
- Fulfilment-as-a-Product
- Sustainability Reporting /Marketing