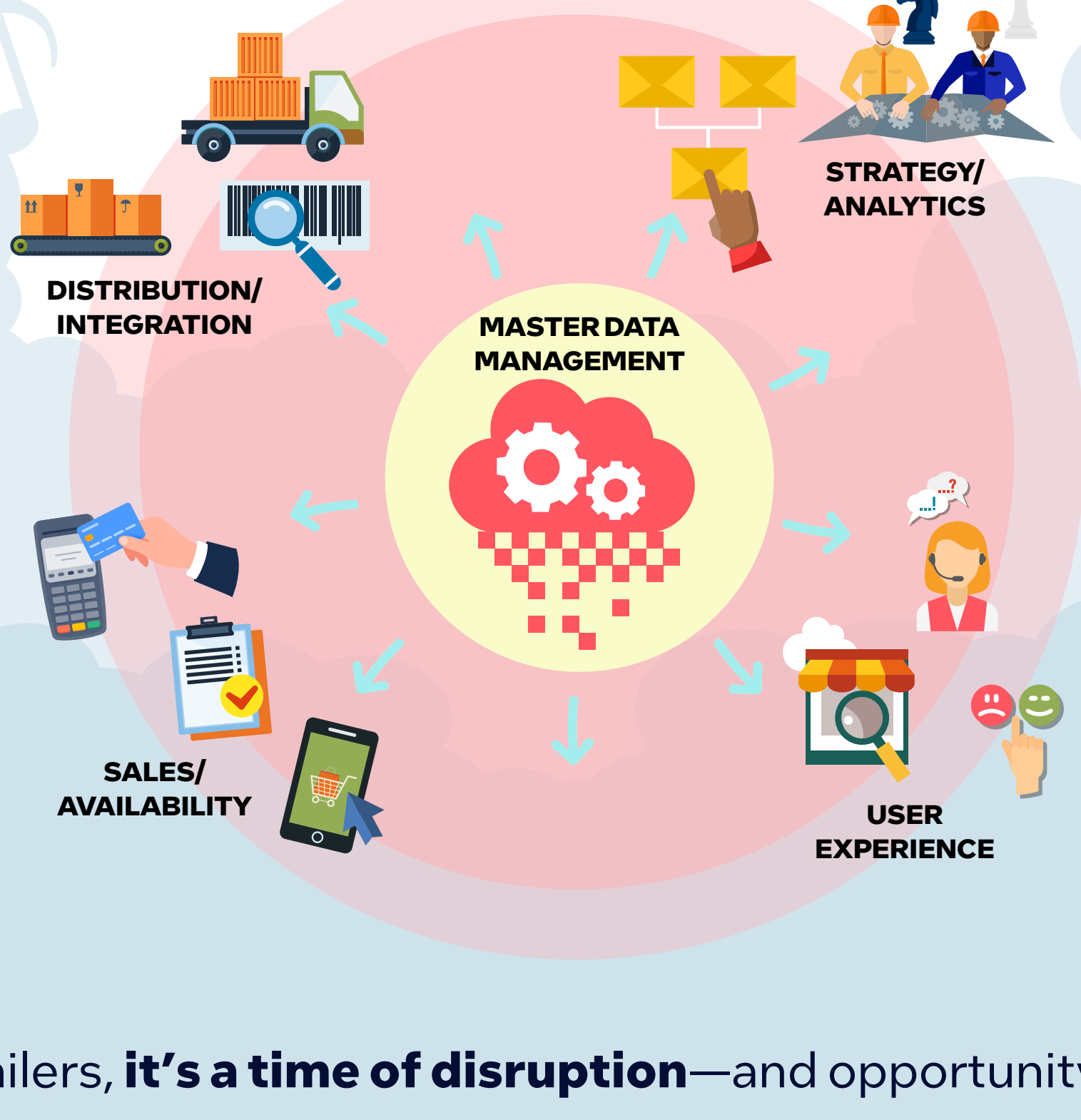


Retailers Harmonize Digital Transformation with the Symphony of Unified Commerce.



For retailers, **it's a time of disruption**—and opportunity. **Customers expect a great experience** through any and all sales channels. **Visionary retailers** recognize this desire and seek to meet it through **digital transformation**. Unified commerce is a **key transformation enabler**.

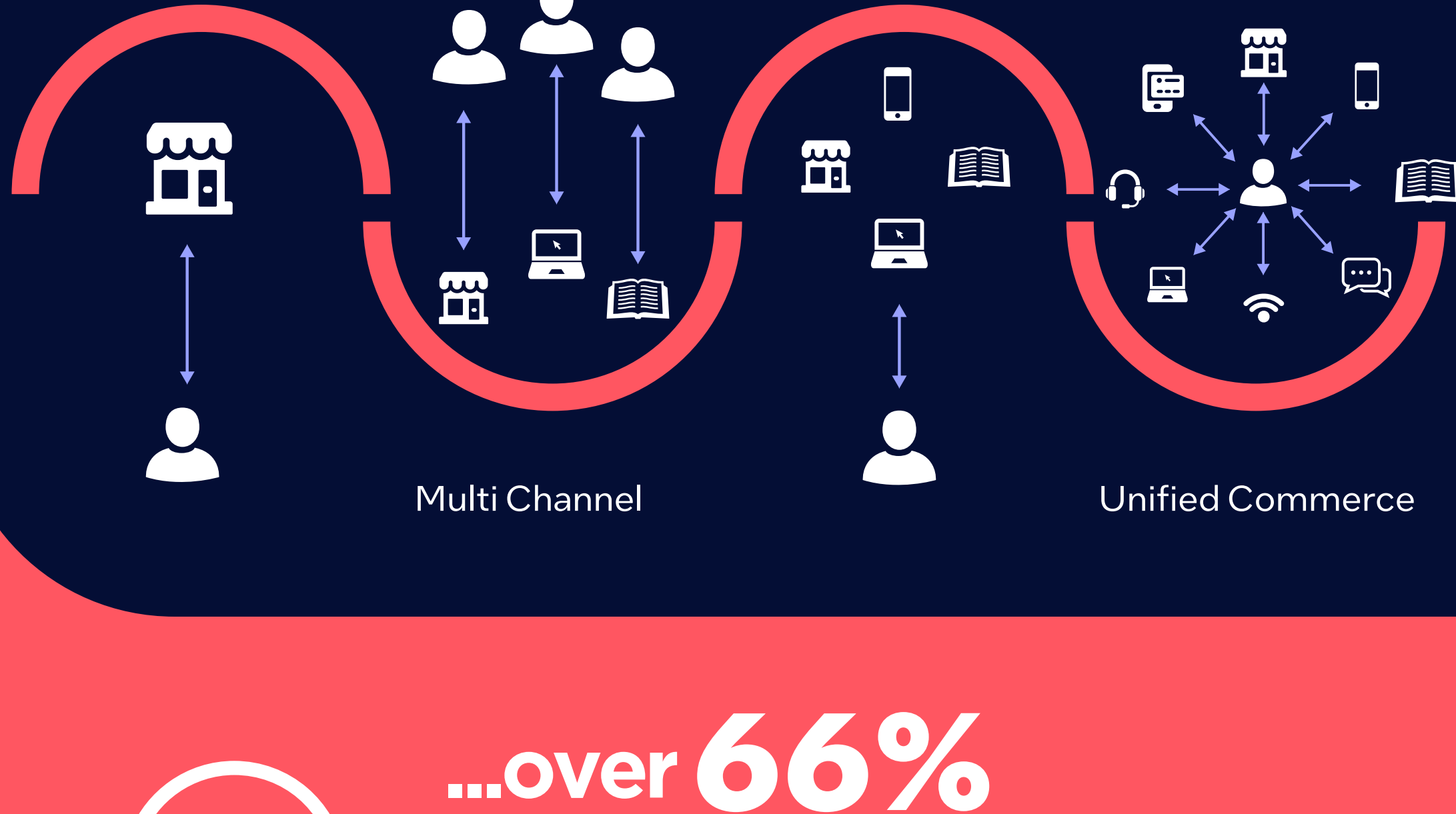
Unified Commerce Many instruments, one orchestra

While **single-channel** created a relationship with the customer in just one way, typically a visit to a brick-and-mortar store, **multi-channel** enabled customers to interact with retailers in several ways, including storefront, website, phone, email, and social media.

Omni-channel tied together those channels so each could recognize a single customer as the same person.

Unified commerce goes beyond omni-channel to connect all customer-facing channels, critical data, and supporting management systems.

Master Data Management (MDM) is key to unified commerce because it breaks down information silos and aligns multiple systems to create a single source of truth.



...over 66%

of all software spending in retail is now focused on the concept of Unified Commerce – for **SaaS** and **Cloud**, the number is **68%**.¹

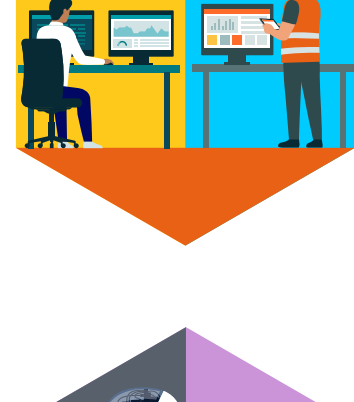
By joining business inventory data and customer data from all sales channels, Unified Commerce delivers:

- Deep visibility into all parts of the business
- Automated, efficient store operations
- AI-and ML-based insights and decision-making
- Supply chain visibility
- Customer 360 personalized marketing
- Better forecasting
- Better financial planning

Transformational technologies enable unified commerce

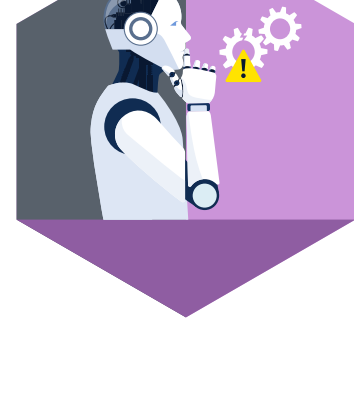
To streamline operations and enhance the customer experience retailers can benefit from:

- IT solutions like point of sale systems and eCommerce platforms
- OT solutions like automated inventory management systems and warehouse management systems
- Artificial Intelligence



IT/Operations Convergence

The convergence of information technology (IT) and operational technology (OT) is another key enabler. In 2023, 98% of organizations will prioritize IT/OT convergence.⁴



Artificial Intelligence

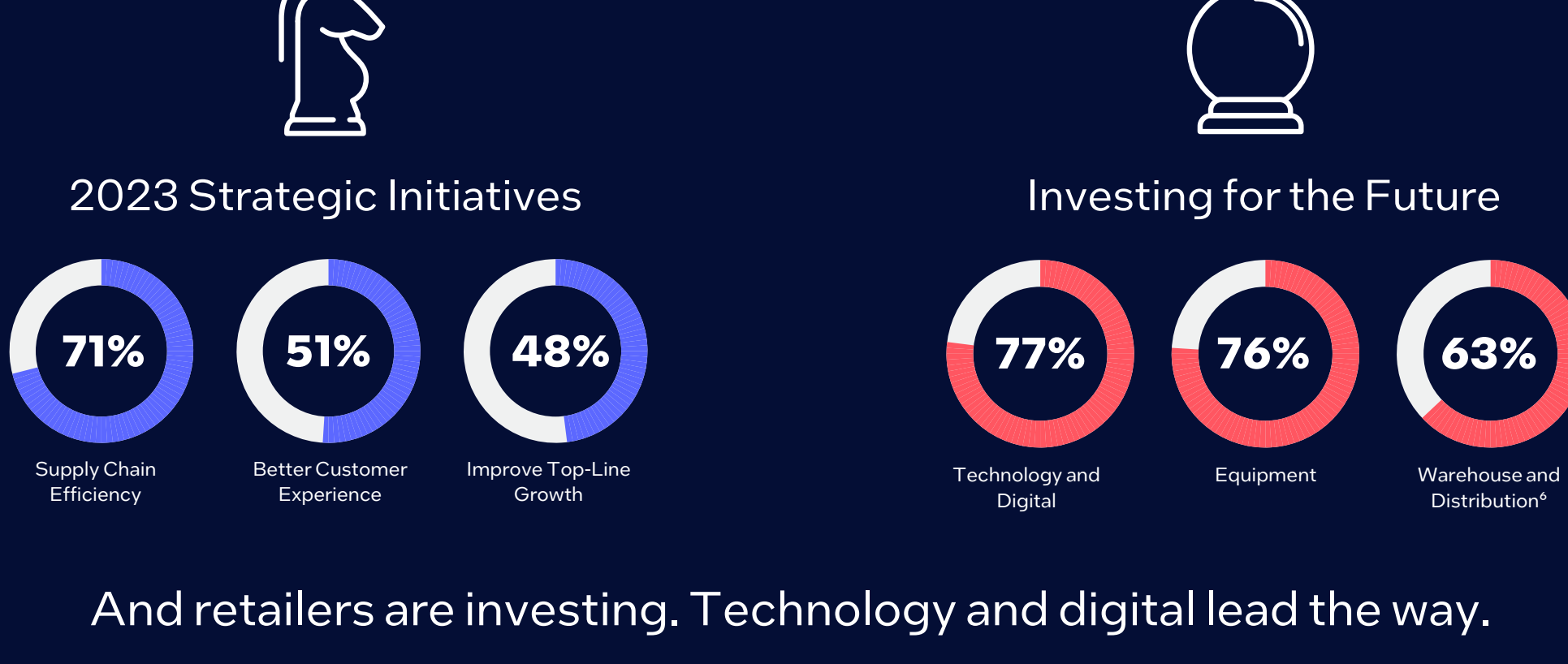
Two-thirds of retailers currently use AI applications, and the remaining third plan to use AI within the next year. – IDC²

The impact of AI on retail revenue growth will amount to more than \$4.9 trillion over the next 7 years. And 54% of cumulative economic benefits from AI through 2029 will be in increased sales (Inclusive of all types of AI).³

“The long-debated convergence of IT and OT systems and processes is accelerating. ... Digital transformation at every stage provides organizations with greater insight, predictability and efficiency—and more satisfied customers—all of which paves the way to more profitability.”⁵

Retailers are getting in tune

Retailers are seeking to transform performance in supply chain, customer experience, and top-line revenue.



And retailers are investing. Technology and digital lead the way.

“Retailers are addressing customer expectations with applications designed to build brand loyalty and engagement. Initiatives that have already been implemented most by retailers are multiple payment options (58%), loyalty programs (56%), and real-time contextual personalization (54%).”⁷

Bravo, unified commerce!

Unified commerce leaders' **revenue growth outperforms** non-leaders by **3x – 6x**.



- Personalized recommendation on homepage
- Real-time inventory on product details page
- Leaders: **50%**
- Leaders: **62%**
- Non-Leaders: **20%**
- Non-Leaders: **25%**⁸

Find out how to transform your retail business with AI, IT/Operations Convergence, and unified commerce.

Learn more about how Intel solutions enable business outcomes



1. "Unified Commerce," IHL Group, Oct. 2020.
 2. "Industry AI Path Survey," IDC, September 2022.
 3. "2023 Retail AI Revolution," IHL Group.
 4. "Manufacturing and Retail Decision-Makers Bridge the Divide Between IT and OT," CIO MarketPulse, 2023.
 5. Idem.
 6. KPMG, LLP, 2023
 7. "Global Retail Operating Models Survey," IDC, August 2022.
 8. "2023 Unified Commerce Benchmark for Specialty Retail," Incisiv, Manhattan Associates.