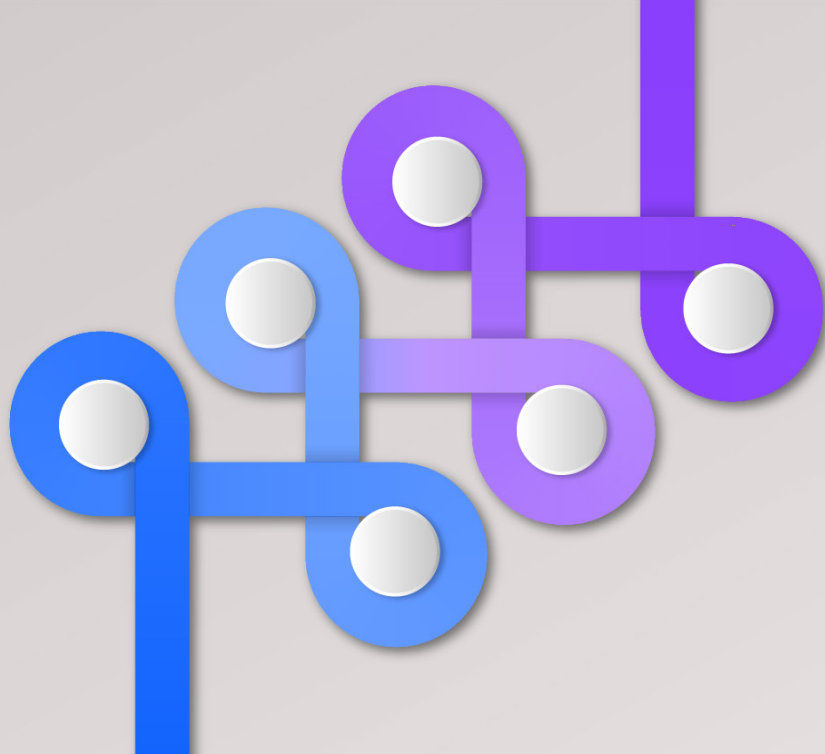


Report insights:  
Cut the cost of complexity

# Retail

## AI-powered IT automation: The hidden advantage behind your shelves

Whether you work for a specialty store or a big-box retailer, your company's infrastructure is the anchor of your enterprise. You're the one in charge of curating innovation, streamlining operations and shaping how much value IT can bring to your retail organization.



Highly automated organizations attribute a  
**10% increase in revenue to their digital  
transformation efforts<sup>1</sup>**

Retailers who have deeply embedded AI in IT are  
driving innovation from the back office to the point of sale



Stronger integration  
across platforms



Clearer visibility  
into operations

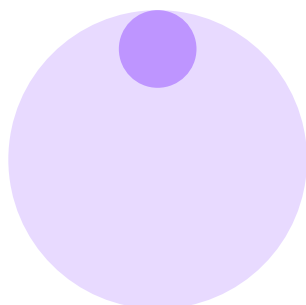


Robust data governance and  
compliance readiness



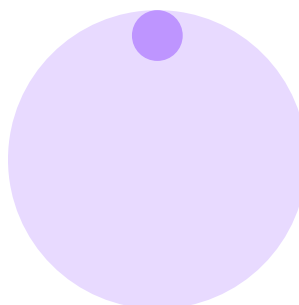
Advanced cloud adoption for  
scalable infrastructure

When it comes to AI and IT automation, most retailers  
are wandering the aisles



26%

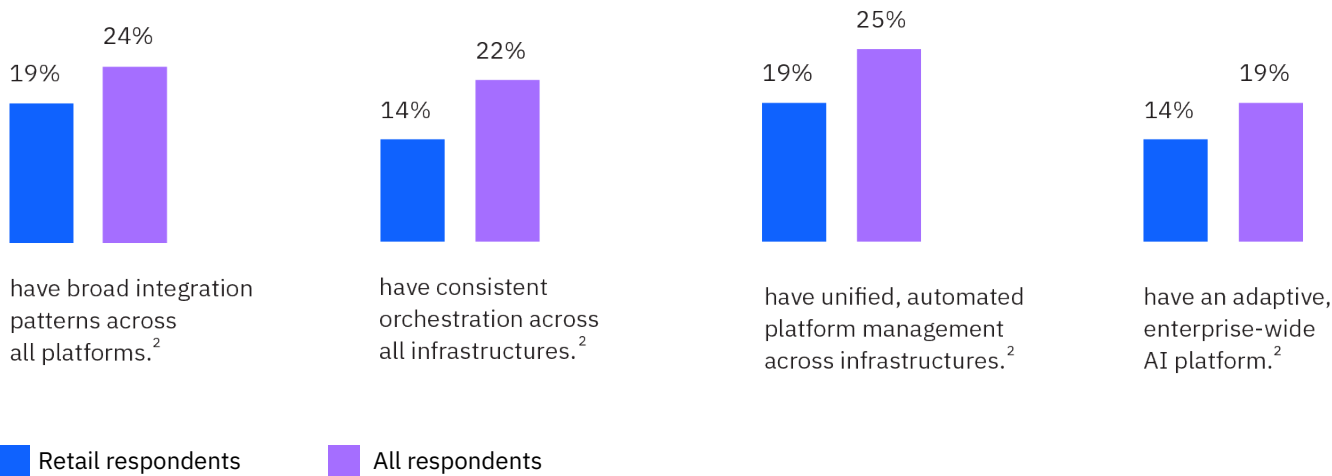
of retail companies specifically  
embed AI and automation in  
their integration strategy.<sup>2</sup>



17%

of retail companies have  
platforms optimized for AI  
and self-service.<sup>2</sup>

# Are your digital assets working as hard as your top salesperson?



## Make your company’s IT portfolio your most important SKU



**Modernize outdated systems**  
Rebalance your IT portfolio by retiring outdated systems, consolidating platforms and improving data flow.



**Automate risk management**  
Build frameworks that help mitigate risk, forecast IT needs and address compliance.



**Integrate disjointed systems**  
Use AI to enforce secured access, standardize APIs and enable seamless data integration.



**Deploy AI strategically**  
Inject AI into workflows to reinvest savings into high-impact initiatives and transform IT into a value driver.

## Want to spend more time increasing basket size and less time thinking about IT costs?

Check out the IBM Institute for Business Value report, “Cut the cost of complexity,” for insights about optimizing your tech assets to generate better enterprise-wide returns on your IT investments.

[Download the report →](#)

1. Cut the cost of complexity report, IBM Institute for Business Value, August 2025.  
2. Cut the cost of complexity research, IBM Institute for Business Value, August 2025.

