Are You Ready for Tomorrow’s Marketplace?

William Gillispie
Retail & CPG Leader
IBM Global Business Services
Buckle up and keep all hands and feet inside the ride!

“ The last best experience anyone has anywhere becomes the minimum they want everywhere ”
The oldest Millennial is 36
The oldest “iGen” is 16

Consumers now demand consistency across every and all touchpoints
“The biggest threat is new competitors that aren’t yet classified as competitors.”

Piotr Ruszowski, CMO, Mondial Assistance, Poland

Every industry will be disrupted
Valued at $4.5 billion

21B
IoT devices connected by 2020

60%
Global mobile penetration rate by 2020

65%
Global CXOs believe industry convergence is the biggest competitive factor

Uber
Becomes a verb

80
Companies on Fortune’s Unicorn List

2.5 Petabytes
Unstructured data from one million customers stored by Walmart every single hour

77.6%
#BlackFriday mobile orders via Apple devices

69%
Retail execs agree that customers demand more personalized experiences

25 Quintillion
bytes of data produced daily
80% unstructured in pictures, videos etc
Welcome to the Cognitive Era
Watson understands that data, reasons and learns

Watson Jeopardy Video

https://www.youtube.com/watch?v=P18EdAKuC1U
WEATHER

Is the Secret to Understand How Consumers Feel

WEATHER PREDICTS EMOTION & BEHAVIOR

- Right Message
- Product Promotion
- Creative Message & Tone
- Right Time
- Right Screen
JourneyFX
Collecting location data and observing journeys over time.

200M Users
Forecasting pollen counts by store drives allergy sales

The North Face uses Watson and weather to drive personalization and optimize inventory
collecting millions of posts on social media and blogs to identify new trends and new items
Refashioning banking for the wearable world
The Win and Grin™ rolled out to 450K employees, created a culture of competitive flossers.

The Connected Store
Stores really haven’t changed that much…

1916

2016

The Connected Store

Security

Wifi location tracking

Mobile enabled sales associates

Real time stock Out monitoring

Infrared motion

Queue Management

Food freshness and safety

Energy use management

Item location tracking

Digital signage / smart pricing

Demographics / people counting

Foot traffic monitoring

Customer mobile/mobile POS

Security

Food freshness and safety

Queue Management

Real time stock Out monitoring

Item location tracking

Digital signage / smart pricing

Foot traffic monitoring

Customer mobile/mobile POS

The Connected Store
Connecting Billions of Devices: Internet of Things

"Hello I’m Bob"
Cognitive analytics delivers a new supply chain and a $1 billion reduction in working capital.
McKesson Video

https://www.youtube.com/watch?v=NhqiD6lDMrY

The new food safety and traceability
Frank Yiannas

Wal Mart Video

http://cdiq.co/2jfeJJ4
THANK YOU

Quantum Computing

https://www.youtube.com/watch?v=P18EdAKuC1U