

Transform retail experiences with data and AI

Today's hyper-competitive retail markets demand more personalized and engaging customer interactions. To keep up, organizations are leveraging their data.

80% of consumers 

indicated they are more likely to do business with a company if it offers personalized experiences¹



Build revenue with brand loyalty

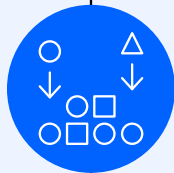
Deliver personalized experiences with real-time insights and company-wide visibility into customer data and buying habits.



73% of buyers point to **customer experience** as an important factor in purchasing decisions²

Too much of a good thing

Data volume can be overwhelming. When your sources work together, it's easier to create unique customer experiences.



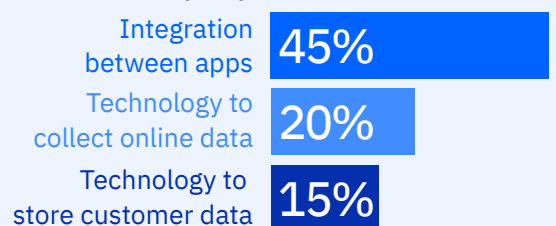
33 Average companies interact with over **unique data sources**³

Real-time insights without moving your data

Data migration is costly and time-consuming. Companies today seek a simpler solution for collecting, organizing and analyzing data in real-time.



Rate of company needs:⁴

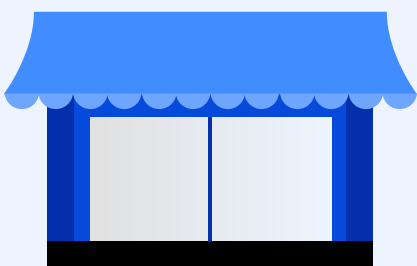
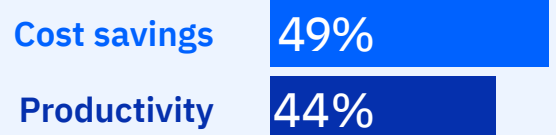


The next generation of retail

Organizations today are turning to new technologies like **AI and machine learning** to gain a competitive advantage.



Worldwide, AI will increase:⁵



The platform of the future

IBM Cloud Pak for Data is an industry-leading platform engineered to enable enhanced customer experiences and business optimization. Drive actionable customer and operational insight by modernizing data collection, organization and analysis.

Learn how IBM helps you leverage all your data for a better retail experience.

ibm.biz/icp4data

1. Epsilon Research
2. Econsultancy (Digital Marketing Trends survey)
3. <https://www.digilant.com/programmatic-media-buying-101-what-is-a-data-lake/>
4. <https://www.v12data.com/blog/25-data-driven-stats-2018/>
5. <https://www.statista.com/statistics/805303/world-ai-benefits-for-retailers/>