The European Retail Digital Transformation Strategies program examines the impact of digital transformation on the European retailers' business, technology, and organizational areas. Specific coverage is given to provide valuable insights into the European retail industry, with a specific focus on digital transformation strategies applied by retail companies to improve the omni-channel customer experience.

**Accelerated Pathways Toward Omni-channel and Beyond**

**Business Priorities**

- **Innovation**
  - In 2018, innovation will support the growth of omni-channel profitability for 56% of WE retailers.

- **Retail Omni-channel Commerce Platform**
  - 42% of WE retailers plan to implement a retail omni-channel commerce platform by 2018.

- **eCommerce**
  - In 2018, eCommerce platforms will be the top investment priority. 43% of WE to invest in this kind of solution.

- **IoT**
  - Interest in IoT technologies is clear, but generated data is still under-used.
  - IoT adoption: 31%
  - Direct impact on business: 12%

**In 2018, Western European Retailers will focus their efforts on innovation, expansion and customer experience personalization.**

EUROPE

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