







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			
	Immersive Experience	Virtual & Augmented Engagement	Digitally Connected Product Experiences	Augmented & Virtual Product Discovery	Livestreaming Product Discovery and Purchase			
 Merchandise Lifecycle Management	Intelligent Product Design	3D Product Design & Review		Crowdsourced Ideation & Innovation		Sustainable Product Lifecycle Design		
	Product & Assortment Management	Next Gen Assortment Optimization	Sentiment Analysis	Life-Cycle Pricing Optimization	Collaborative Analytics for Merchandising & Marketing	Intelligent Sales & Operational Planning	Intelligent Promotion Design & Demand Shaping	Price Intelligence
	Product Innovation	B2B Networks / Marketplaces		Digital Product Life-Cycle Management		Global Product Requirements Compliance Management		Fulfillment-as-a-Product (FaaS)
 Omni-Experience Customer Engagement	Next-Generation Customer Care	Optimized Customer Relationship / Loyalty Management			Intelligent 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 Recommendations	Optimized Marketing & Promotion Distribution		Personalized Marketing & Advertising	Intelligent Marketing Analytics for Measurement & Insight		

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 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	AI-Guided Worker	Robotic Workforce	
	Secure Omni-Channel Operations	Fraud Management	Next-Generation Digital Security	Next-Generation Loss Prevention				
	Profitability Optimization	Sustainable Environment Mgmt	Sustainable Product Mgmt	Asset Management	Physical Safety and Risk Mgmt	Venue Portfolio Mgmt	Revenue / Margin Optimization Audit & Exception Analytics	
	Touchless and Agile IT Operations	Process Optimization	Connectivity Infrastructure	Digital Transformation and Modernization Services		Software-Defined Composable Store		
 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		

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