# 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