

IBM at NRF 2020

Experience Overview
January 2020



Reimagine the Now

As the largest retail event, NRF 2020 set the stage for the future of retail, empowering businesses to define and take action on their vision.

IBM made a big splash with a dynamic booth experience, putting client stories center stage and fostering meaningful conversations around their future-focused solutions.



What We Know



Chief Marketing Officer (CMO)

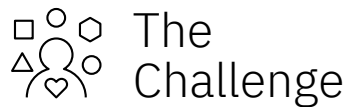
- **Need to** drive engagement, improve customer insights, reach customers at every touchpoint

VP of Supply Chain

- **Need to** improve efficiency, increase transparency, refine real-time insights

VP of Store Operations

- **Need to** drive revenue, rethink retail space, personalize customer experiences, redesign the operating model



Today's consumers are empowered by a wide array of shopping channels, as well as perfect price visibility.

They **expect smart, seamless shopping experiences** and want the companies with whom they do business to reflect their values, which includes demonstrating sustainability as a priority.

Retailers need to get smart about the way they connect with customers and deliver store experiences that are both fun and immersive, and a brand experience that's **personalized, consistent across channels, and serves consumer intent.**



The hype for hyper-personalization is very real.

In addition to internet searches, purchases and views, the new frontier in personalization will analyze emotional data, eye movements, DNA, etc. to pinpoint exactly what customers need in real time.

Consumers are savvier and more informed than ever before.

Today's discerning consumers can see through clever tactics and empty promises. 81% of shoppers do online research before committing to a purchase; they're willing to put in time to gather intel to feel confident about their decision.

Social responsibility is no longer an option.

The planet-friendly movement has momentum. Consumers are shopping with emotion and values as much as their wallets, with a third of consumers choosing to buy brands based on their social and environmental impact.

Experiential retail – or retailtainment – is the future.

For years, we have heard stories of the apparent decline of brick and mortar stores and the subsequent rise of e-commerce, but this trend could be about to reverse, as the desire for experiences rises. Consumers are spending less on *buying* things, and more on *doing* things (and telling the world about it on social media).

Deliver moments of personalization –both **digitally and through human interactions**.

Be upfront and focus on real applications, **tangible outcomes and actionable insights**.

Align to the **core values of today's conscious consumer**: transparency, sustainability and responsibility.

Create a **you-had-to-be-there experience**, while keeping in mind reusability and scalability.

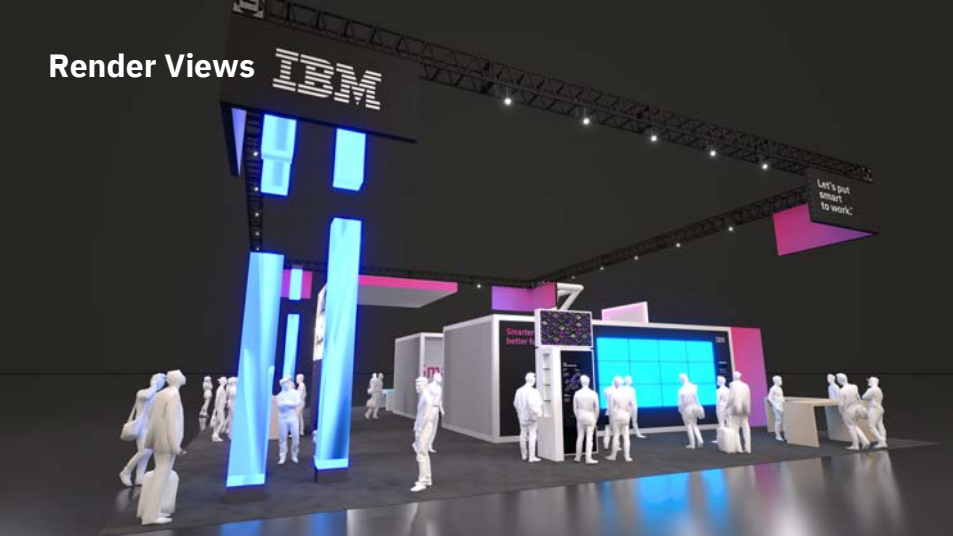
Booth Experience

Entrance View





Render Views



Front Left View



Front Left View





Back View

Smarter
retail



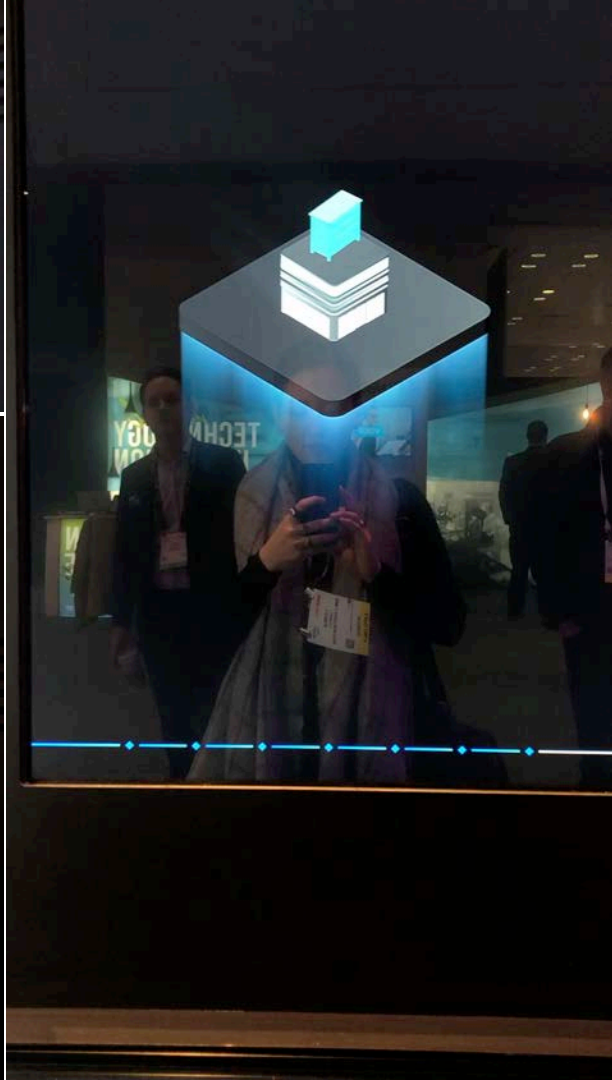
Let's put
smart
to work.™

IBM



Right Side View

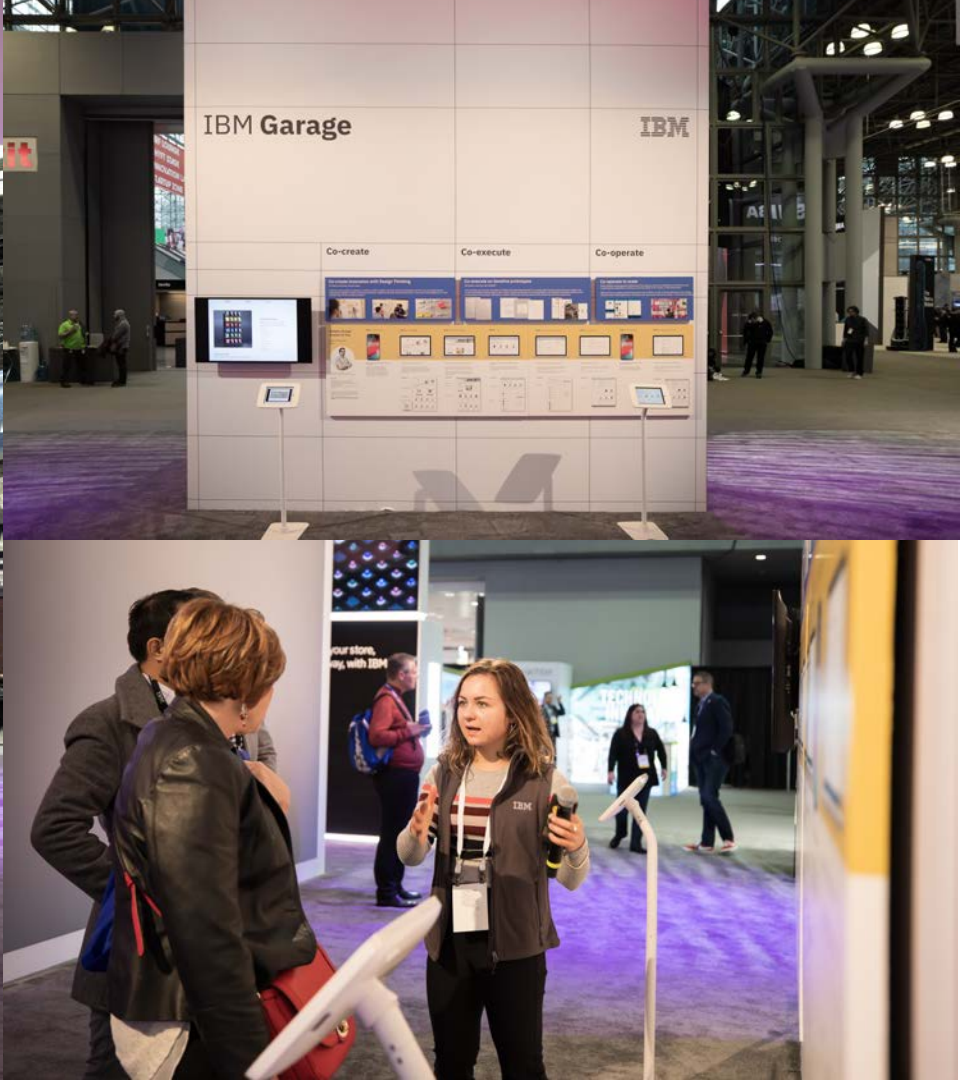
Retail Activation



Exclusive Experience



IBM Garage Innovation Wall



Booth Interactions



Innovation Lab

Food Trust Progress Bar

The **Innovation Lab** showcased the latest applications in AI, AR, machine learning, facial recognition, robotics and more.

In the IBM space, attendees learned how IBM Blockchain is bringing a new era of trust and transparency to supply chains worldwide.



Food Trust Progress Bar



Thank you.

