

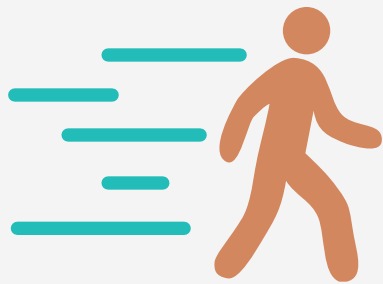
What Tech Trend Will Affect Your Business?

Kelly Ungerman

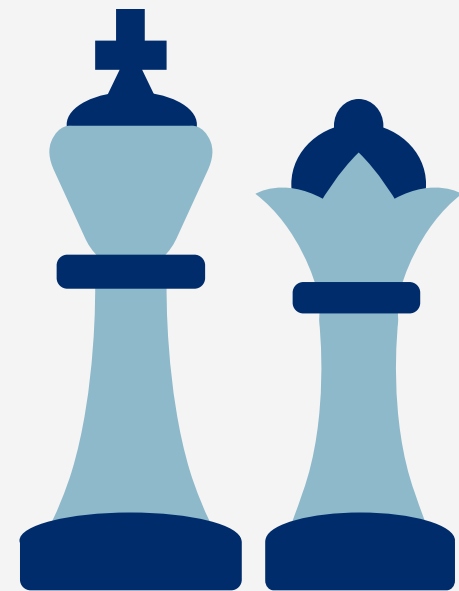
1

Agility

separates winners and losers



get 30% more revenue growth

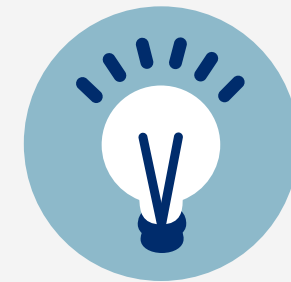


Data and Content are king and queen



Partner or perish

“Frenemies” are the new normal



Make bold and smart investments



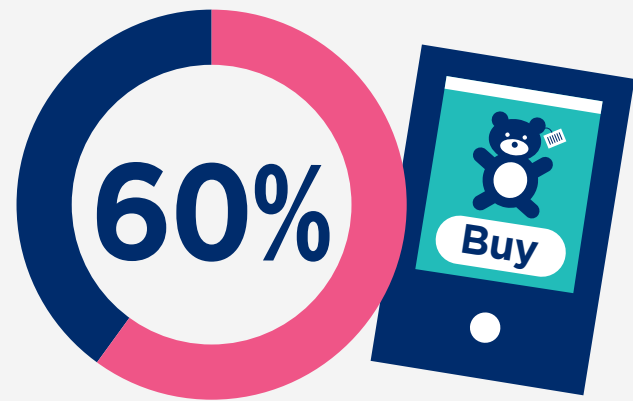
Focus on value not what's trendy or new



Don't be a magpie, don't get distracted by “shiny” things

Innovating to Win

John Kelly, Ram Rampalli, and Scott A. Snyder



of all purchases are touched by mobile



of apps are never opened

Collecting all the data up front enables business to create any experience



How easy is it to find your product?



4-5 attributes can make or break a sale

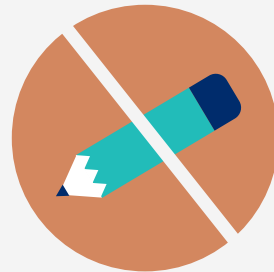
Blockchain... Fad or Future?

Michael Terpin

3

Resistant

To record modification



Consensus

Provides for trust among participants



Authentic

Products with verified, permanent histories



Public

Anonymous and open to all entities



Permissioned

Identified entities, everyone agrees to rules



Private

One entity controls all permissions

DLT: Blockchain's Evolution or Revolution?

Yorke Rhodes III, Michael Terpin, Tom Racette, and Ramesh Gopinath

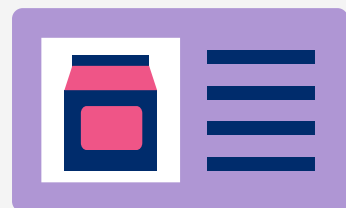
Helps improve

traceability and accountability, and resolve disputes

Digital IDs for



Each Participant
(required)

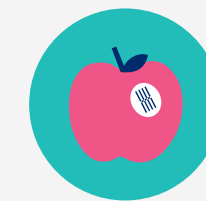


Each Product



Blockchains capture
the flow of goods,
information, and money

Implications for



Food Safety



Customs & Trade



Ethical Sourcing



Trafficking

Transformation Through Technology

Mike McNamara

5



**Collaborate
don't dominate**

Companies Need

- ✓ Agility
- ✓ In-house capability
- ✓ Adaptable architecture

Commerce Predictions



Physical stores
are still vital



Brands simplify choice
for consumers

National and private-label brands
compete to be the “go-to” choice



Digital is still growing
at a rapid pace

Stores as fulfillment
centers enable...



**Faster
Delivery**



**Easy
Returns**



**Restock
Sales**

Contextual Commerce

Rob Rekrutiak, Jennifer Silverberg, and Aidan Tracey



Online Carts

act as bookmarks and reminders to purchase products



8 second

window to capture consumer attention



1 minute

or less for consumers to decide to purchase

Moment of Sale



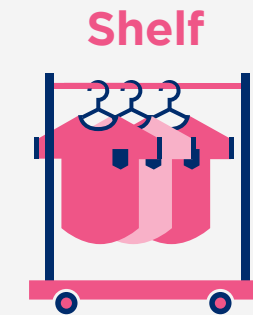
Where

VS

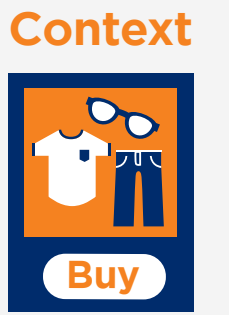
How



Winners innovate, build differentiation, and remain relevant



VS



Inspire Impulse

Consumers are open to buying as long as it's presented in context

Killing Impulse



Impulse buys can be killed by asking consumers to answer too many specifics

Connected World

Christopher Diorio



Everything that can be connected will be connected



21+ billion items connected by 2020

Physical Life

- ✓ Identity
- ✓ Location
- ✓ Authenticity



Digital Life

- ✓ Attributes
- ✓ History
- ✓ Ownership



Bag Tracking



Register Warranties



Transferrable Rights



Register with Airlines



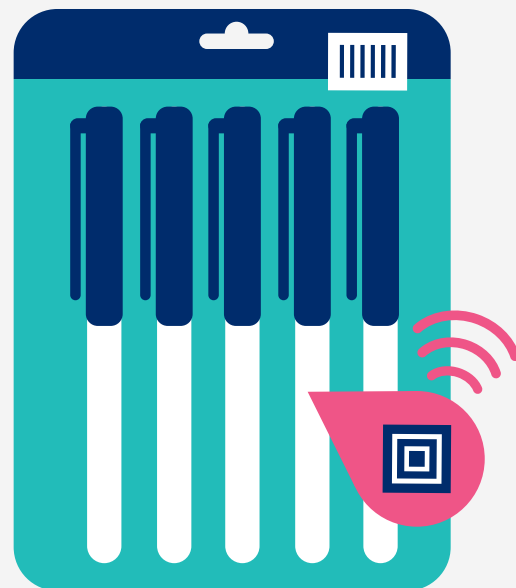
Lost & Found

The Internet of Everything

Sanjay Sarma, Ph.D., Ryan McManus, Patrick Parodi, Christopher Diorio, and Jeremy Schenof

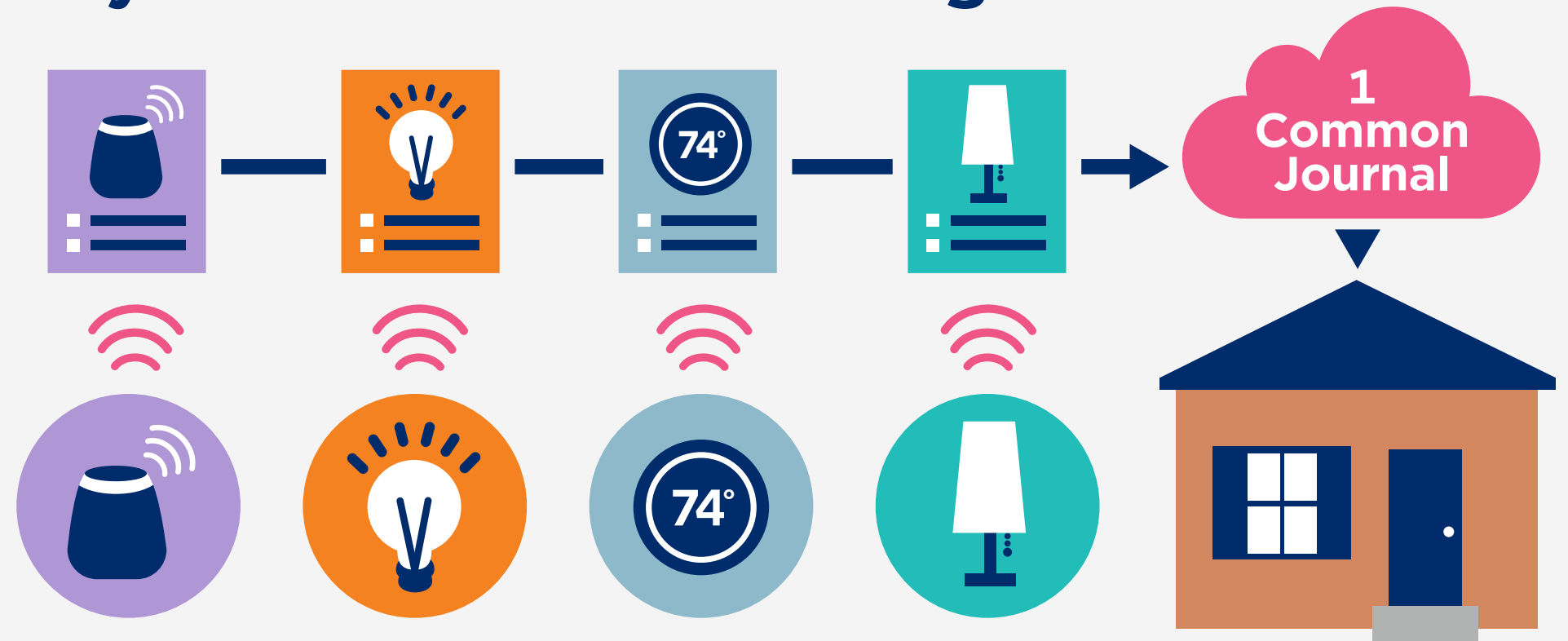


Every company could become a software company



Imagine tagging each item individually in a pack

Physical Products Have Digital Twins

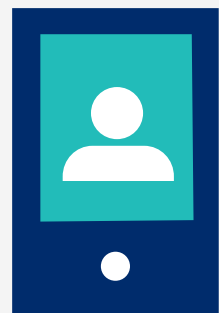


Goal: One standardized internet of things
Not multiple *internets* of things

Rise of the Connected Spender

Louise Keely

Global smartphone users



1.5 Billion
in 2017

Global smartphone users



3 Billion
in 2025

Who is the Connected Spender?

- ✓ Drivers of growth in spending
- ✓ Younger
- ✓ Urban areas
- ✓ Educated
- ✓ Affluent
However 1/3 are lower income

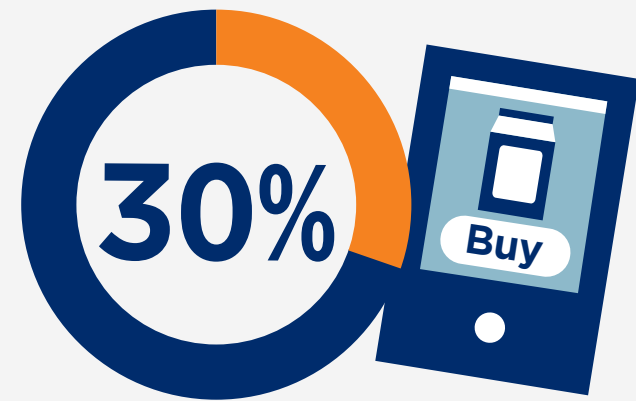


⚠ Engagement is most important to this consumer

Real Time Consumer Strategy

Charlie Cole, Doug Straton, Jason Purcell, and Lisa Morales-Hellebo

10



of all US purchases are from mobile



Brands are whatever people say when you aren't there

Reaching the Connected Spender



Convenience and Access



On Demand Content



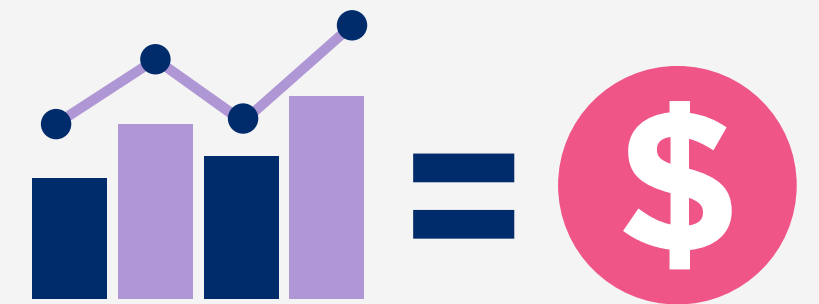
Subscriptions



Voice Commerce



Enabling Logistics



Data is currency



Focus on **services and experiences**