The year of personalization.

What areas do retailers prioritize spending more than half their budgets on? By 2021, 70% of retailers will develop a data-driven approach to enable the most impact.

- **Cloud-based architecture**
  - 60% of retailer software decision makers believe cloud-hosted software-as-a-service that is hosted in the cloud is an important benefit of moving to cloud computing platforms.
  - 53% of retailers plan to invest in cloud-based software.
  - Nearly a quarter of cloud-based software is expected to be used for IoT data.

- **Conversational commerce**
  - 43% of retailers plan to invest in conversational AI applications.
  - 50% of retail respondents said they likely would cut costs partially through conversational commerce, and increase efficiency and increase sales processes automated.
  - 50% of retail respondents said they likely would cut costs partially through conversational commerce, and increase efficiency and increase sales processes automated.

- **Internet of Things (IoT)**
  - 55% of retail respondents said they likely would cut costs partially through IoT.
  - 65% of retailers plan to invest in IoT applications.
  - 46% of consumers still prefer to purchase in-store.

- **Mixed reality**
  - 43% of retailers plan to invest in mixed reality.
  - 50% of consumers will install in-store beacons for location-based marketing.

- **Artificial intelligence**
  - 82% of retailers plan to invest in artificial intelligence.
  - 53% of retailers plan to invest in AI.
  - 30% of European and U.S. Gen Z shoppers are emerging as the most technologically-savvy of all major age groups.

- **Data collection**
  - 65% of retailers plan to invest in data tracking.
  - 60% of European and U.S.Gen Z shoppers are emerging as the most technologically-savvy of all major age groups.

- **Blockchain**
  - 5 top technologies powering intelligent retail in 2018: AI and the Future of Work

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[Source: Microsoft]

*The year of personalization.*