

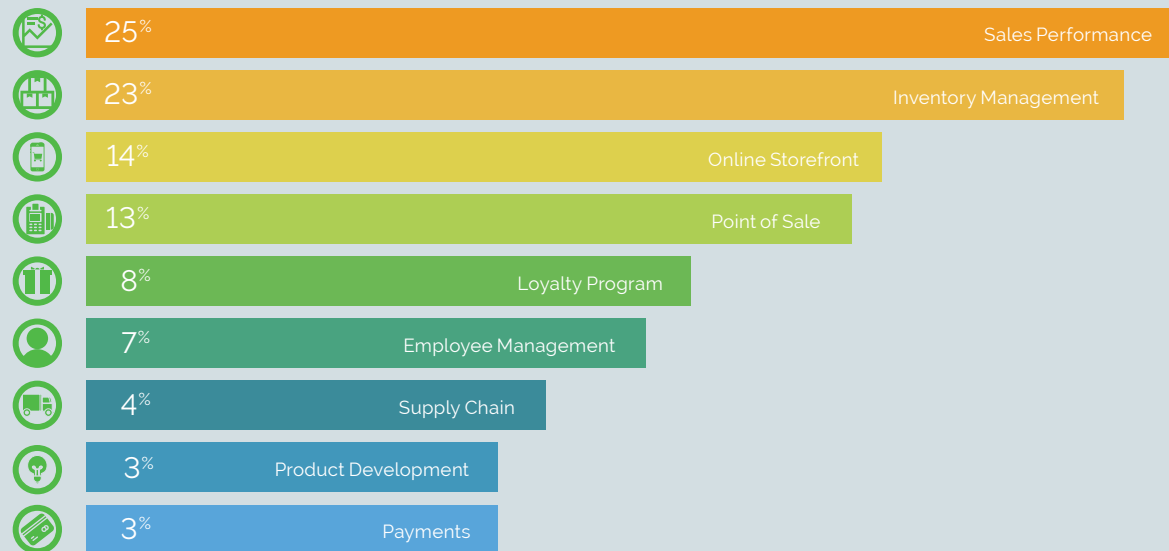
Emerging Tech Trends in Retail

Powered by NCR Corporation

NCR surveyed retail IT decision makers to explore sentiment regarding the current state of their retail technology, initiatives to enhance their retail infrastructure and/or undergo a digital transformation, and how successful implementation has been.

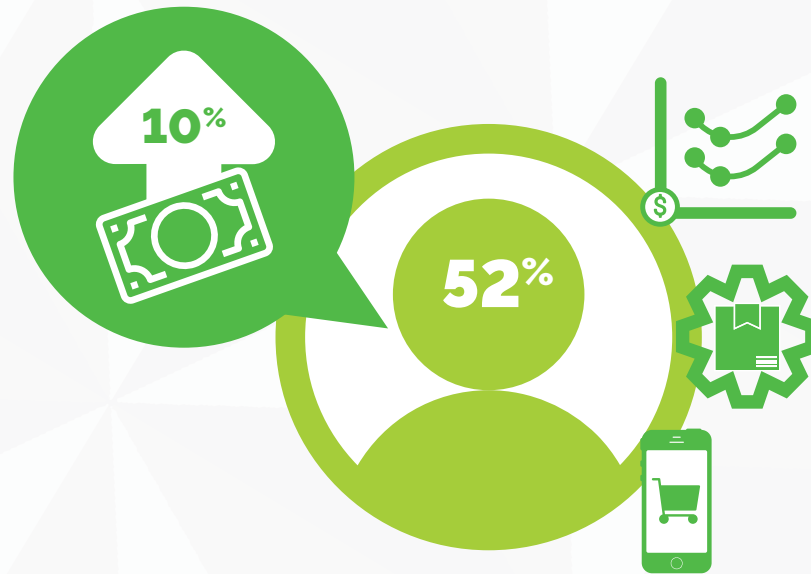
Performance Over Product

Retail IT decision makers selected sales performance as the area in their business that would most benefit from a technology overall.



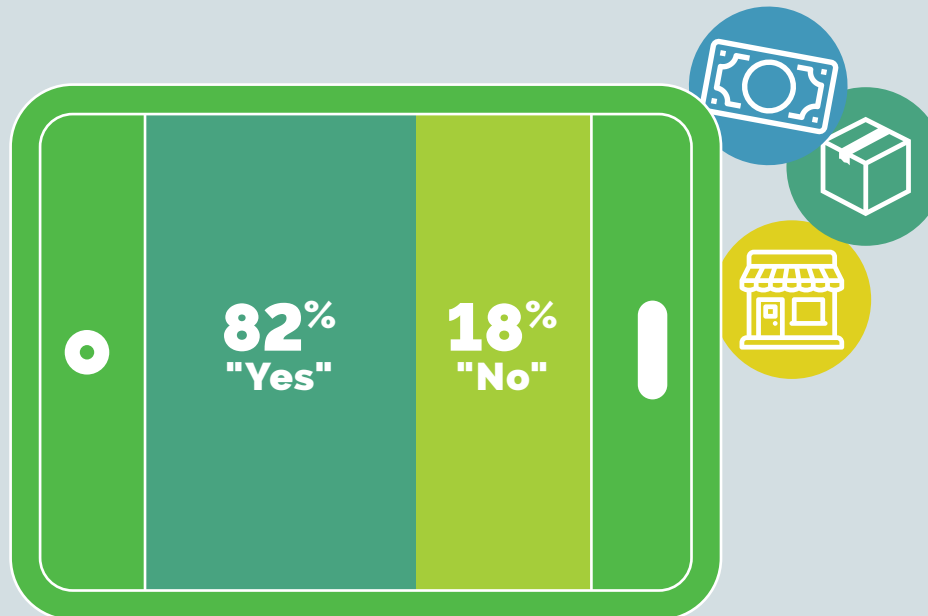
This Time. Next Year.

The good news is, more than half (52%) of the respondents said their organizations will spend more than 10% of their 2020 IT budgets to implement technology to improve the area in most need of a technology overhaul.



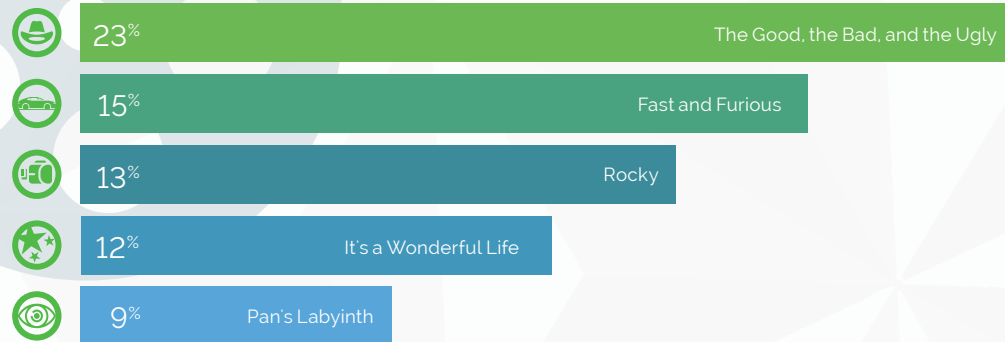
We're Working On It

An overwhelming number of surveyed respondents say their organizations are actively working on digital transformation, with 82% responding "yes" and 18% responding "no."



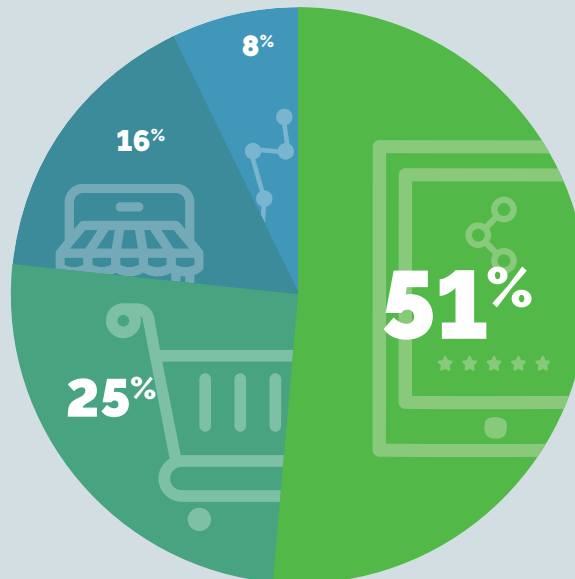
"Reel-y" Limitless Opportunities

More than a quarter (28%) of respondents describe their digital transformation efforts as "Limitless" when comparing their efforts to a list of movie titles. Other responses included:



Give Them More. Channels, That Is.

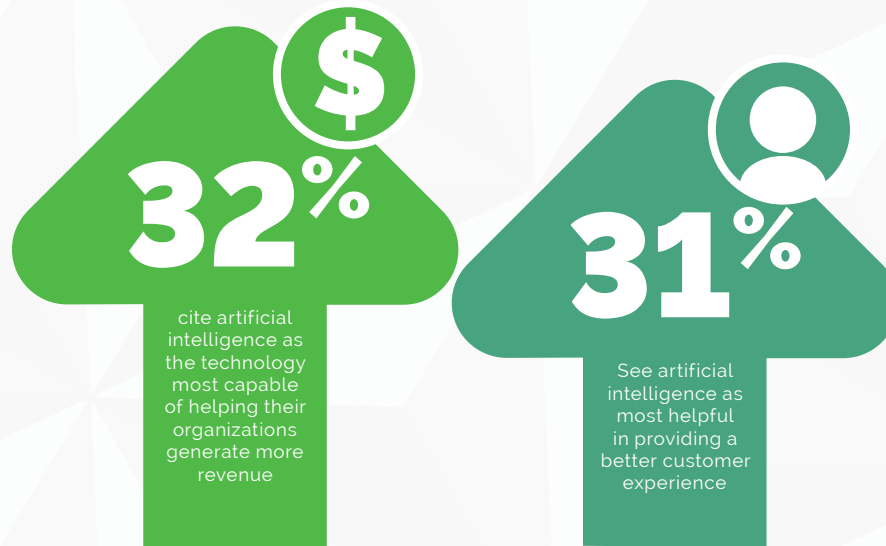
Digital transformation is more than technology for technology's sake. More than half of the surveyed retail decision makers said digital transformation means they're able to expand into different channels to sell to customers. When asked, which best describes what digital transformation means to your business, respondents answered as follows:



- Expanding into different channels, like social media, to sell to customers
- Creating more personalized shopping experiences
- Migrating away from brick and mortar toward e-commerce only
- Using data and other technologies to reduce customer churn

AI Is A Money Maker

Thirty-two percent of respondents cite artificial intelligence as the technology most capable of helping their organizations generate more revenue. Likewise, 31% of respondents see artificial intelligence as most helpful in providing a better customer experience.

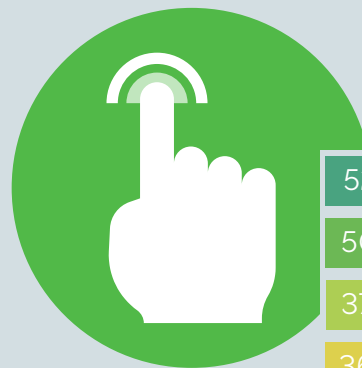


Product Information And Personalization Get Real...Time

The next generation in-store experience will likely include a mix of various technologies from virtual reality to grab and go options, according to respondents.

However, real-time product information and personalized discounts topped the list.

Here's what retail IT decision makers believe tomorrow's in-store experience will entail. (Respondents were asked to select all that apply.)



Are They There Yet?

The following notes which technologies retailers have not implemented:



Emerging Tech Trends in Retail Study

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In November of 2019, NCR commissioned a study to learn more about retailer's technology goals in the coming year. Respondents to the online survey included a total of 302 retail IT decision makers. The margin of error for this survey is plus or minus 5%.

About NCR

NCR Corporation (NYSE: NCR) is a leading software- and services-led enterprise provider in the financial, retail, hospitality, telecom and technology industries. NCR is headquartered in Atlanta, Ga., with 34,000 employees and does business in 180 countries. NCR is a trademark of NCR Corporation in the United States and other countries.