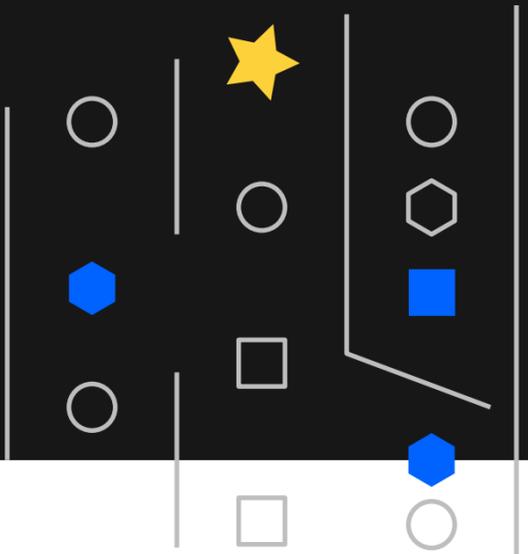


# Going for gold

Retail and wholesale companies are rethinking priorities as they face ongoing disruption



## COVID-19 caused massive disruption in 5 key areas



Inability to maintain business continuity



New requirements for delivery, contactless pickup, and store operations



Financial loss due to disruptions



Workforce disruption



New and increased cybersecurity and privacy threats

## Retail and wholesale companies are making big changes in response

Reducing operational costs

52%

Transition to a more secure/resilient infrastructure

48%

Deploying contactless mobile payments

47%

Creating more robust digital selling platforms

45%

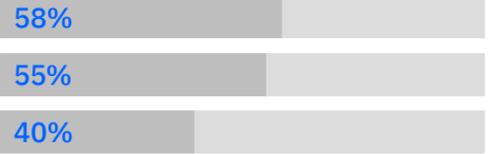
Providing devices to enable remote work

44%

## Organizations are still busy dealing with the pandemic—but they're also building capabilities for the future

### Supply chain

- Building agility to adapt faster to changes in consumer demand
- Introducing order and inventory visibility across distribution channels
- Localizing assortment/merchandising to be more adaptive to needs of local markets



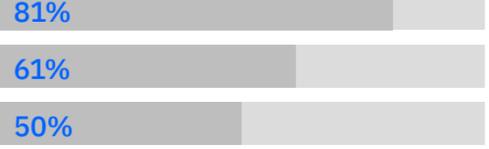
### Consumer experience

- Improving safety in the workplace to minimize disruption
- Expanding contactless programs to checkout, pickup, etc.
- Expanding tools for store associates to improve productivity and better serve customers



### Operations

- Introducing new processes to ensure workplace and store safety
- Establishing new procedures to minimize disruption
- Accelerating modernization initiatives to increase agility

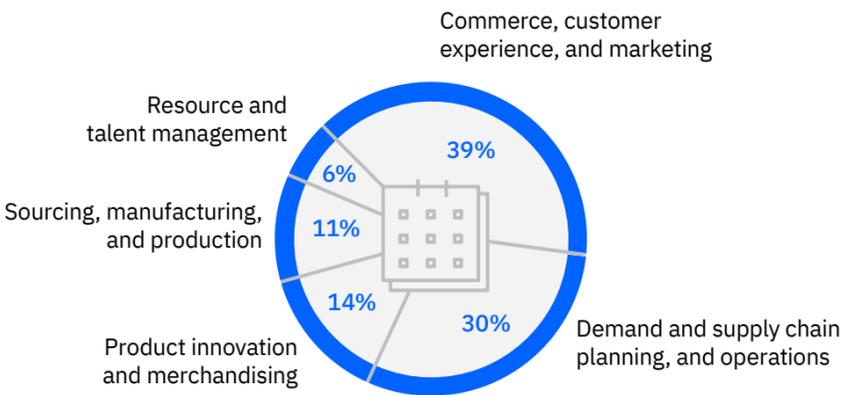


### Innovation and technology

- Investing in analytics to improve speed and quality of decision making
- Rapidly testing, learning, and scaling new ideas
- Building intelligent workflow and automation across product development and supply chain

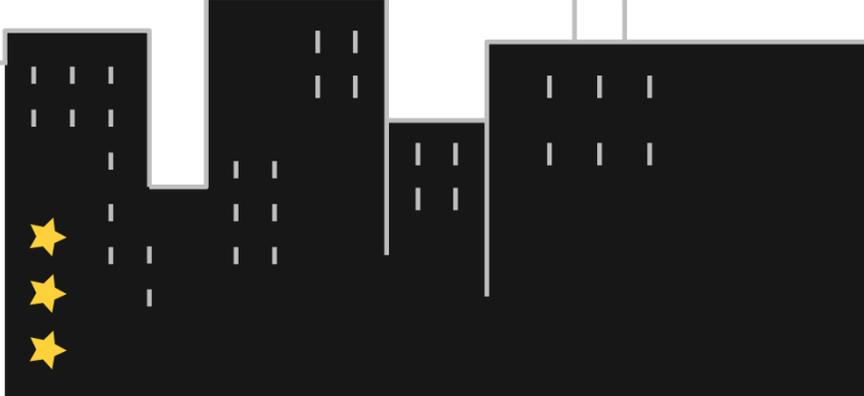


## Retail and wholesale companies have clear priorities for the next 6-12 months



## And they've set 3 top business goals

- Improve customer experience
- Increase revenue
- Increase agility/responsiveness



The full IBV research study will be out in Q1 2021, featuring in-depth insights about 2021 industry priorities—and what technologies are critical for future success.

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