

The Future of Retail

... with TIBCO Connected Intelligence

THE NEW SHOPPING EXPERIENCE



Data-centric, Digital Commerce:

Reacting to rapidly changing customer preferences and expectations



Retailer

Accelerated need for digital-centric business strategy due to COVID-19



Customer

Shoppers research most products online to find the best options



Online and physical stores create customer profiles to make personalized offers



Data: Driving Transformation in Retail



91%

Consumers are more likely to shop with brands that provide relevant offers

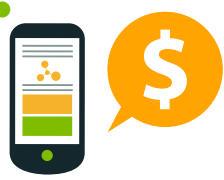


Enable a wide range of payment options



It's now much easier to offer consistent information on every device

THE MOBILE FACTOR



Customers easily access comprehensive, real-time and identical information across multiple devices

82%

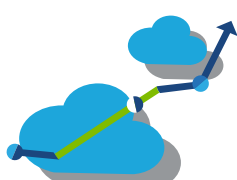
Smartphone users consult their phones on purchases they plan to make in store

Data is the Common Thread

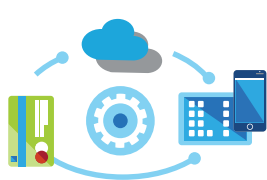
Retail Trends



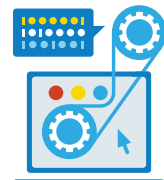
Better manage seasonal demand across every major system and process.



Modernize core infrastructure to be cloud first and support agile development.



Engage customers with personalized experiences across all channels.



Optimize availability and maximize sales with real-time inventory insights.

THE NEW RETAIL EXPERIENCE

SEAMLESS CONNECTIONS

Operational Excellence



Real-time connections and responses for automated decision-making

Distribution Realignment
Transformation of delivery and distribution



Fraud detection



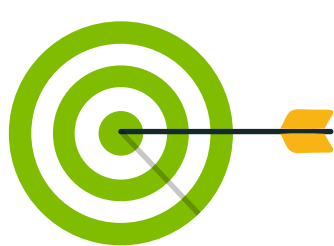
Predictive staffing



Supply chain optimization

CUSTOMER INTIMACY

Blurring of Channels
(in store and online)



Consistent, fluid omni-channel retail experience



Proactive customer service



Marketing mix and merchandising optimization



Demand planning

Critical Retail Game Changers



Retailers today cannot wait to optimize operations and build customer intimacy. Start on your transformation journey to become a data-centric, digital enterprise now with TIBCO.



DISCOVER MORE

For more information visit the [Retail solutions page](#), or [contact us](#).