The Internet of Things: Revolutionizing the Retail Industry
Could the connected devices that are changing the way consumers live, work and play...also connect the retail industry to new growth?

Intelligence is being added to the objects around us — producing enormous amounts of data that companies can leverage to better serve customers.

That's especially disruptive to retailers. But they're already experimenting with ways to capitalize on the opportunity of the Internet of Things in three key ways:

One: **improving the customer experience.** Retailers are recognizing that every experience is now a digital experience and creating interactions centered on the individual that also blur the digital/physical divide.

Two: **optimizing supply chain operations** to meet the needs of digital channels and demanding customers.

And three: **creating new channels and revenue streams** for potential high-margin categories, such as the emerging “connected home.”

Learn more about how the Internet of Things is disrupting retail with our full report:

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