



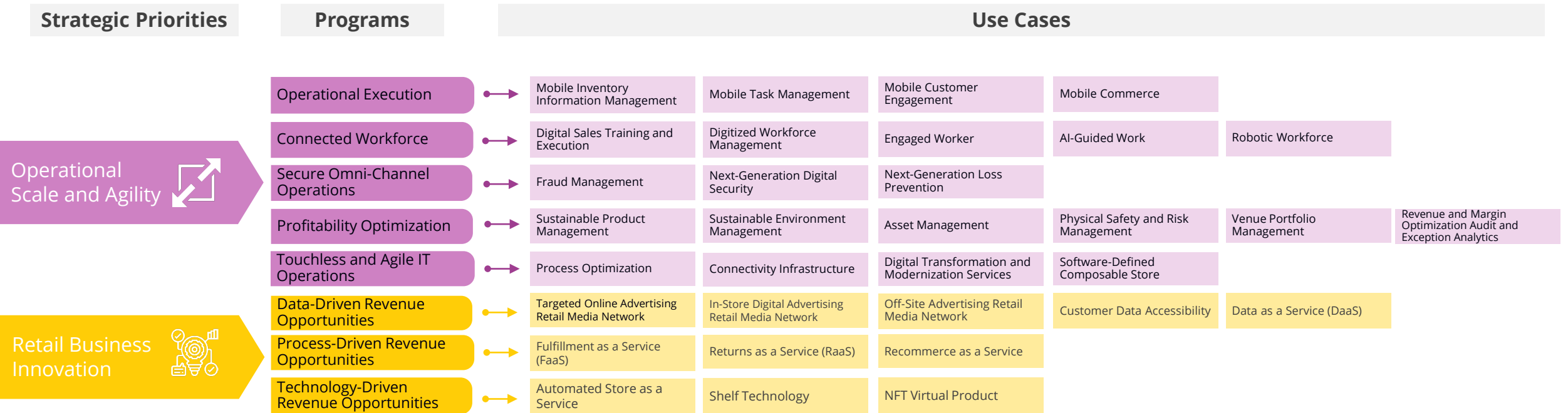


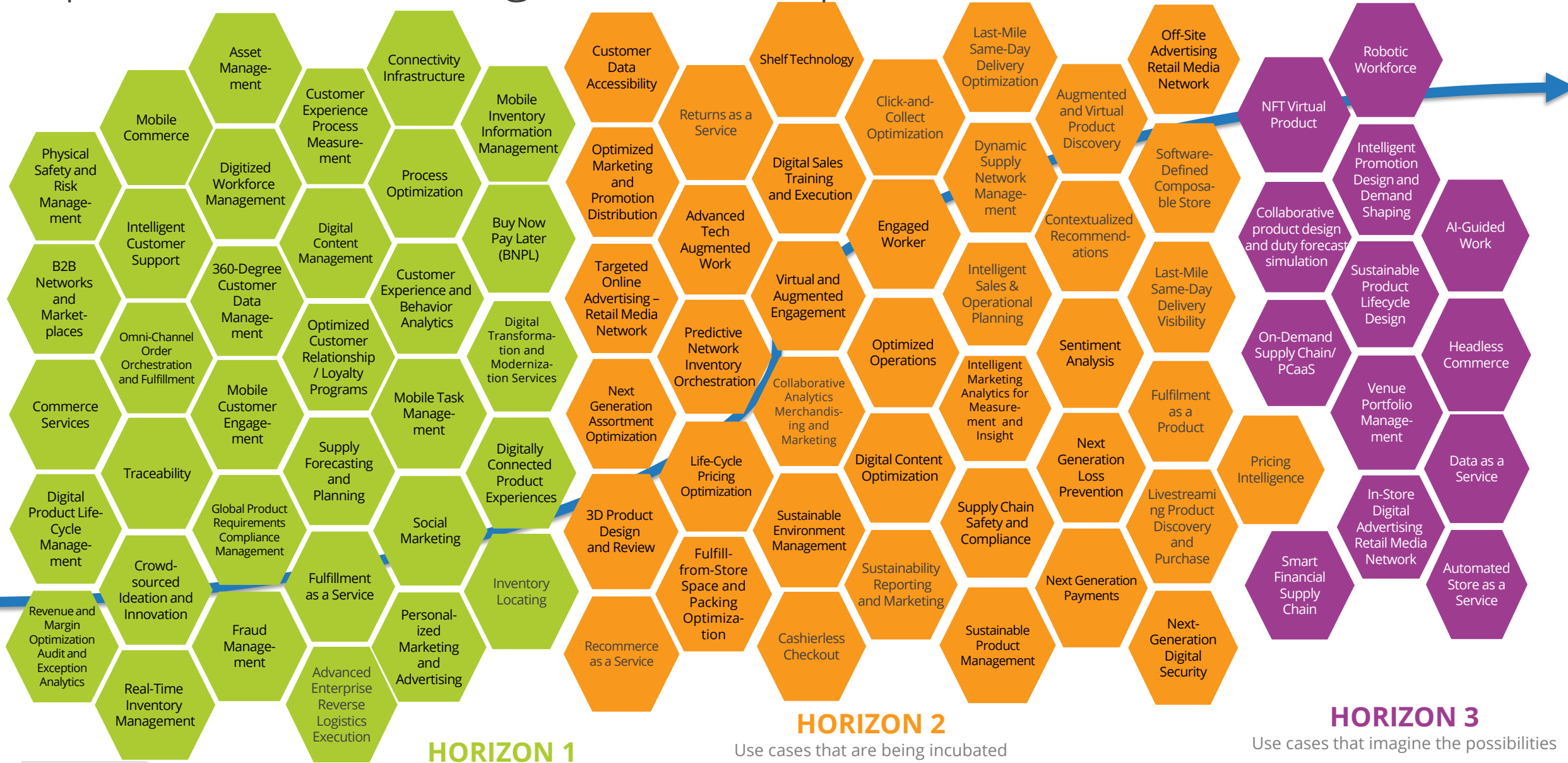
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Strategic Priorities	Programs	Use Cases					
Omni-Channel Commerce 	Experiential Commerce	Commerce Services	Digital Content Management	Headless Commerce	Cashierless Checkout	Buy Now Pay Later (BNPL)	Next Generation Payments
	Intelligent Order Fulfillment and Returns	Omni-Channel Order Orchestration and Fulfillment	Real-Time Inventory Management				
	Immersive Experience	Virtual and Augmented Engagement	Digitally Connected Product Experiences	Augmented and Virtual Product Discovery	Livestreaming Product Discovery and Purchase		
Merchandise Life-Cycle Management 	Intelligent Product Design	3D Product Design and Review	Crowdsourced Ideation and Innovation	Sustainable Product Life-Cycle Design			
	Product and Assortment Management	Next Generation Assortment Optimization	Sentiment Analysis	Life-Cycle Pricing Optimization	Collaborative Analytics for Merchandising and Marketing	Intelligent Sales and Operational Planning	Intelligent Promotion Design and Demand Shaping
	Product Innovation	B2B Networks / Marketplaces	Digital Product Life-Cycle Management	Global Product Requirements Compliance Management	Fulfillment as a Product (FaaS) for Product Design		Pricing Intelligence
Omni-Experience Customer Engagement 	Next-Generation Customer Care	Optimized Customer Relationship / Loyalty Programs	Intelligent Customer Support	Social Marketing			
	Customer Experience Analytics	360-Degree Customer Data Management	Customer Experience (CX) and Behavior Analytics	Customer Experience Process Measurement	Digital Content Optimization		
	Contextualized Experience	Contextualized Recommendations	Optimized Marketing and Promotion Distribution	Personalized Marketing and Advertising	Intelligent Marketing Analytics for Measurement and Insight		
Digital Supply Chain Optimization 	Supply Network Optimization	Dynamic Supply Network Management	Supply Forecasting and 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 and Marketing		
	Last Mile Operations Execution	Click-and-Collect Optimization	Last-Mile Same-Day Delivery Visibility	Last-Mile Same-Day Delivery Optimization	Fulfill-from-Store Space and Packing Optimization	Inventory Locating	

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Experiential Retail 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