

# Consumer Retail Blueprint

Version 2

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PM by [abramowski](#)

## Summary

This document outlines how consumer retailers can transform their digital presence to provide in-store and online omnichannel experiences that align with customers' rapidly changing buying habits. It shows how collecting data closer to its source and distributing interconnected business services at the digital edge can enable real-time data analysis for greater customer insights. Retail organizations will learn how they can leverage a marketplace of ecosystems (cloud, financial, advertising, social, mobile) to offer compelling new sales capabilities and experiences.

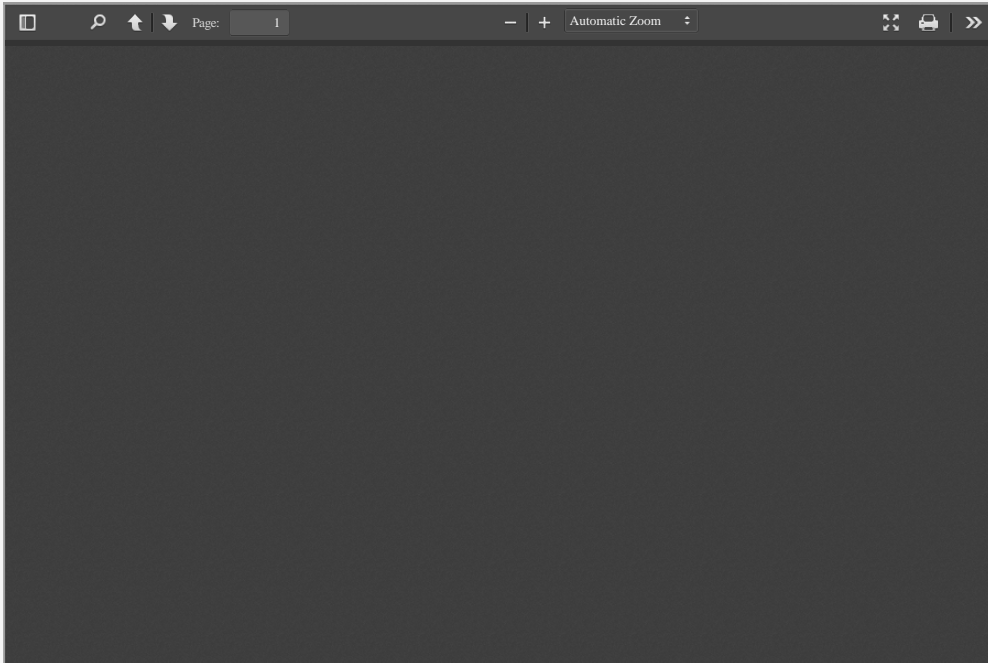
## Your situation

To compete, retailers must offer an omnichannel purchase journey that incorporates in-store experiences. They must be able to harvest data for effective customer profiling, predict buying behavior and enable personalized experiences. They can meet these objectives by building business exchange points in proximity to customers and users on a dynamic interconnection platform. By integrating digital technologies and accelerating communications among data and analytics, supply chain partners, ecosystems and consumers, retail businesses can open new revenue channels and increase profitability.

## Capabilities include:

- Customer-centric engagement - Customer data can be used to determine market wants and needs.
- Aggregated data - Interconnected data lakes enable structured and unstructured data to coexist.

- Distributed access - Reach can be extended via the digital edge.
- Operational insight - Operational effectiveness enabled with locally-generated insights.



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