Maximized locations
Ensure new stores are built in the optimal location with tools that let you see projected demand before you ever break ground.

Personalized stores
Identify local shopping trends so you can gear each location to the customers who shop there the most.

Flexible operations
Rapidly respond to changes in demand with intelligent fulfillment that gets products where they’re needed most.

Refined forecasting
Analyze demand trends to understand what customers want — when and where they want it — so you can plan ahead.

Brand loyalty
Instill customer loyalty with predictive technologies that help you cater to individual needs.

Think and operate like a local
No two communities are the same. Your stores shouldn’t be either. Take advantage of detailed insights from IBM to help identify local trends, giving you the information you need to locate, supply and operate your store for maximum sales.

Speak to your customer as if you were a local, with IBM MetroPulse →