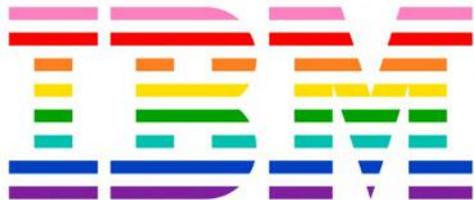


Retail Week General Counsel

2025 – The tech that will change how we work & shop.



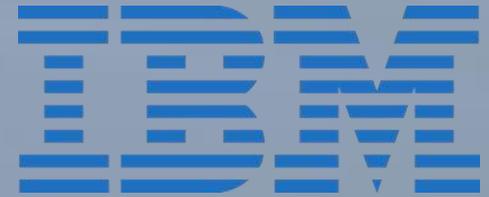
Julian Burnett, VP Global Markets,
UK Distribution Sector



HOUSE OF
FRASER
SINCE 1849



J Sainsbury plc

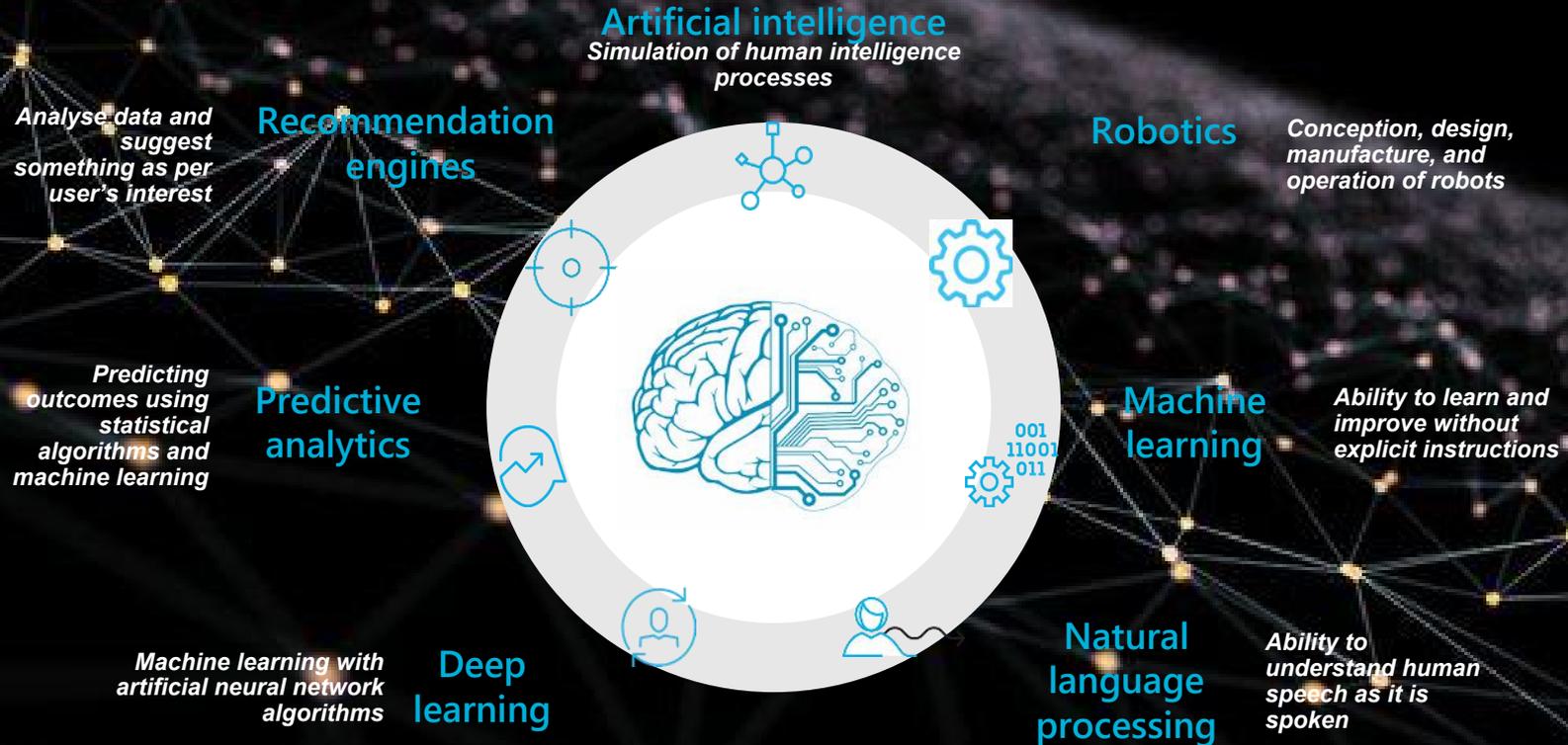


Capgemini 

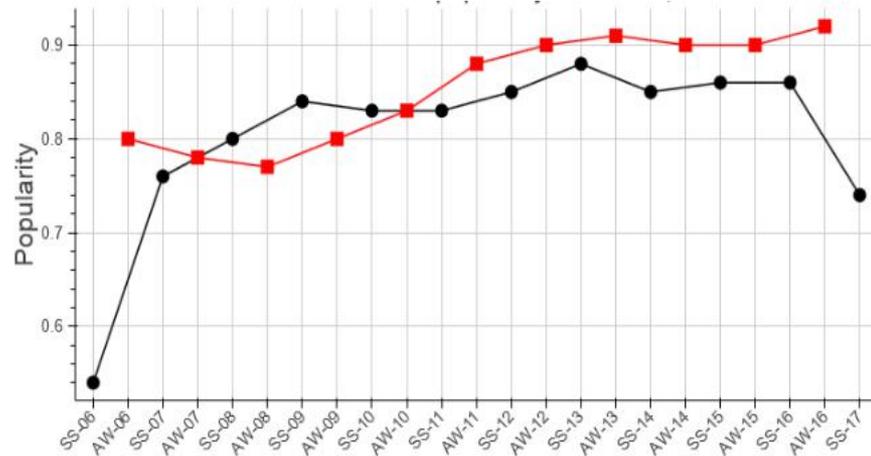
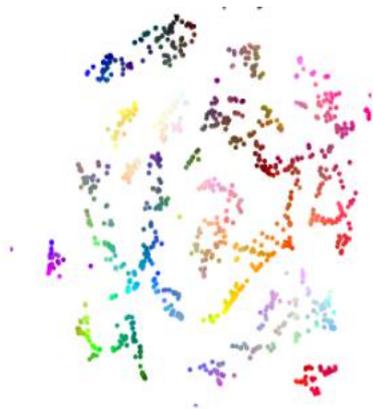
By 2025...

Cognitive tech
is everywhere.

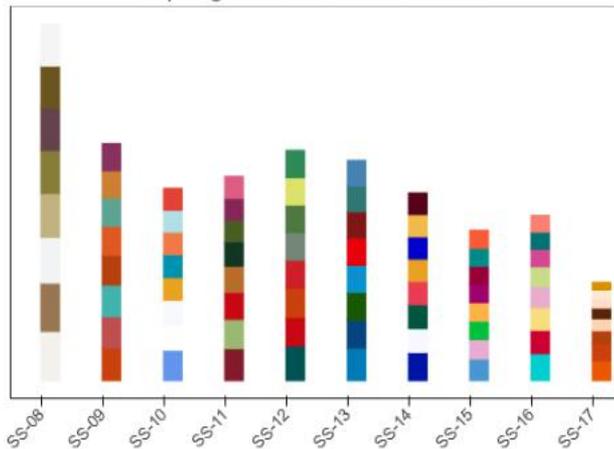
Cognitive tech is...



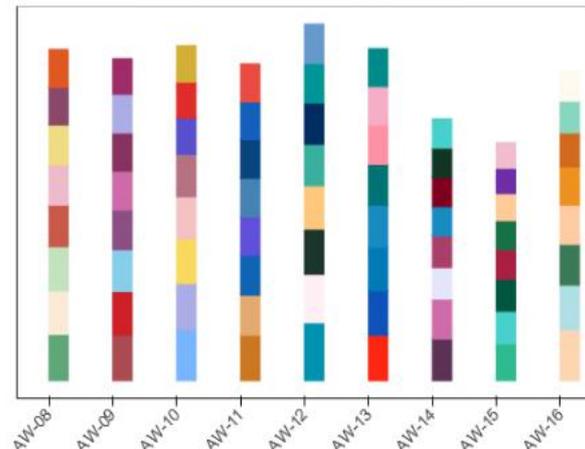
It will help us understand what you're going to like (even before you do)...



Spring-Summer Color Trends



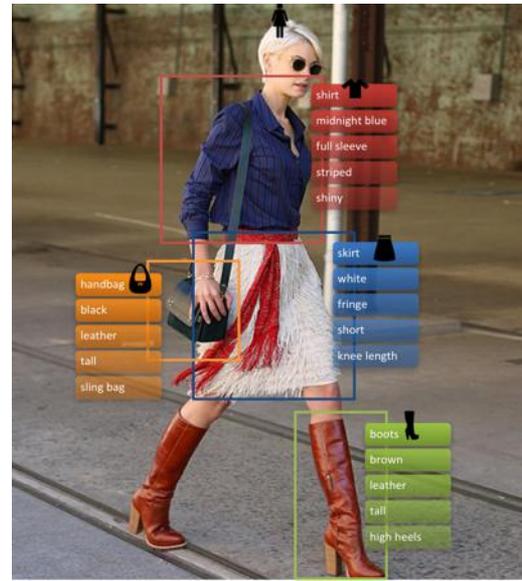
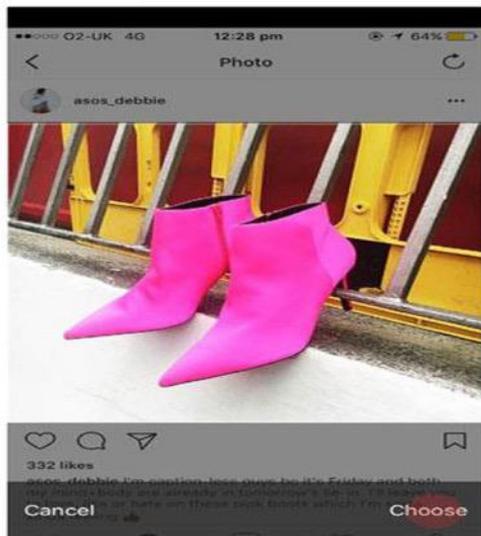
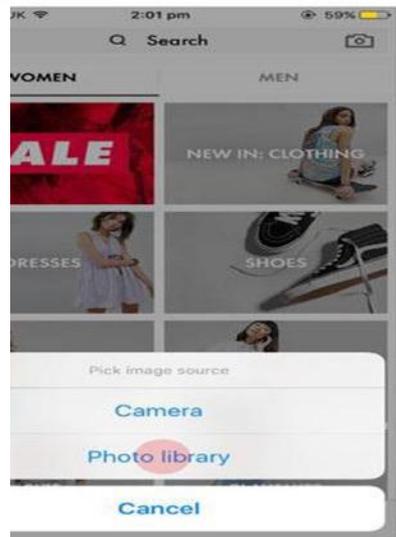
Autumn-Winter Color Trends





come find me.

...and help you find all the stuff you like...





IBM Metro Pulse Powered by Watson

IBM Metro Pulse Powered by Watson

Performance

Executive Summary

Location Details

Explore Map

Scenario Planning

Uncaptures Opportunity

Visibility

Out of Stock

Product Mix Alert

Expansion Opportunity

Customer Churn

Region Boundaries

Area

Use Cases

- Uncaptured Opportunity
- Visibility
- Out of Stock
- Product Mix

Points of Interest

Search for a Store or Location

Consumer Packaged Goods

- Region Boundaries >
- Points of Sale >
- Use Cases >
- Points of Interest >
- Population Movement >
- Weather >
- Events >

Sunflower Del & Grocery

Market Opportunity	Existing Sales (Last Month)
\$394	\$1,739
23%	

Alerts

Sunny with a chance of pastries

How everyday weather affects retail

Strong projections. There are no other weather grabbing weather events have an obvious effect on business. But what about the subtle changes in weather? Sunny, or even just a little bit of rain, brings opportunities for retailers. IBM and The Weather Company are partnering to bring all weather data into focus for deeper insights into how weather affects what we buy, when we buy and why we buy.

Hyperlocal + Accurate Forecasts Drive Insight

Weather conditions can now be forecasted down to 8,000 hyper-local areas using an 87 network of our weather stations worldwide

Coverage across the globe

120,000 weather stations worldwide

100x better than government forecasts

220 Weather Company partnerships

"The old paradigm for weather was cope and avoid. The new paradigm is to analyze and anticipate."
- Paul Walsh, VP Weather Analytics, The Weather Company

Weather Planning

Hurricanes + Pop-Tarts

During hurricane season, retailers are sure to stock up on batteries and flashlights. So what about Pop-Tarts? Consulting weather data with inventory, retailer Walmart discovered that shoppers buy Pop-Tarts at the highest rate not only when hurricanes were approaching, but the breakfast staple is perfect during power outages. Pop-Tarts do not require refrigeration, and they are ready to eat out of the box.

Weather

Chilly Weather + Grocery Pick-up

A large retailer in Europe uses weather data to help determine what the right assortment is to its stores. Retailers find the right grocery pick-up service, the weather conditions help by providing alerts on customers in demand for the service. Providing extra resources ahead of time to service their best customers avoid service delays and increased adoption of the service.

Buying Behavior

Rainy Fridays + Croissants

An urban based coffee company had the idea to create and market a croissant product. Customer feedback, derived with IBM Analytics, showed a matching weather correlation with buying behavior. To help predict and manage demand for goods based on drive time, the company used IBM Analytics to find the number of croissants sold, offers opportunities via a loyalty program, or a new Friday.

Weather Brings Sunnier Sales Projections for Retailers

Weather plays a significant role in changing the behavior patterns of customers in various industries. But a sunny morning or a rainy afternoon, to the way of another, is affecting your business. Retailers are using weather data to get a better handle on what to stock, how their customers buy and how to optimally staff their stores. The Weather Company and IBM have come together to build a highly sophisticated tool to understand and take action on the impact of weather on retail. Read more on how [WeatherAnalytics](#) for your industry at [ibm.com/WeatherAnalytics](#)



It will help predict, place, price & promote things more precisely.



It will help drive new levels of product personalisation...



**NIKE
BY YOU**



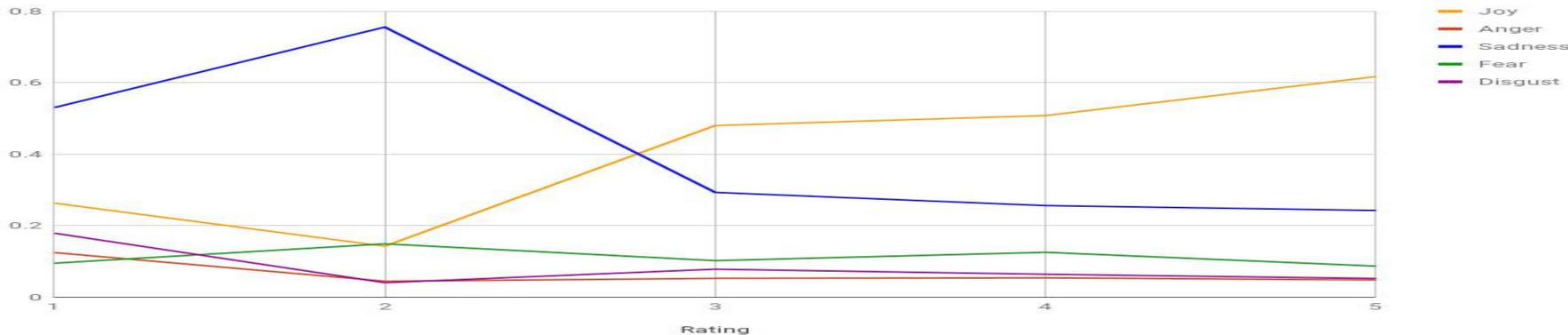
NIKEiD



Pepe Jeans
LONDON



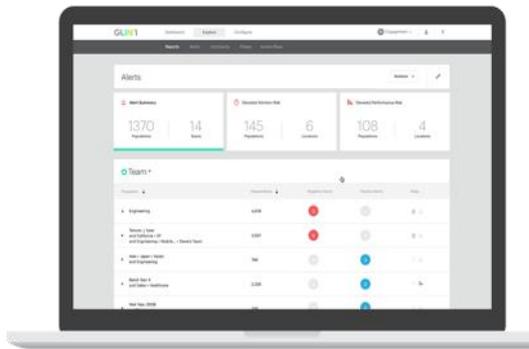
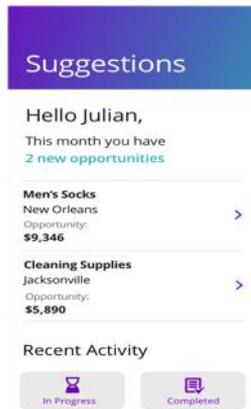
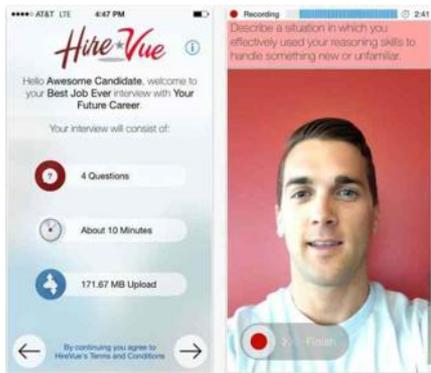
...and more
immersive &
engaging store
experiences.



HireVue



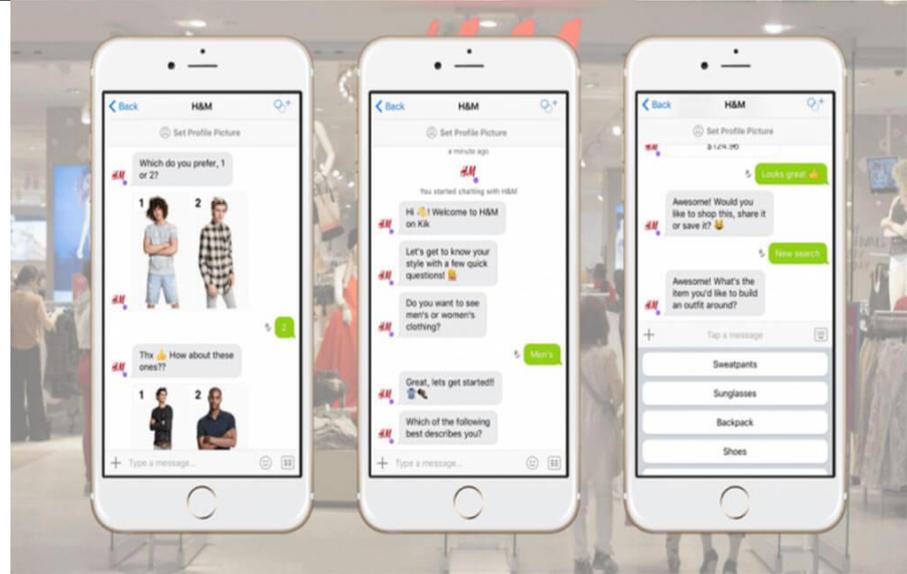
GLINT™



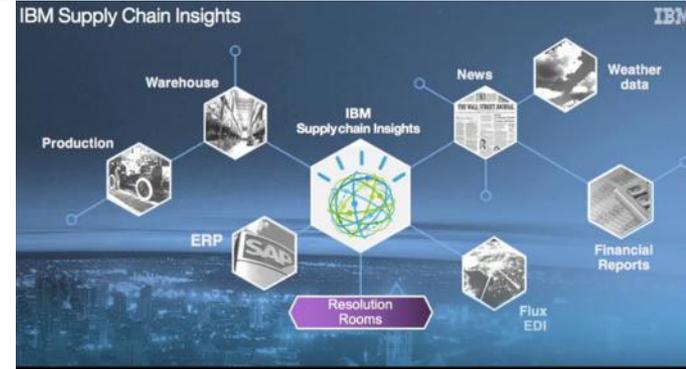
It will help figure out how everyone is doing and feeling...



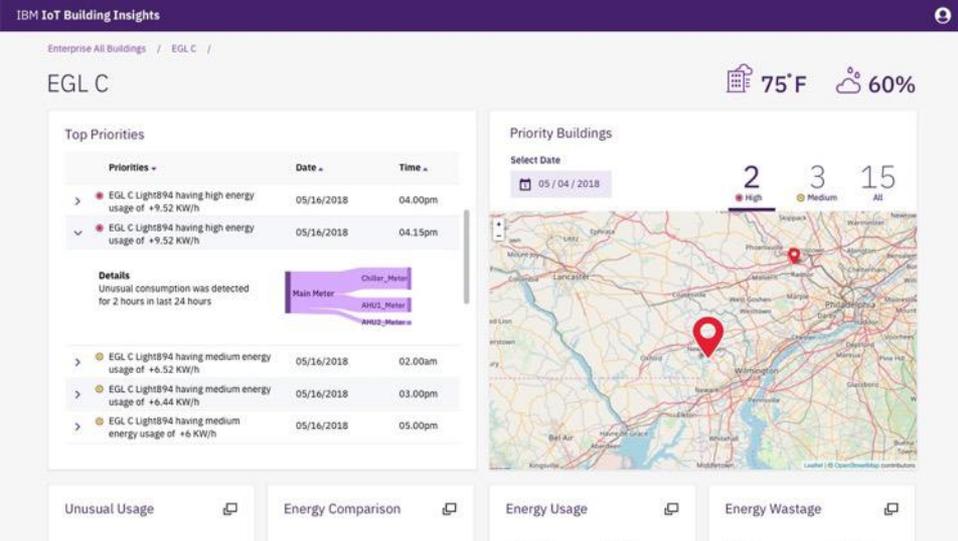
...and automate physical & digital processes with robots.



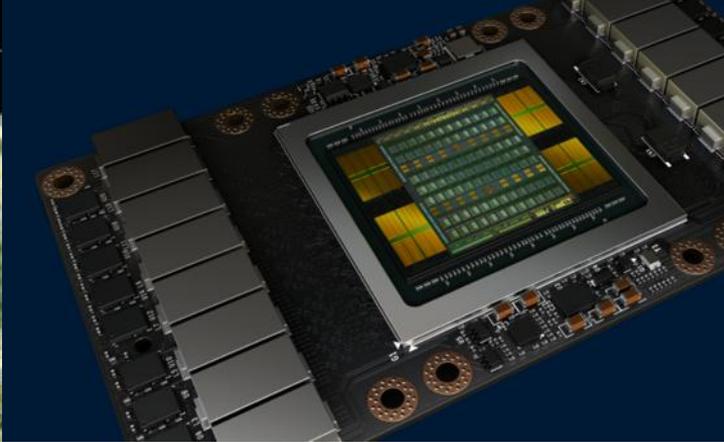
It will drive new levels of transparency, efficiency & value from our supply chains & inventory...



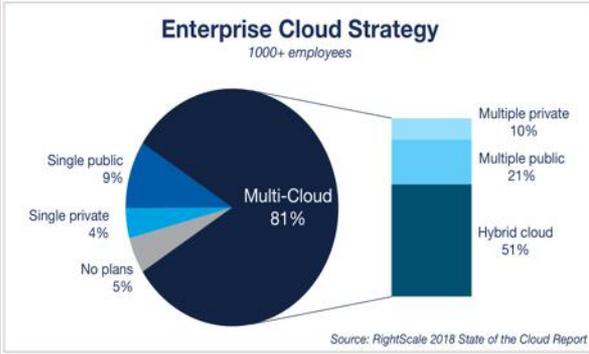
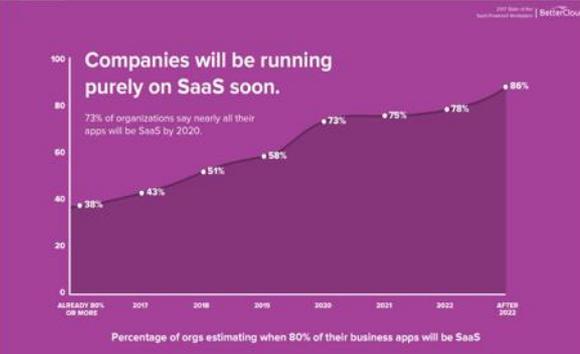




...and help preserve scarce resources & manage to the minimum.



It will demand ever increasing computing power & storage...



...and
accelerate
our journey
to the cloud.





But...

An advisor or an authority?

What agency will you grant?

Are you ready to abdicate?

Where does accountability lie?

How do you avoid bias?

NEW YORK TIMES BESTSELLING AUTHOR
OF SAPIENS AND HOMO DEUS

Yuval Noah
Harari



21 Lessons
for the
21st Century





That's all Folks!