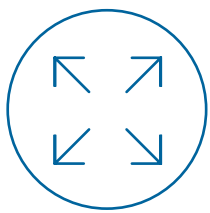


Leading from the front

Digital Reinvention in retail

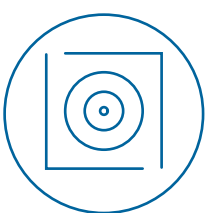
Retail executives around the world see a new type of economy emerging



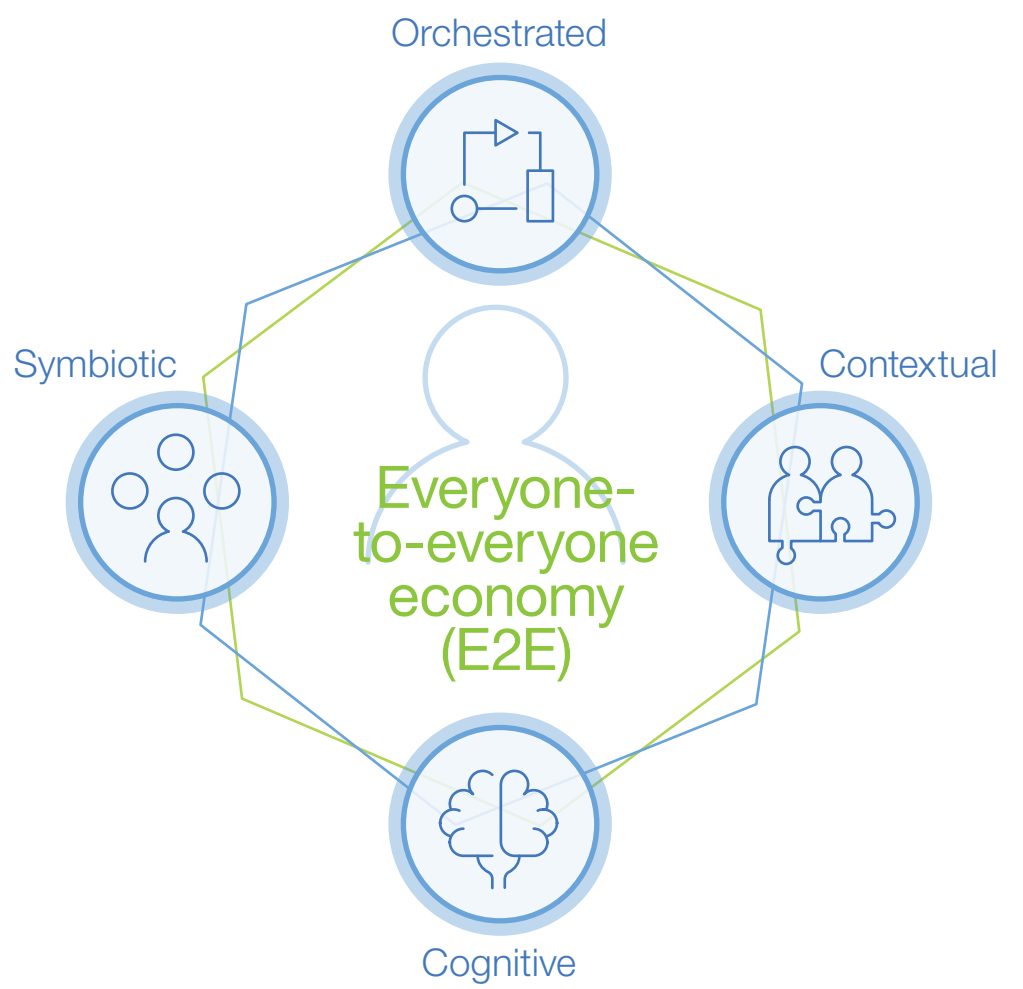
58% said that traditional value chains are fragmenting and being replaced due to disruptive technologies



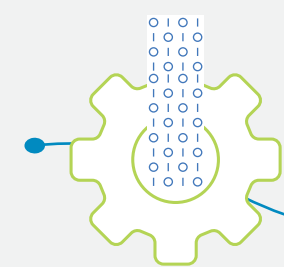
44% said that boundaries between retail and other industries are blurring



58% said that competition from new and unexpected sources is impacting their businesses



Retail executives recognize the imperative to digitally reinvent their businesses to thrive in the face of disruption



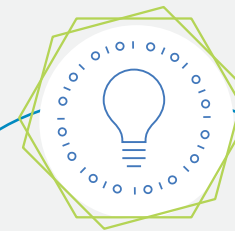
Digitization

Improve efficiency by applying technology to individual resources or processes



Digital transformation

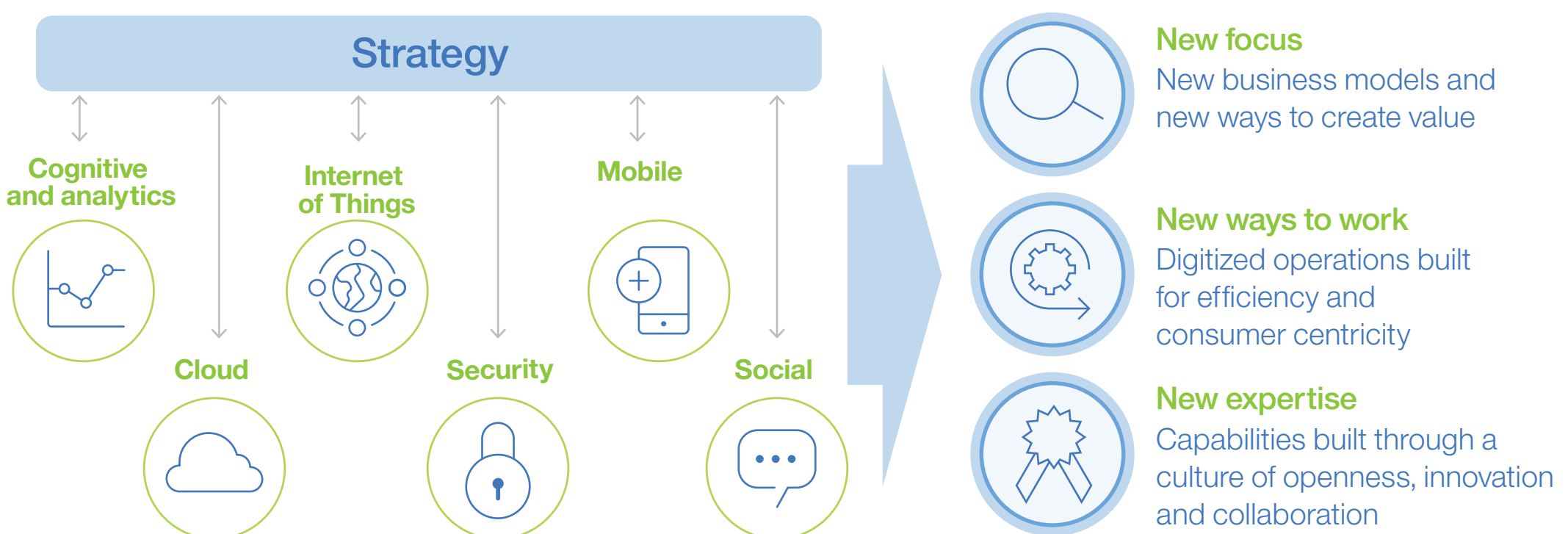
Digitize entire aspects of a business, producing consumer experiences that support individuals' needs or wants



Digital Reinvention™

Incorporate digital technologies like never before to create revenues and results via innovative strategies, products and experiences

Retail businesses need to seize the digital advantage



To learn more, please visit ibm.biz/drretail