Welcome to the future of commerce
Consumer Experiences in the Stream of Life

Customer Experience (CX) Personalization
Products find customers through contextual discovery experiences.
Win the engaged shopper...

Business Model Innovation
Create the “everywhere store”...Engaged shoppers become, without even realizing it, active customers, as retailers

Retail Omni-channel Commerce Platform
By 2019, 50% of Major Retailers Will Adopt a Retail Omni-Channel Commerce Platform generating up to 30% increase in omni-channel profitability

Ecosystems
Marketplaces become the ecosystem of inventory and the inventory of experiences

By 2019, all digitally transformed organizations will generate at least 45% of their revenues from "future of commerce" business models.

37% of retailers use AI for CX personalization
Only 3% of retailers adopting a real-time hyper-micro autonomic approach for personalization

36% of innovation effort will be on ecosystem innovation
32% of innovation effort will be on disruptive innovation

IoT commerce will be worth $10B
62% of retailers are investing in Industry Collaborative Clouds

3% of retailers adopting a real-time hyper-micro autonomic approach for personalization

37% of retailers use AI for CX personalization

IDC’s Worldwide Retail Customer Experience and Commerce Strategies advisory service examines best practices, trends, use cases, market forces and challenges, and underlying technologies that directly impact a retailer’s ability to provide frictionless consumer stream-of-life experiences. The program tracks and analyzes the key trends of retail innovation, omni-channel commerce platform, ecommerce, mobile, Internet of Things (IoT), artificial intelligence, store experience, and omni-channel customer-facing capabilities, among others.