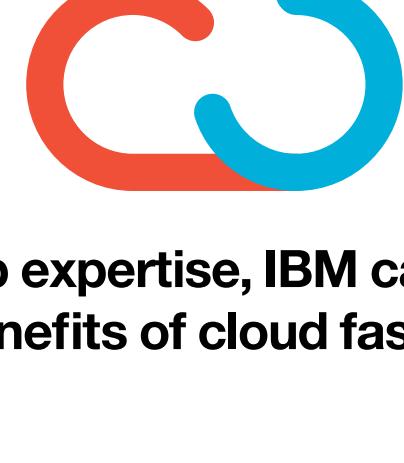# Retailers can deliver a consistent brand experience across multiple customer touch points with...
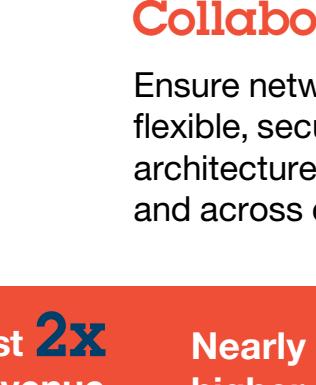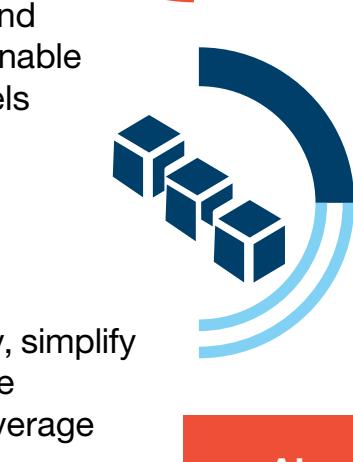
# IBM Cloud

**With a broad cloud portfolio and deep expertise, IBM can help you innovate and realize the benefits of cloud fast:**
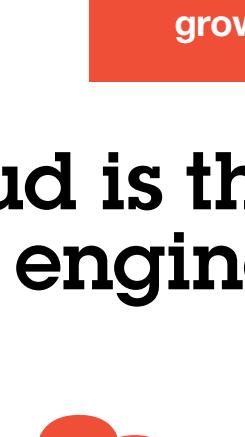
## Strategic Reinvention
Reduce IT and operational costs, increase capacity and performance, and enable new business models

## Deeper Collaboration
Ensure network availability with flexible, secure and reliable architectures for working within and across companies

## Better Decisions
Remove complexity, simplify processes, eliminate bottlenecks, and leverage data and analytics

Almost **2x** the revenue growth
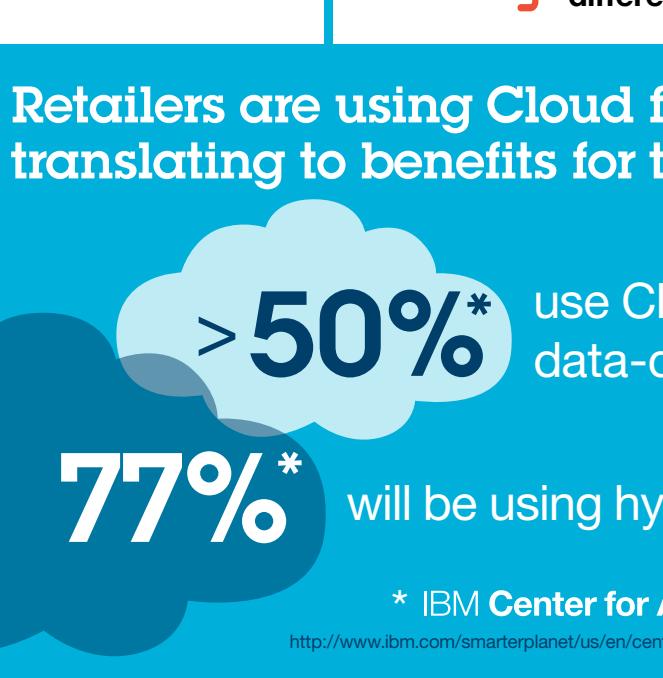
Nearly **2.5x** higher gross profit growth than peers

# Cloud is the growth engine for business.

# Benefits for Retail

1. Gain greater insight into shoppers' behavior and use it to provide targeted campaigns and personalized experiences

2. Enhance customer loyalty by orchestrating a rich shopping experience with reliable reviews and relevant product recommendations

3. Create brand advocates by increasing trust and differentiating the brand experience

## Retailers are using Cloud for competitive advantage, translating to benefits for their customers as well:

**>50%\*** use Cloud to make better, data-driven decisions.

**77%\*** will be using hybrid Cloud this year.
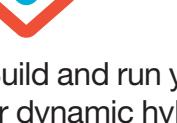
\* IBM **Center for Applied Insights**
http://www.ibm.com/smarterplanet/us/en/centerforappliedinsights/article/globalcloud.html

# Here's a good example

## HONG KONG

Based on insights gained from behavior patterns, Hong Kong developed targeted marketing campaigns that achieved a conversion rate from shopper to customer

by **250%**

"With greater insight into shoppers' behavior, we're able to provide timely relevant product recommendations and personalized experience to continue promoting our online store as a haven for fishermen.

**Hong Kong Department Stores**

Forward-looking retail companies are pursuing cloud strategies to:
- Reduce the cost of delivering IT to support large transformations
- Deliver projects and innovations, especially in analytics and mobile
- Deliver a dependable and cost-effective global footprint for e-commerce

# IBM has helped tens of thousands of organizations to gain competitive advantage through cloud.

## Think it.
Strategize how to use cloud to drive revenue growth and efficiencies.

## Build it.
Build and run your private or dynamic hybrid cloud.

## Tap into it.
Utilize cloud services delivered from IBM Cloud.

IBM