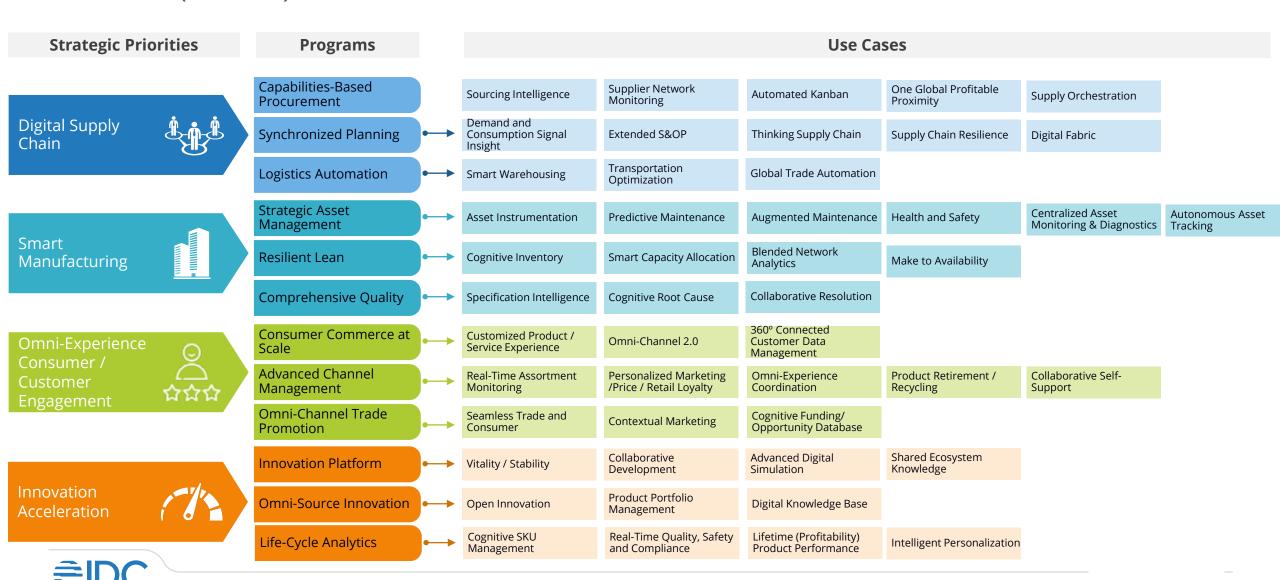
IDC Manufacturing Insights: Engaging Consumer Experience at Scale (BOVC)



Engaging Consumer Experience at Scale (BOVC) Digital Roadmap



Cognitive root cause

HORIZON 1

Omni-Channel

Product/

Service Experience

> Personalized Marketing/Pride/Retail Loyalty

> > Use cases that are deployed today

Use cases that are being incubated