

# IoT'S REACH

THE INTERNET OF THINGS TOUCHES EVERY CORNER OF THE RETAIL INDUSTRY

TRENDAGRAM

Retail associates using in stores: <sup>(6)</sup>



**78%**  
Mobile devices

**4%**  
Digital watches

**90%**

IoT data will be hosted on service platforms as cloud computing reduces complexity of supporting IoT "data blending" <sup>(2)</sup>

Cost for the supporting IoT infrastructure includes: <sup>(5)</sup>

- IoT hosting platforms
- Servers
- Storage
- Back-end systems
- Database management systems
- Disaster recovery

Retailers and hospitality companies are aware of IoT's value and potential business application areas <sup>(1)</sup>

1/3

Retailers plan to unlock the business value of IoT through: <sup>(1)</sup>

**29%**  
Operational efficiency

**28%**  
Improved customer insights and application

**29%**

Retailers think network-controlled lighting is a high value IoT technology <sup>(1)</sup>

**25%**

Retailers by 2017 will be using data collected in-store from RFID tags in products on shelf to improve store performance <sup>(6)</sup>



**\$410B-\$1.16T**

Potential economic impact of IoT in 2025 in retail environments <sup>(4)</sup>

**The In-Store Experience of Tomorrow** <sup>(8)</sup>

- Smart shelves: detect low inventory
- Smart shopping carts: navigate aisles based on digital shopping lists
- Smart price tags: can be changed in real-time

**Top IoT Retail Opportunities** (according to retailers): <sup>(3)</sup>

- 49%** Maintaining inventory accuracy in stores
- 40%** Maintaining system-wide inventory visibility
- 43%** Closer engagement with consumers through Internet-connected devices
- 28%** Monitoring and predictive maintenance of equipment and property

(HVAC systems, refrigeration units, delivery trucks)

Sources: 1 – EKN Research, "Internet of Things (IoT) Lacks Clarity Today But Promises Much;" 2 – IDC, "IDC Reveals Worldwide IoT predictions for 2015;" 3 – Retail Systems Research, "The Internet Of Things In Retail: Great Expectations;" 4 – McKinsey Global Institute, "The Internet Of Things: Mapping The Value Beyond The Hype;" 5 – Gartner, "Consider All Cost Elements When Planning for an Internet of Things Initiative;" 6 – RIS News, "In-Store Firepower;" 7 – Gartner, "Gartner Says the Internet of Things Will Transform the Data Center;" 8 – Accenturestrategy, "The Internet of Things: Revolutionizing the Retail Industry"

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