Top 10 Things To Know About Retail and IoT In 2017

1 Retailers are apparently still confused about which technologies constitute IoT and which do not. It's no wonder Senior Management is slow to support IoT! #RetailIoT #RetailLeadership

2 The big and immediate opportunity associated with the IoT is finding and managing inventory in a more efficient way. #RSR #RetailInventoryMgmt #RetailEfficiency

3 Retailers should not be fooled: the price sensitivity beast will not be solved by technologies like IoT. #RetailersFooledAgain#IoTHype

4 The ability to confidently make inventory available for purchase is the most fundamental consumer-focused capability IoT can help retailers resolve. #OmniChannelIoT #RetailWinners

5 More FMCG and GM retailers believe that IoT will create new opportunities to connect with consumers – especially in the store, compared to Fashion retailers. #FMCGIoT #IoTandConsumers

6 FMCG/GM retailers have bought into the early market hype touting IOT's ability to make the in-store shopping experience far more engaging than it is now. #IoTHype #RetailStoreExperience

7 Retailers are well aware of one of the most fundamental requirements for IoT: the need to be able to process and analyze all the new data that IoT can generate. #RetailIoTAnalytics #RetailIoTBigData

8 The #1 roadblock to progress on IoT in Retail: fear that IoT technologies are not mature enough. #RetailIoTImmature #RetailerIoTRoadblock

9 For the majority of retailers, the most important group for defining IoT's benefit to the company is the internal IT organization. #RetailIoTBenefits #RetailIoTWrongSponsor

10 One IoT-related risk supersedes other internal barriers - retailers are concerned that consumers are worried about their privacy. #RetailIoTConsumerPrivacy #RetailIoTRisks

Sponsored By:

Download the full report at:
https://www.rsrresearch.com/research/the-internet-of-things-identifying-real-benefits