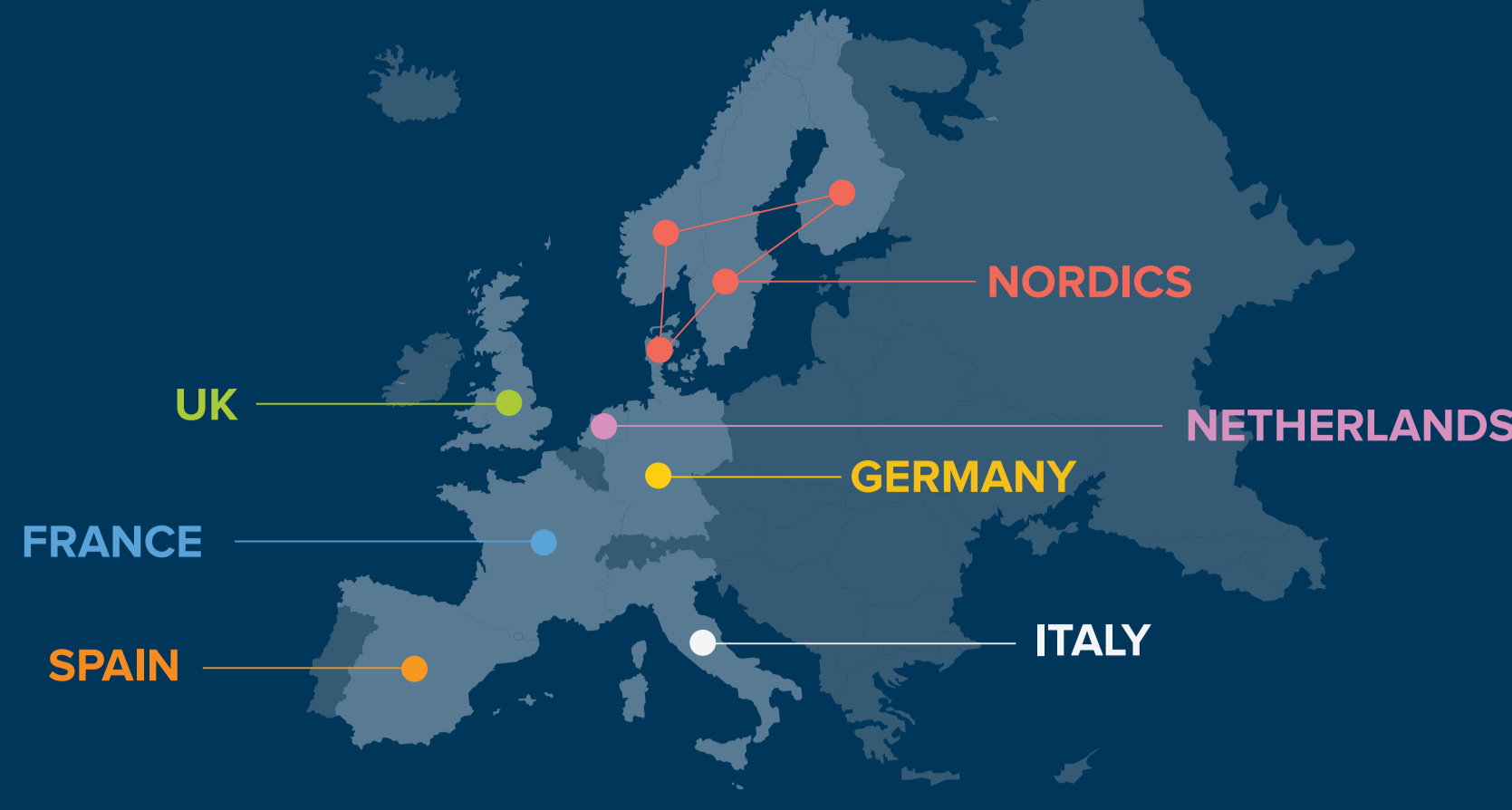
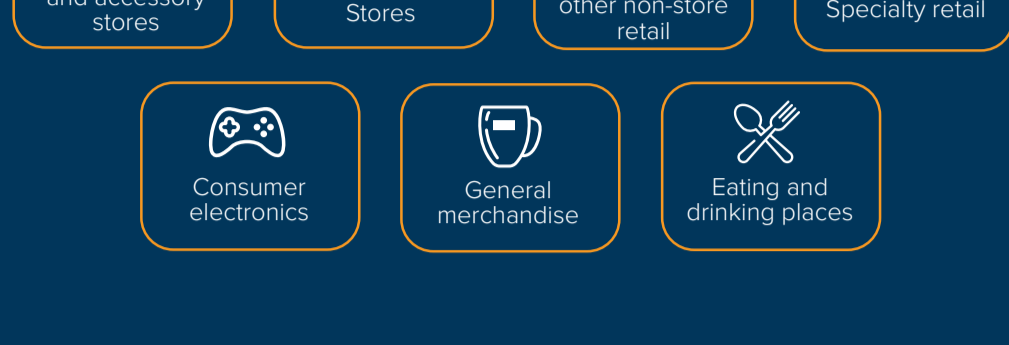


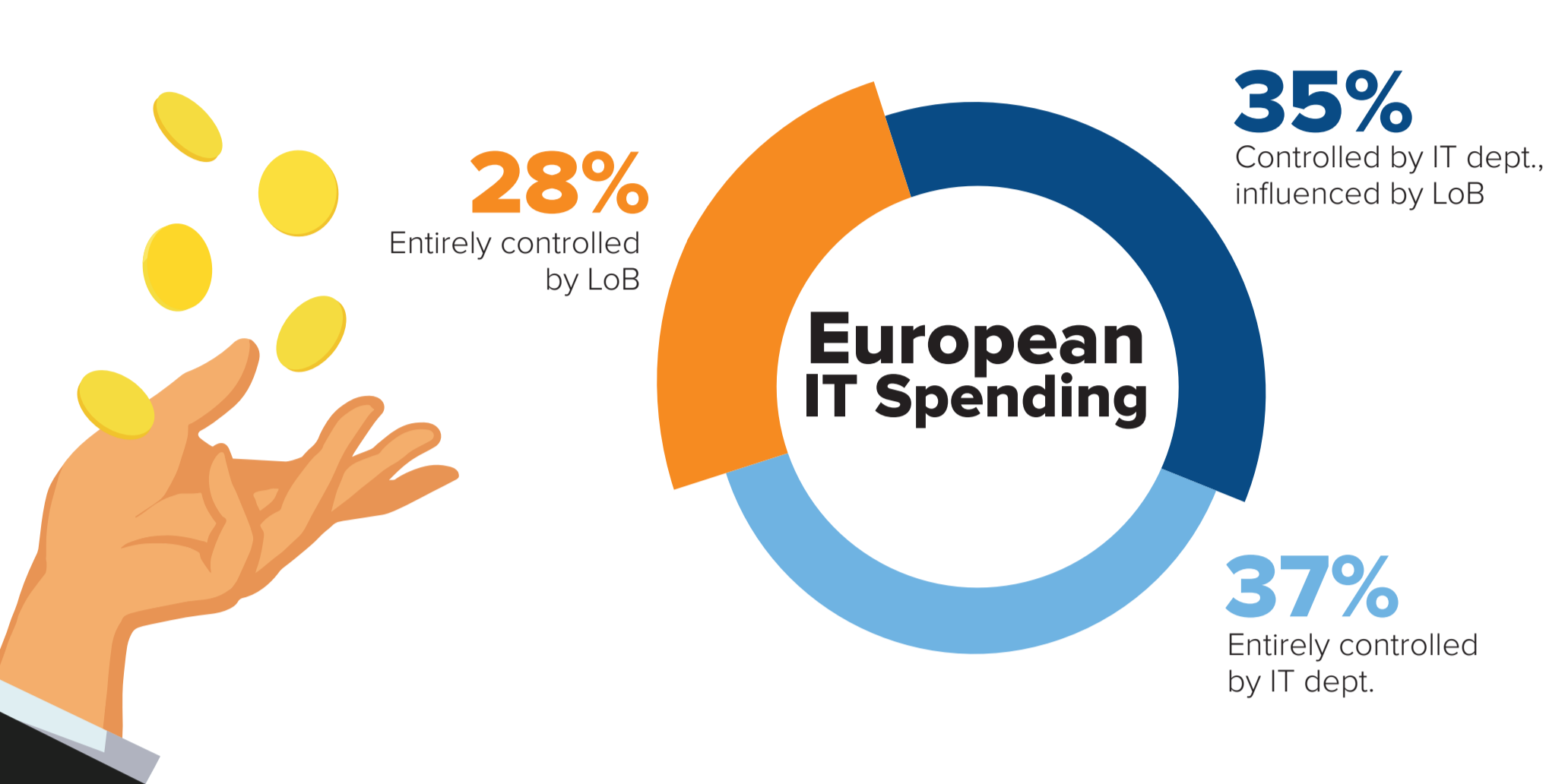
European Retail Trends in 2018: Accelerated Pathways Toward Innovation, AI, and CX



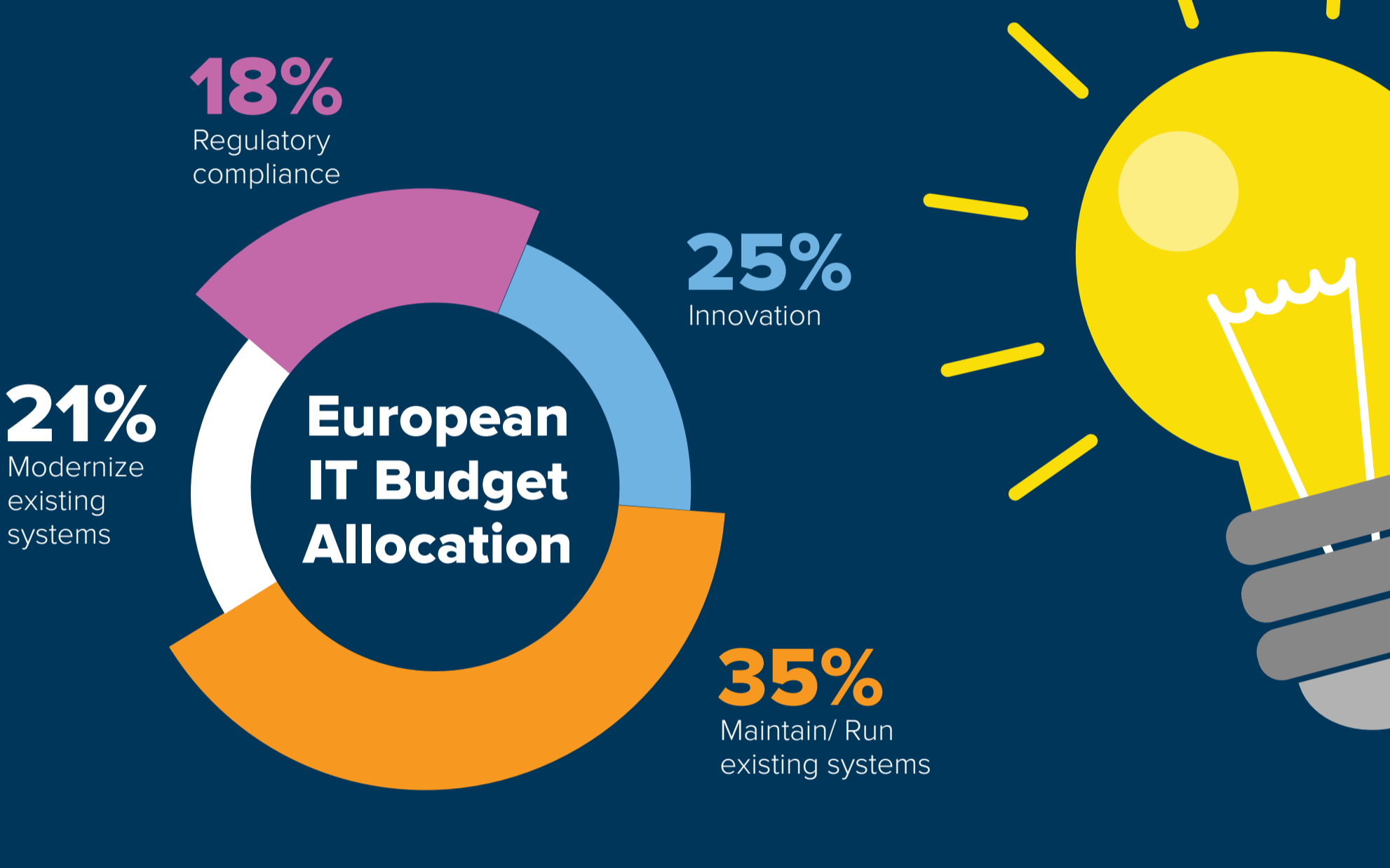
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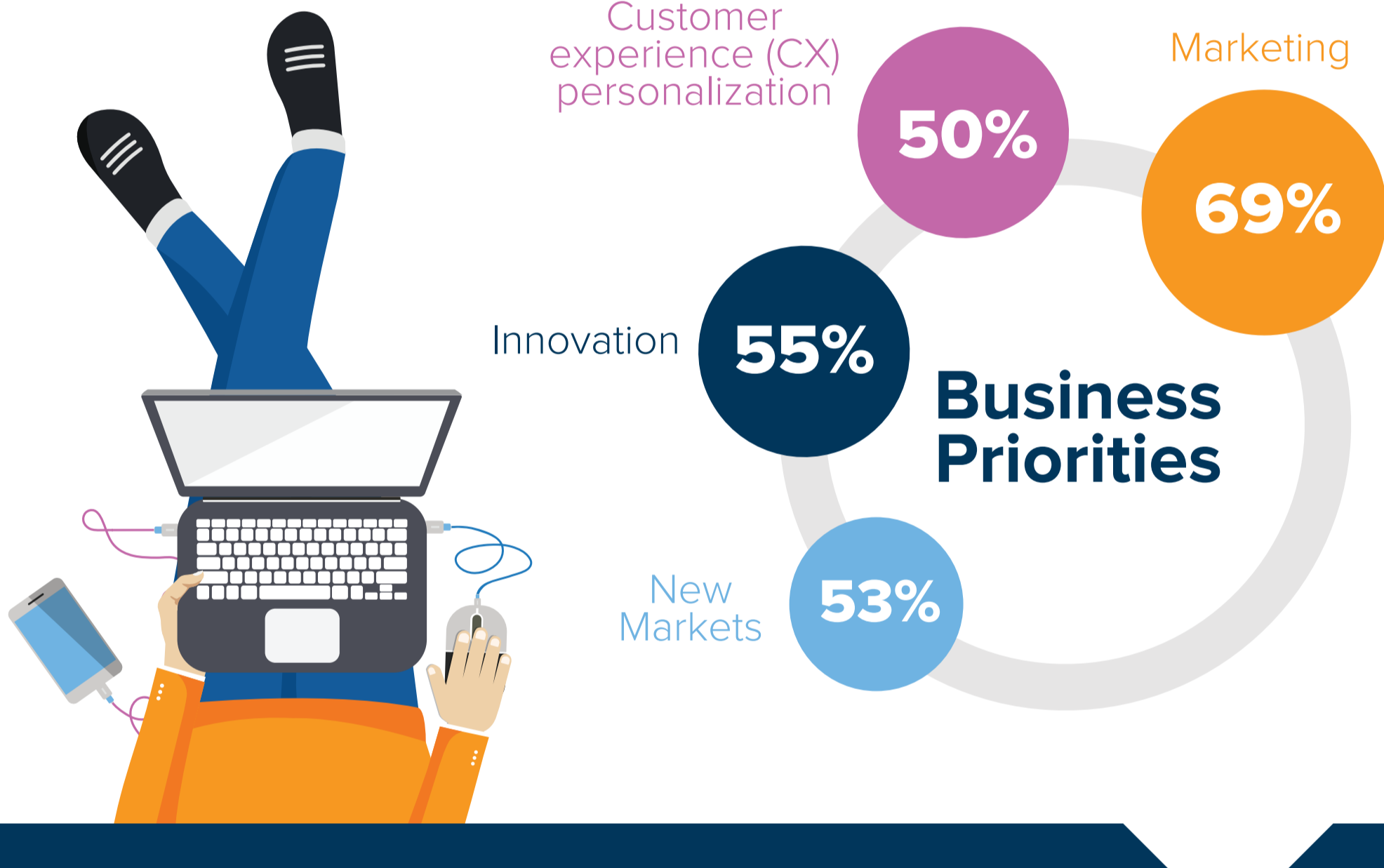
In Europe, retailers' **IT departments control the largest part of IT spending**, but LOBs exercise significant control and influence.



Almost **half of retailers'** IT budgets will be dedicated to **modernization and innovation**

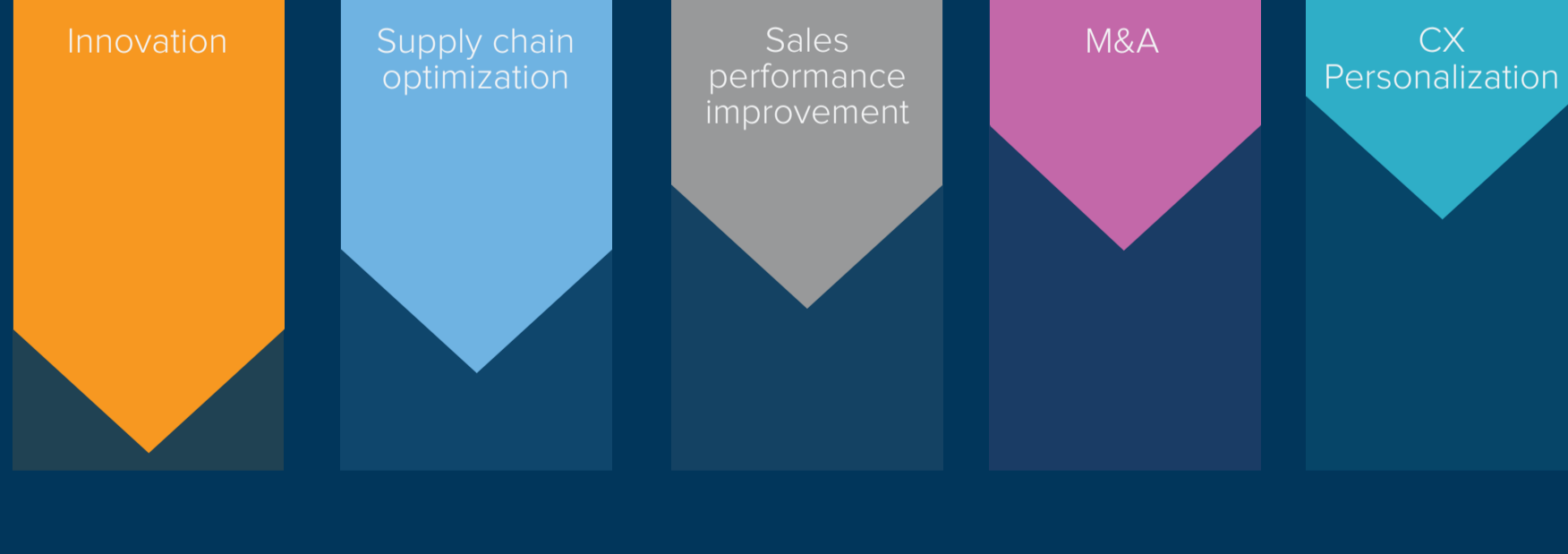
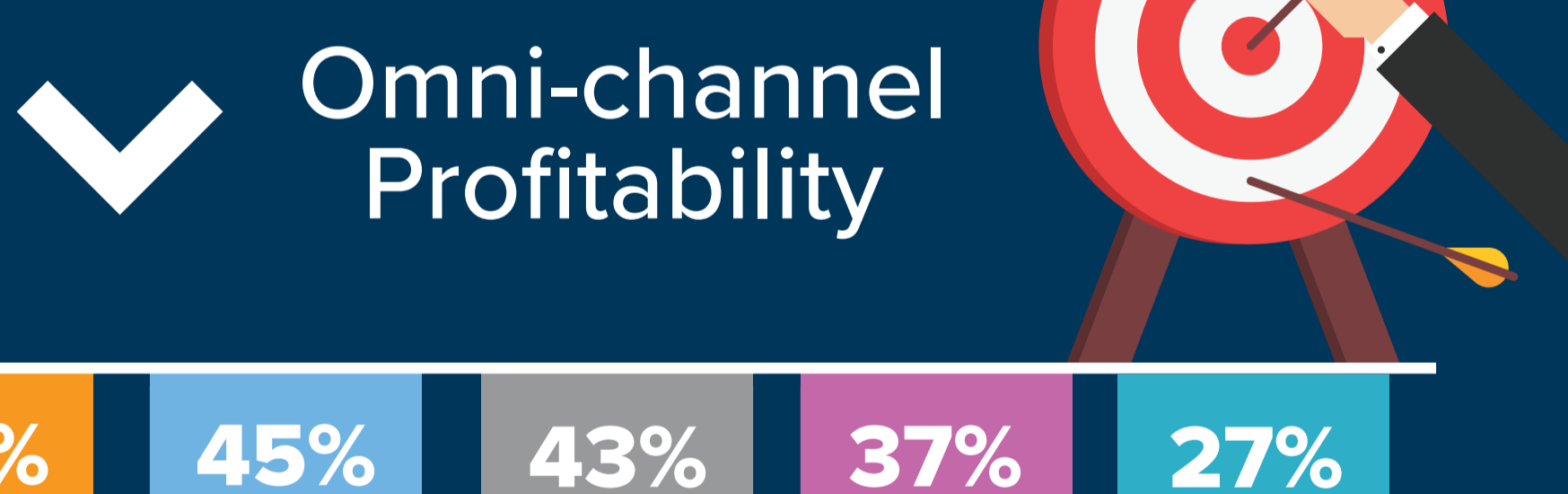


Customer experience drives expansion, innovation and marketing strategies for European Retailers

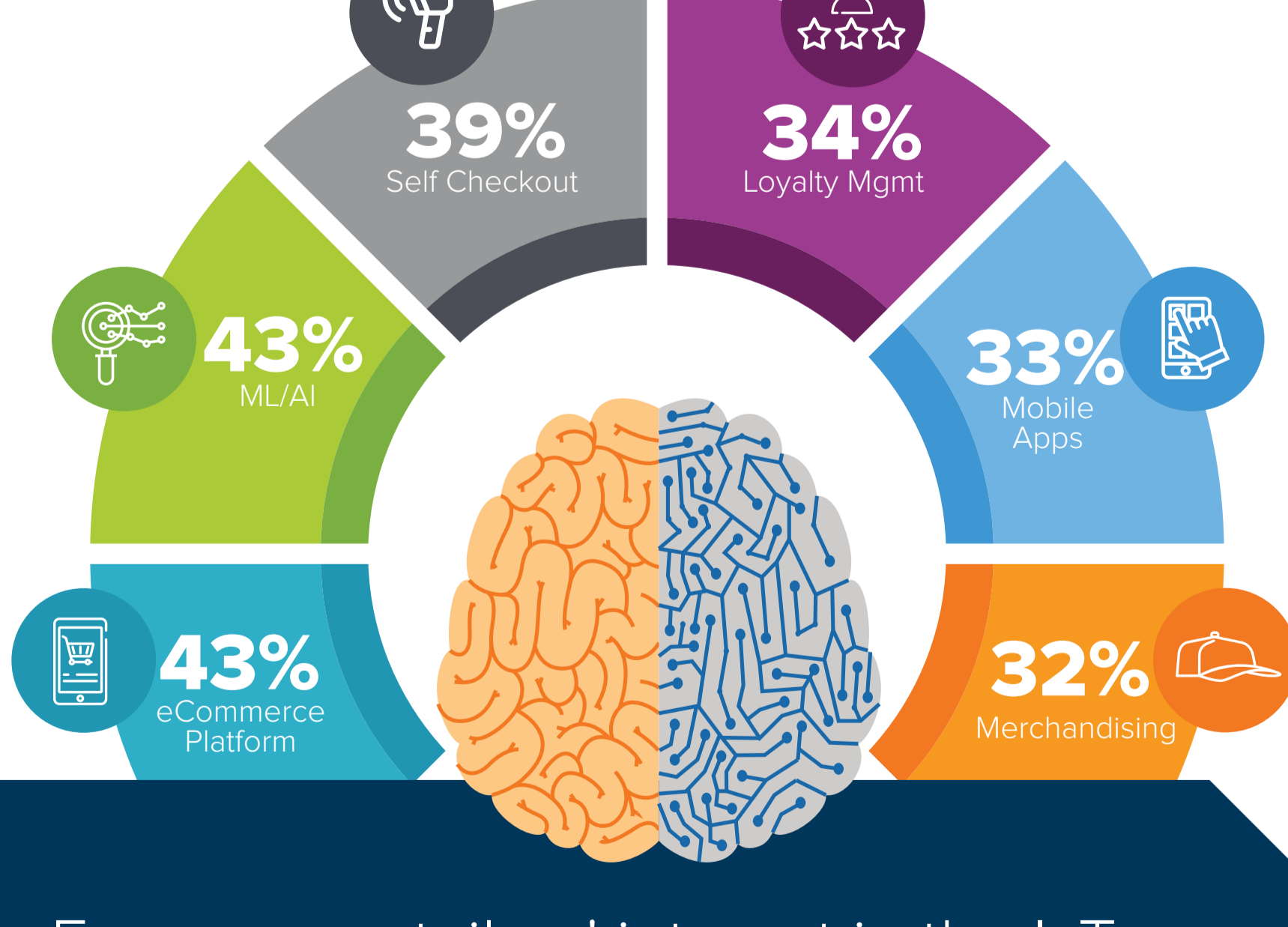


Innovation will lead the growth of omni-channel profitability

This will be favored by the adoption of a retail commerce platform that enables the piloting, implementing, and scaling innovative use cases at speed.



In Europe, the **top solution investments** will span from ecommerce to machine learning/artificial intelligence (ML/AI) to the store.



European retailers' interest in the IoT opportunity is clear, but still a **minority of them use IoT-generated data to provide an impact on business**

