1 Intelligent Automation

2 Liquid Workforce

3 Platform Economy

4 Predictable Disruption

5 Digital Trust
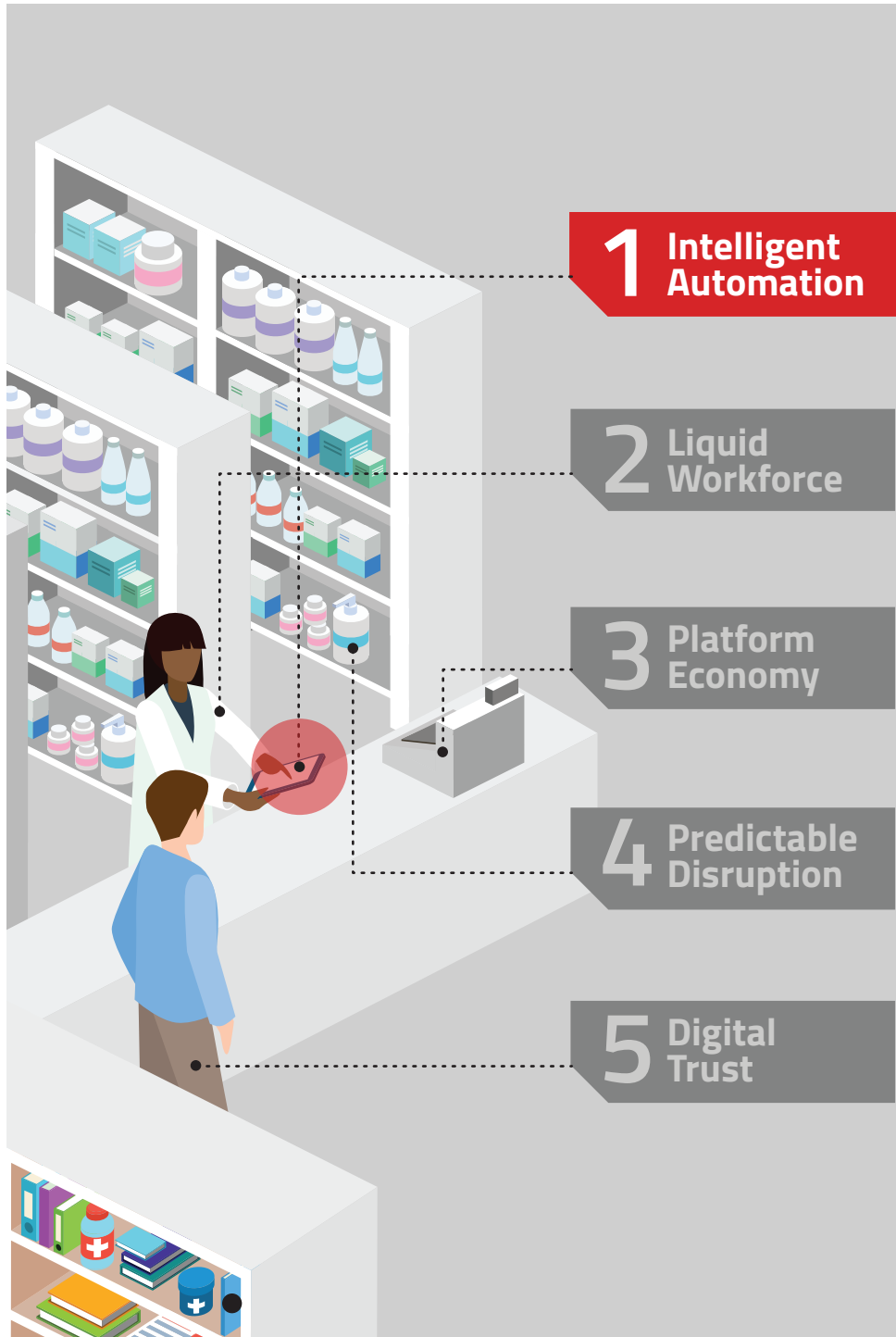
TOP 5 RETAIL TECHNOLOGY TRENDS

88%

Retail executives who say the pace of technology change will be unprecedented in the next three years.

Retailers are investing in technology like never before. Why? Because they need to respond to consumer demands for a convenient, personalized shopping experience that's consistent across sales channels.

Global consulting firm Accenture™ has identified five technology trends it says are essential to retailer success in the digital economy.

Source: "Accenture Technology Vision for Retail," Accenture™, 2016
Accenture® is a registered trademark of Accenture.

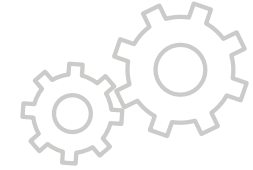**1 Intelligent Automation**

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TREND 1:
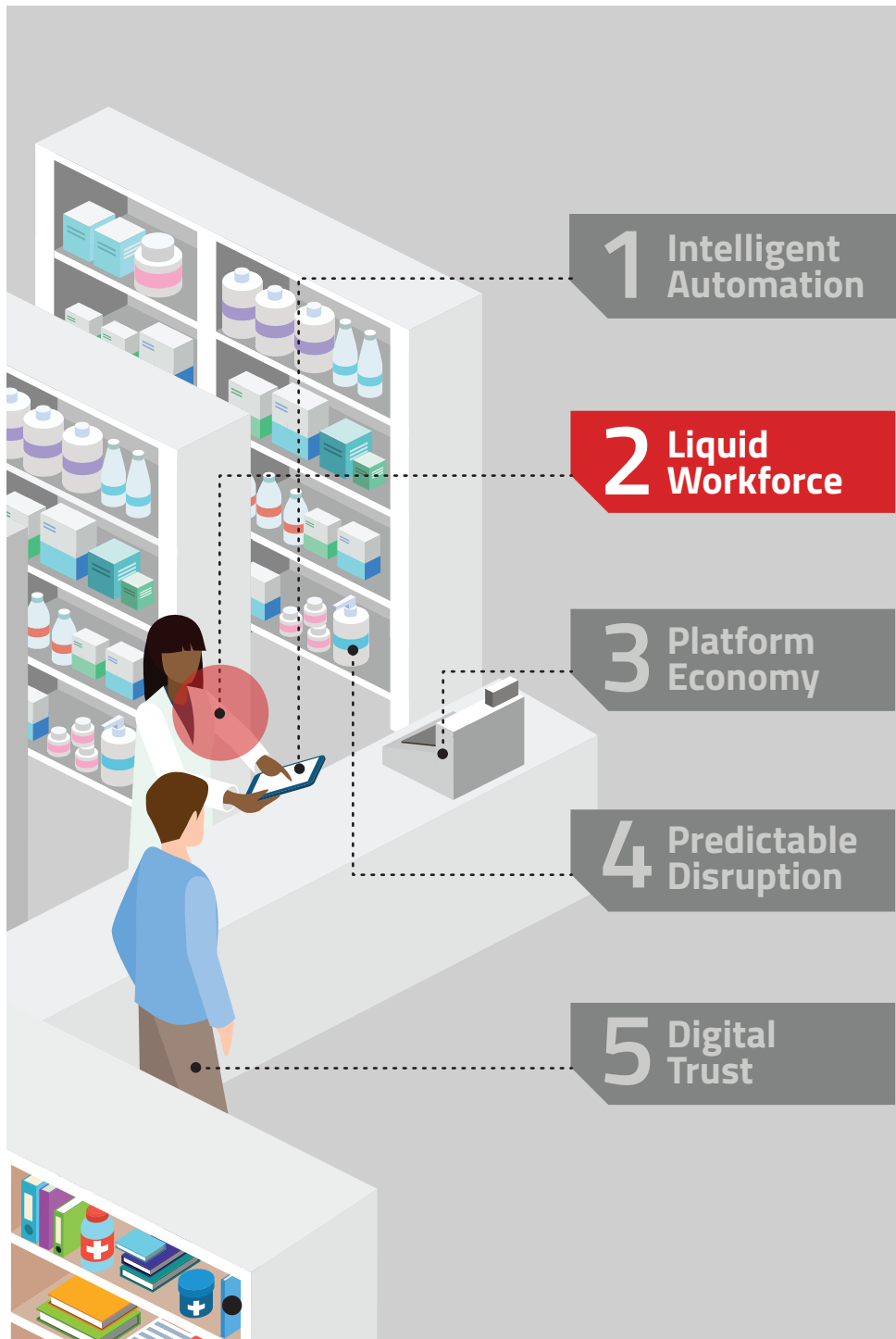# INTELLIGENT AUTOMATION

50%
Retailers using automation to manage IT tasks.

47%
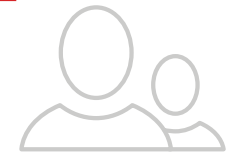Retailers using automation for customer interactions.

Retailers are using automation to ease technology change. Smart companies are investing in artificial intelligence — natural language processing, machine learning, image recognition — to empower sales associates and serve customers.

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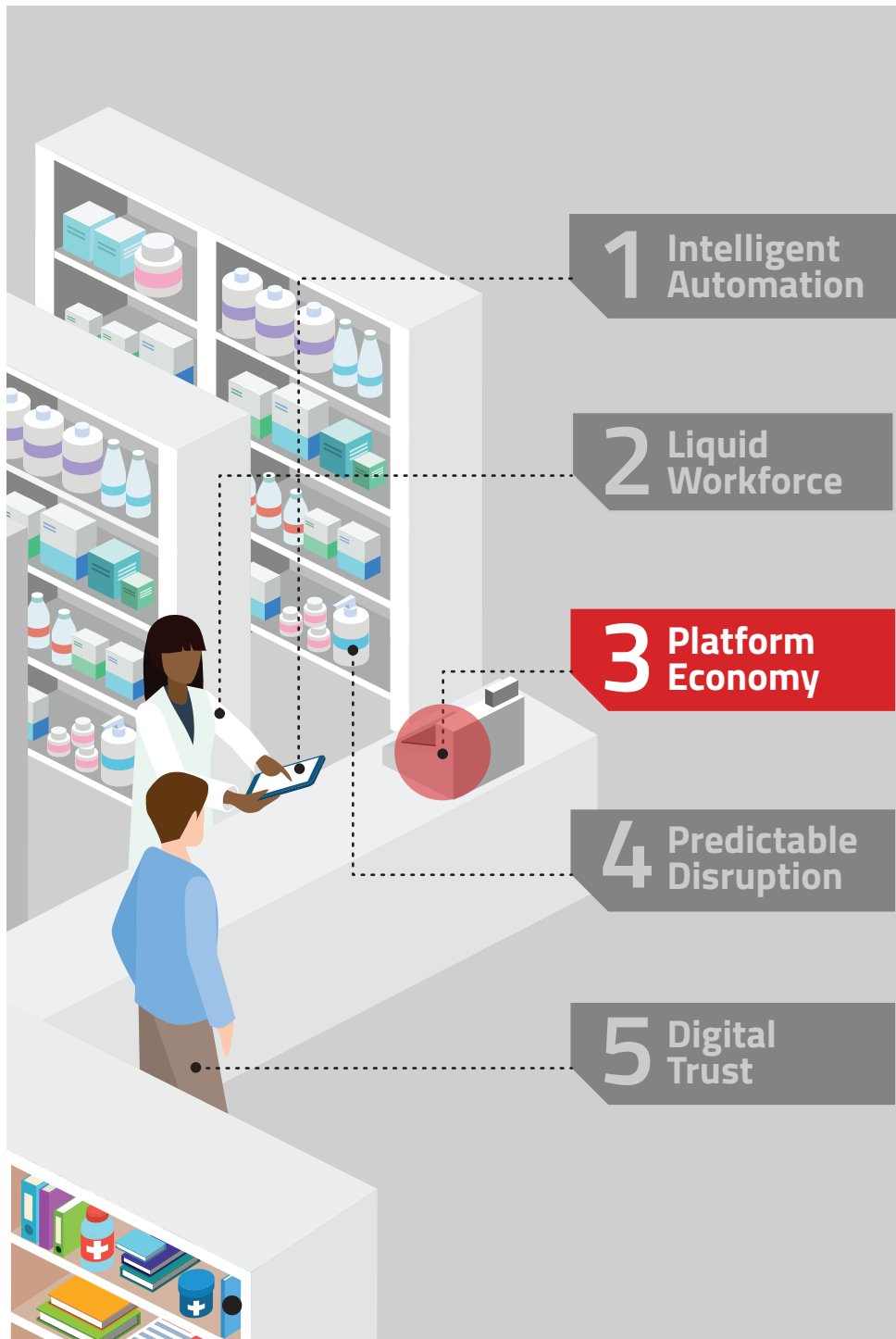**TREND 2:**
LIQUID WORKFORCE

56%
Retail jobs that will have a digital component by 2019.

86%
Retail executives who say workforce training will grow in importance.

To make their workforces more agile, retailers are using technology to optimize labor scheduling and promote continual learning.

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TREND 3:
PLATFORM ECONOMY

86%
Retail executives who say platforms will be the glue that holds companies together.
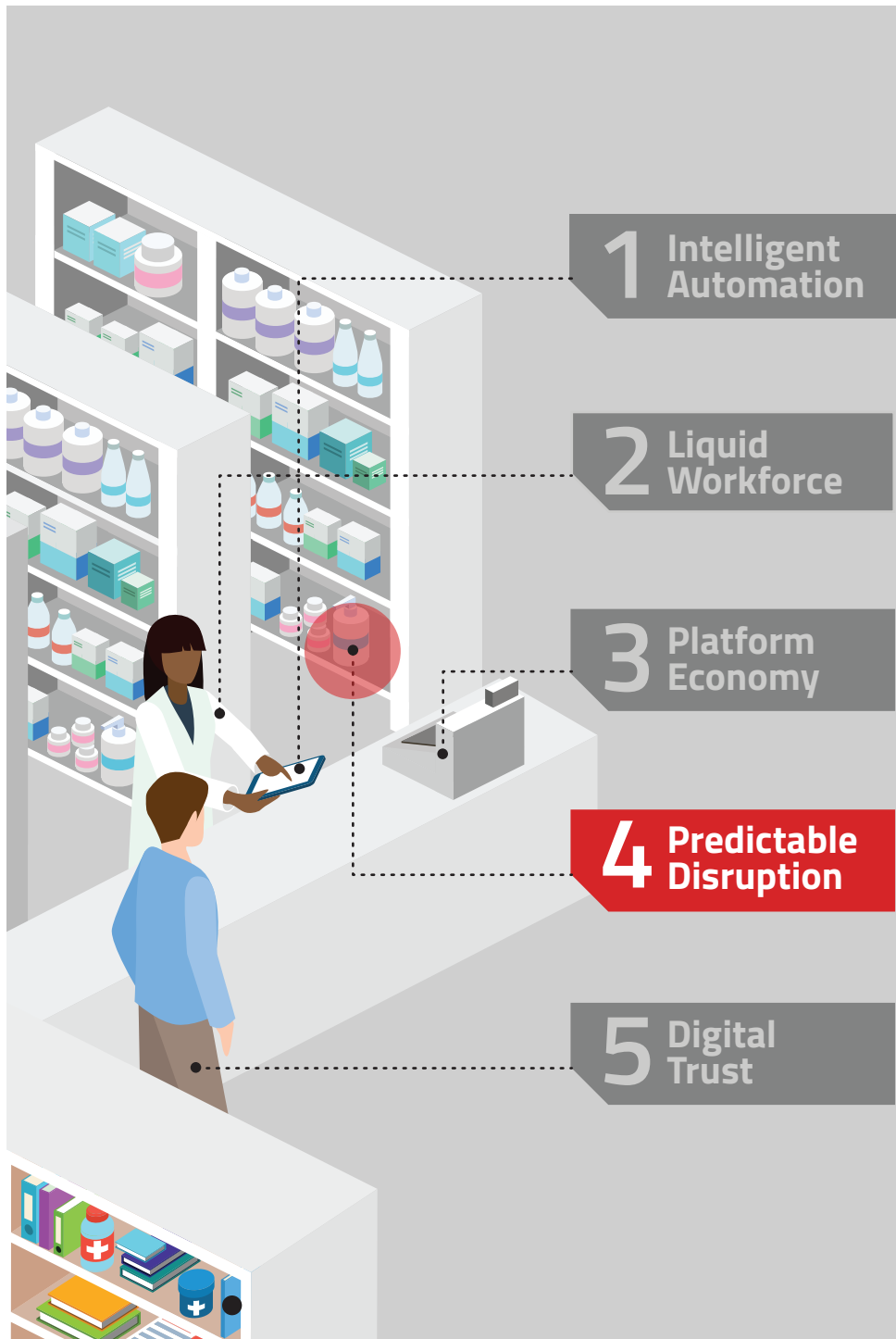
52%
Retailers investing in a comprehensive digital technology platform.

In the Platform Economy, companies rely on an external ecosystem of partners and services unified by digital technologies. Successful retailers are thinking like technology companies — such as Amazon® and eBay® — and using platforms to pursue new business models.

Amazon® is a registered trademark of Amazon Technologies, Inc.
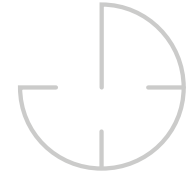eBay® is a registered trademark of eBay, Inc.

1 **Intelligent Automation**

2 **Liquid Workforce**

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5 **Digital Trust**

TREND 4:
# PREDICTABLE DISRUPTION

88%
Retail executives who say industry boundaries are being erased.

Digital drives change, but platforms drive disruption. As ecosystems become pervasive, manufacturers will disintermediate retailers and platform-empowered startups will disrupt markets.

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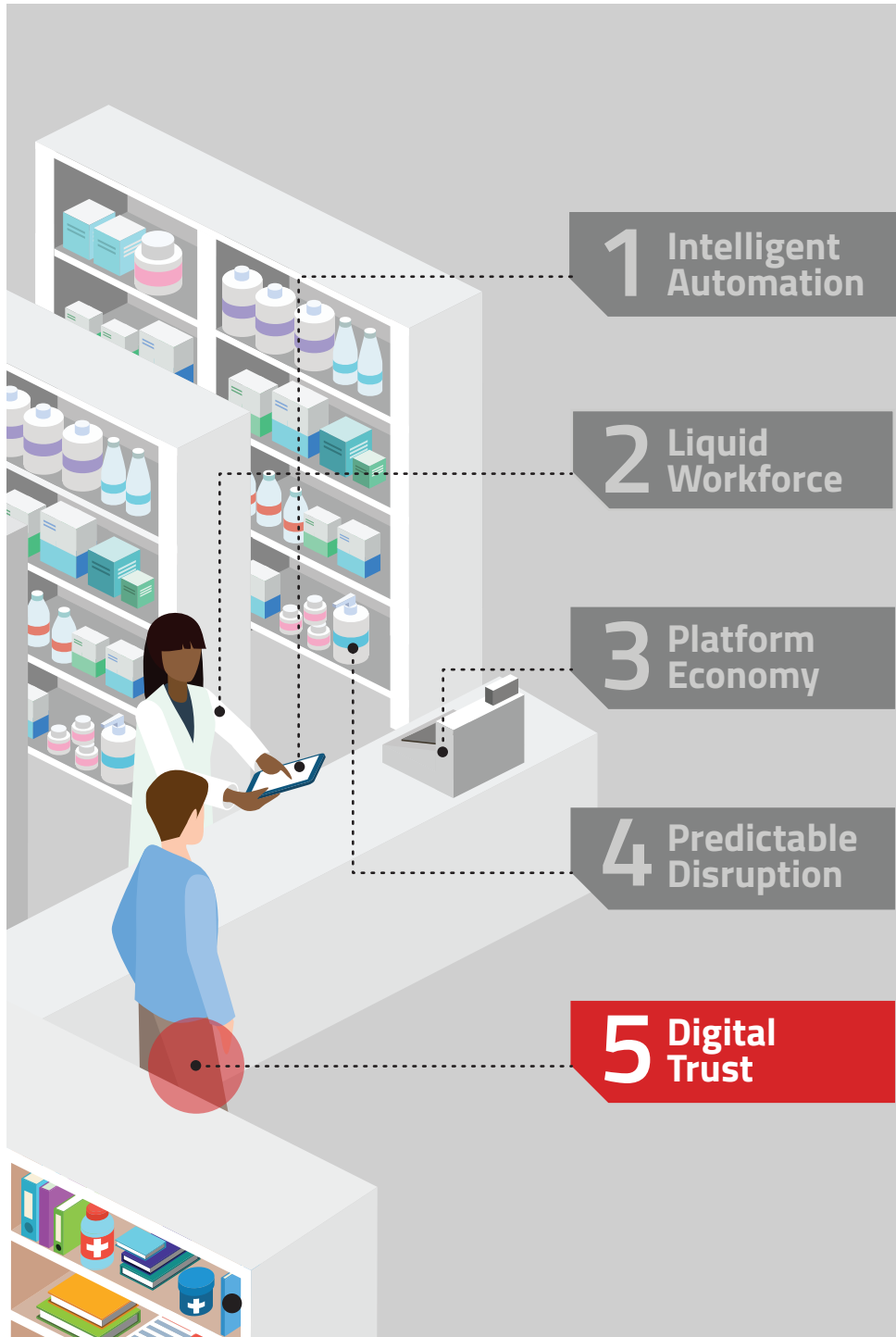
5 **Digital Trust**

TREND 5:
DIGITAL TRUST

76%
Retailers who say they're exposed to more digital risk than they can handle.

86.5M
Average number of customer records stolen in the "most invasive" security breaches.

47%
Proportion of all "most invasive" security breaches that have occurred in the retail industry.

Retailers can't leverage customer data without trust. Customers want retailers to use their data to improve the buying experience, not be intrusive. Your data policies and procedures may have to go beyond existing privacy regulations.