

# COMMERCE EVERYWHERE IN RETAIL

## A EUROPEAN FOCUS



### DEMOGRAPHICS

#### COUNTRIES



#### SEGMENTS



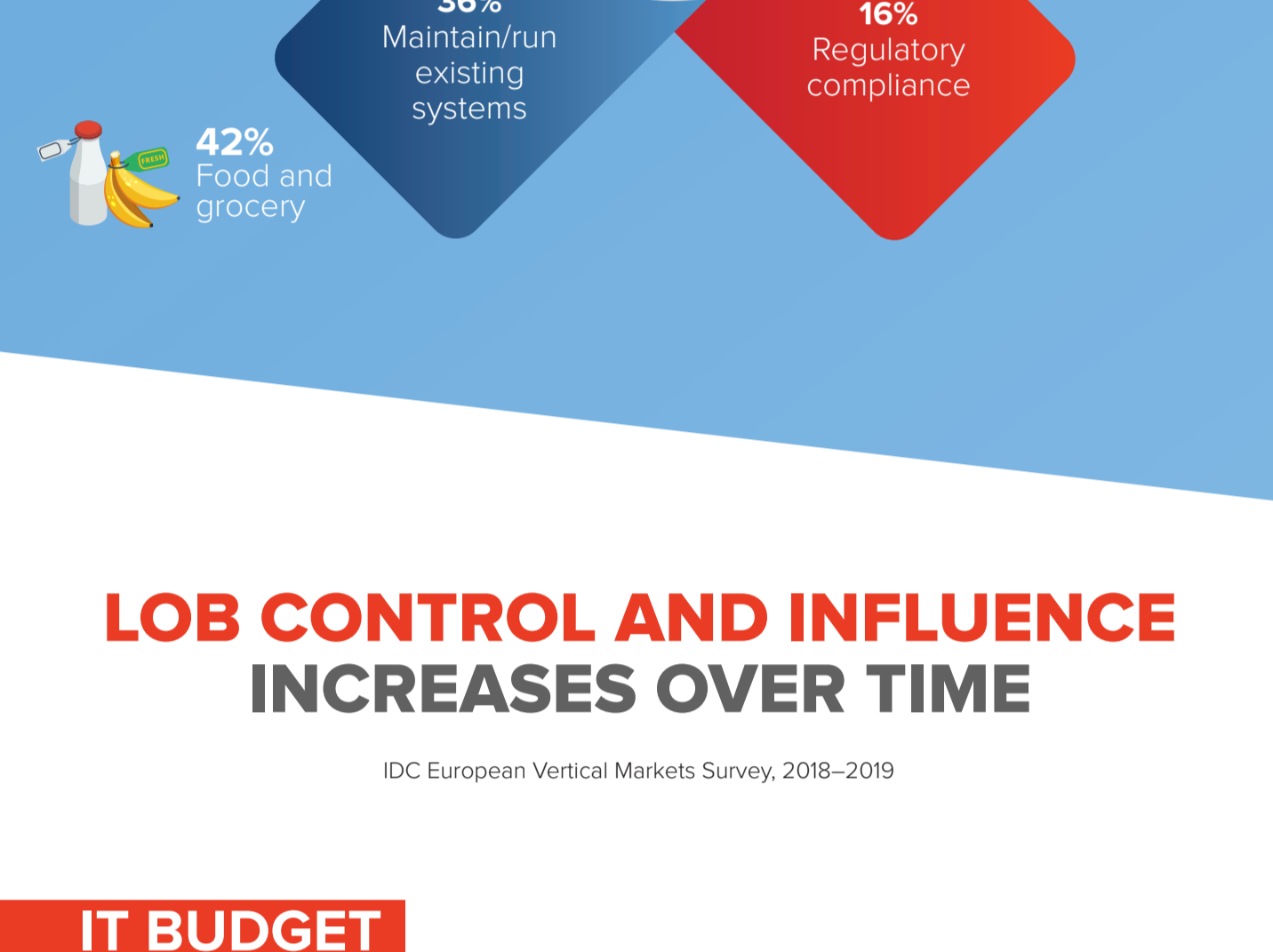
## RETAILERS ARE LETTING THEIR CUSTOMERS LIVE REAL-TIME ANYTIME CONTEXTUAL EXPERIENCES WHETHER ONLINE OR OFFLINE EVERYWHERE

Source: IDC's Retail Innovation Survey



## INNOVATION IS ON THE RISE: IN 2019, INNOVATION-RELATED ACTIVITIES WILL ACCOUNT FOR A SIGNIFICANT SHARE OF IT BUDGETS

Source: IDC European Vertical Markets Survey, 2018–2019



## LOB CONTROL AND INFLUENCE INCREASES OVER TIME

IDC European Vertical Markets Survey, 2018–2019



## INNOVATION AND CX PERSONALIZATION ARE AMONG THE TOP 3 BUSINESS PRIORITIES

Source: IDC European Vertical Markets Survey, 2018–2019



## SUPPLY CHAIN TRANSFORMATION IS ABOUT EFFICIENCY AND RESILIENCY TO DISRUPTION



## EUROPEAN RETAILERS' TOP PRIORITY FOR DISTRIBUTION MODEL POINTS TO MARKETPLACE RELATIONSHIPS

Source: IDC's 2018 Retail Innovation Survey



## AI INVESTMENTS ARE TOP PRIORITY FOR EUROPEAN RETAILERS

Source: IDC European Vertical Markets Survey, 2018–2019

### INNOVATION ACCELERATORS



## RETAILERS' TOP 3 INFORMATION PRIORITIES ON SECURITY ARE DATA LOSS PREVENTION, COMPLIANCE TO NEW REGULATIONS, AND IDENTITY AND ACCESS MANAGEMENT

Source: IDC European Vertical Markets Survey, 2018–2019

