

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

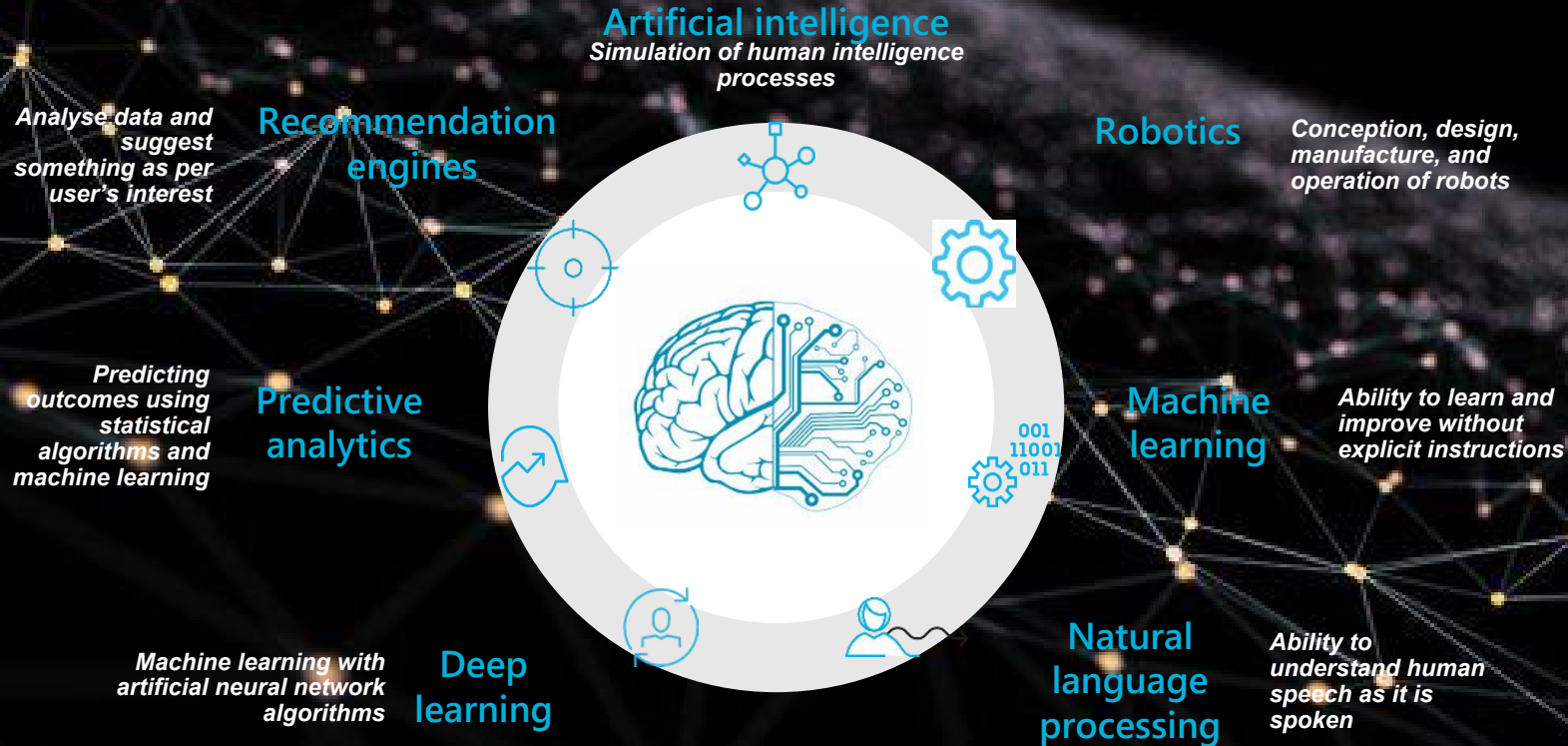


Capgemini 

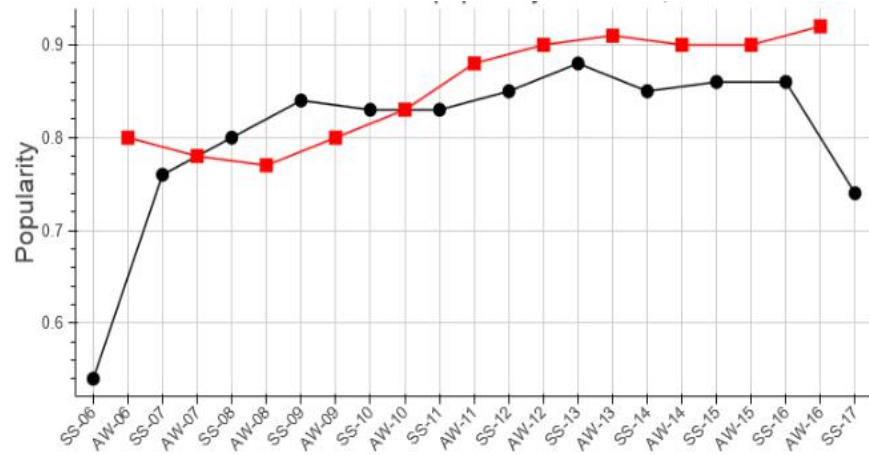
By 2025...

Cognitive tech
is everywhere.

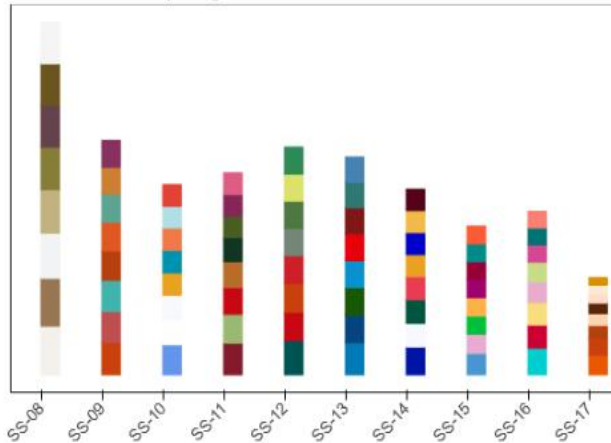
Cognitive tech is...



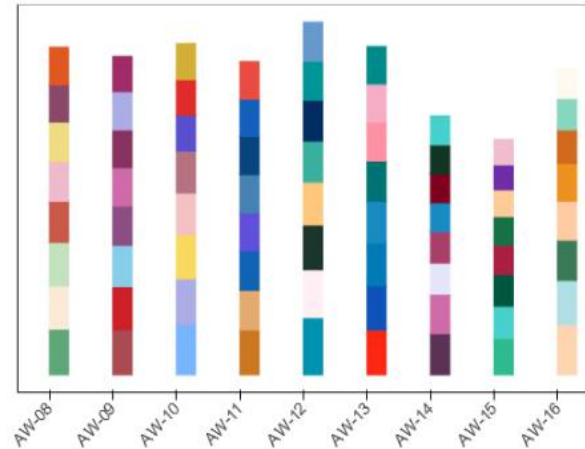
It will help us understand what you're going to like (even before you do)...



Spring-Summer Color Trends

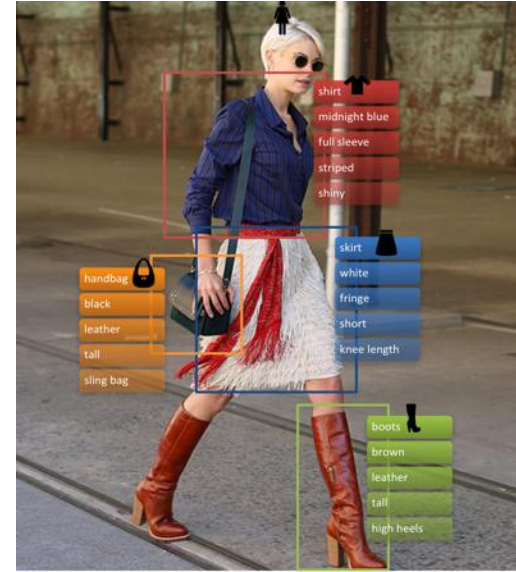
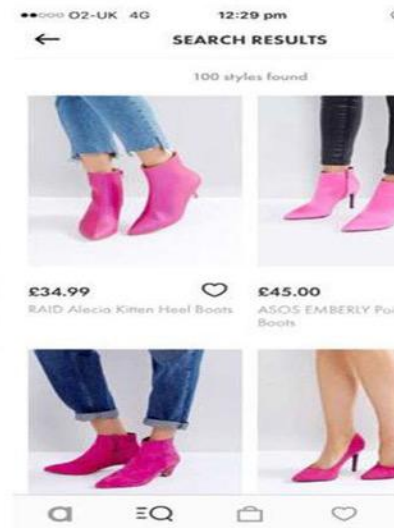
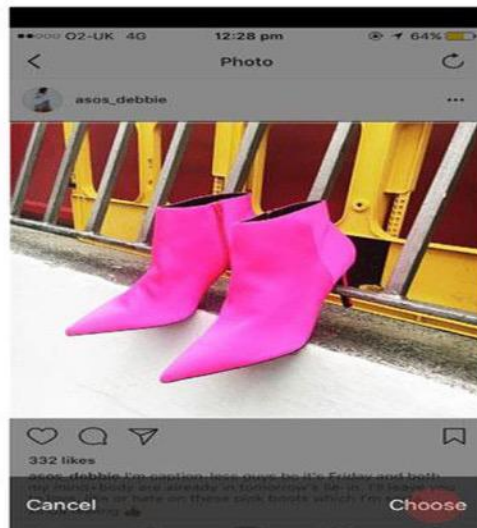
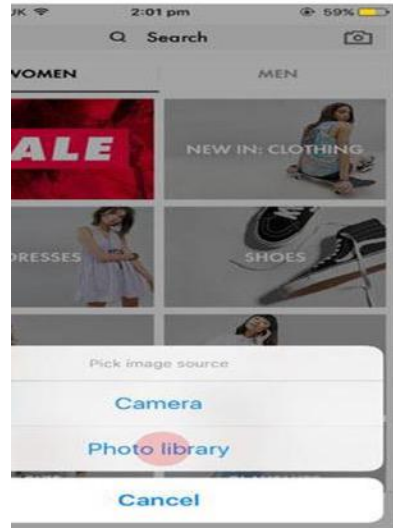


Autumn-Winter Color Trends





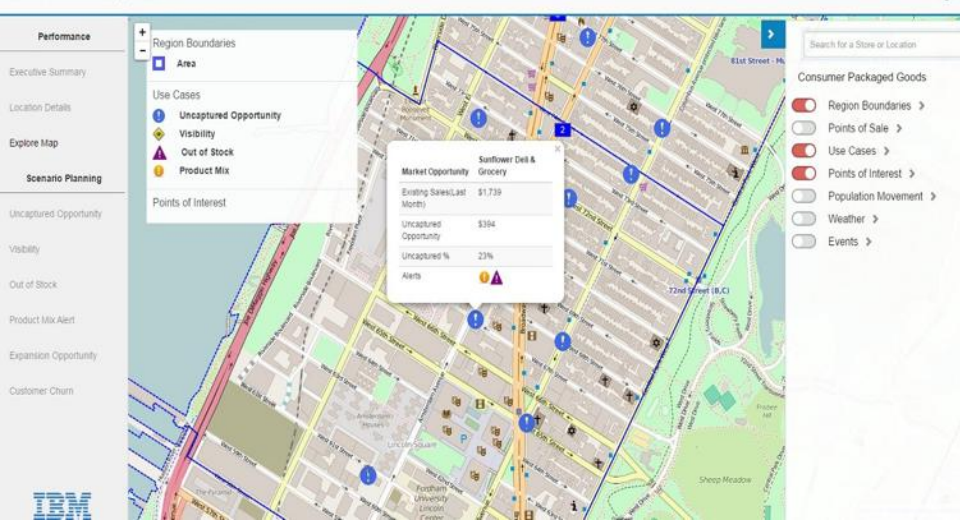
...and help you
find all the
stuff you like...





IBM Metro Pulse Powered by Watson

IBM Metro Pulse Powered by Watson



Sunny with a chance of pastries

How everyday weather affects retail

Store projections. The past winter, freezing gripping weather events have an obvious effect on business. But what about the subtle changes in weather? Sunny, or clear, can also add to bring 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 a 500-meter radius and using an IoT network of over

120,000
weather stations worldwide

Coverage across the globe

100x
better than government forecasts

220
Weather Company weather apps

"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

Extreme 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 in Texas left the shelves less hot sales when hurricanes were approaching. The breakfast staple is perfect for 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 supermarket in Europe uses weather data to help position staff within the right departments in its stores. Retailers use a weather pick-up service. The weather conditions help them anticipate with an increase in demand for the service. Probing extra resources ahead of time to service the drop-up customers avoid service delays and increased adoption of the service.

Buying Behavior Rainy Fridays + Croissants

An urban-based coffee company had to stock more croissants to anticipate peak customer demand. Armed with IBM Analytics, the chain is matching weather data with past buying behavior to help predict and manage demand for goods based on driver level forecasts. It found that the number of croissants sold differs significantly on a rainy Monday as opposed to a rainy Friday.

Weather Brings Sunnier Sales Projections for Retailers

Weather plays a significant role in changing the behavior patterns of customers in various industries. On a sunny morning or a rainy evening, is one way or another 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 retailers. 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**

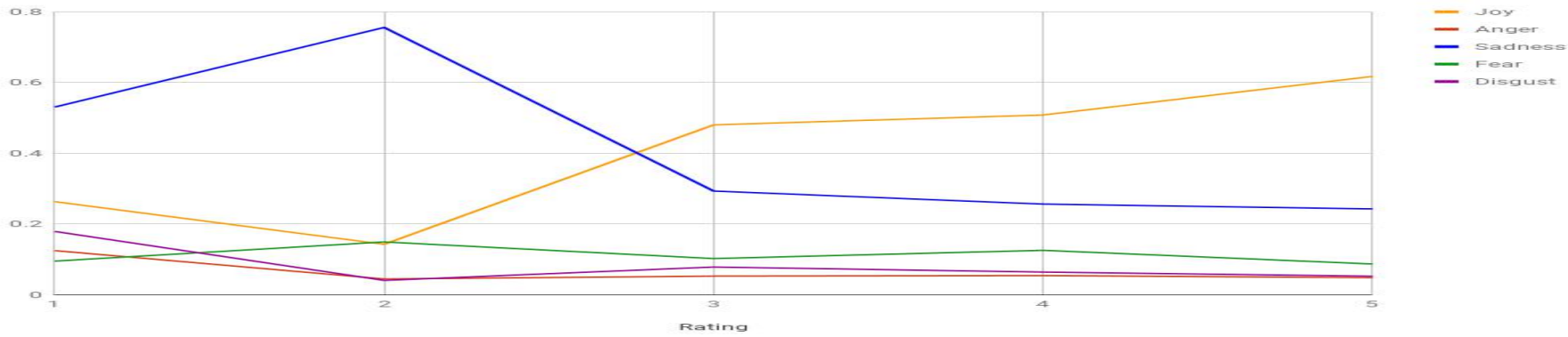


NIKEiD





...and more
immersive &
engaging store
experiences.

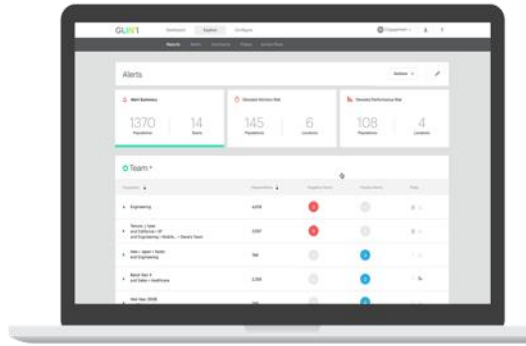
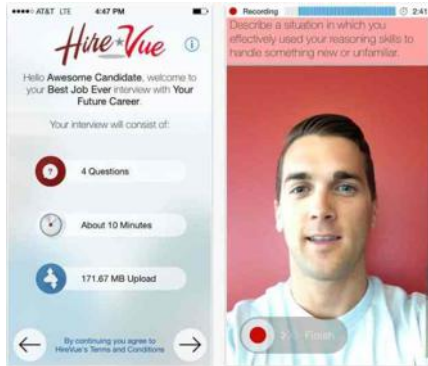


HireVue



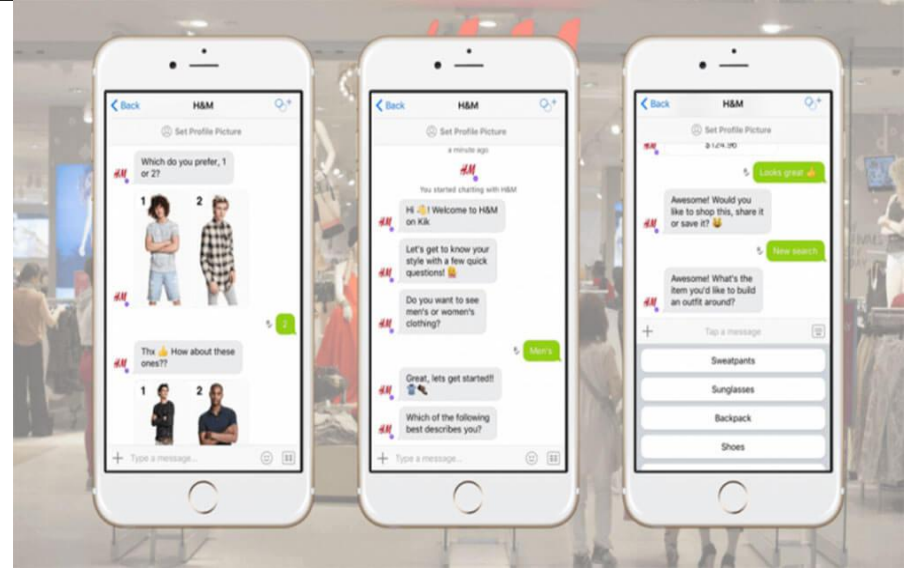
GLINT

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

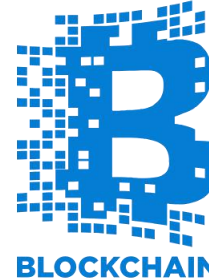




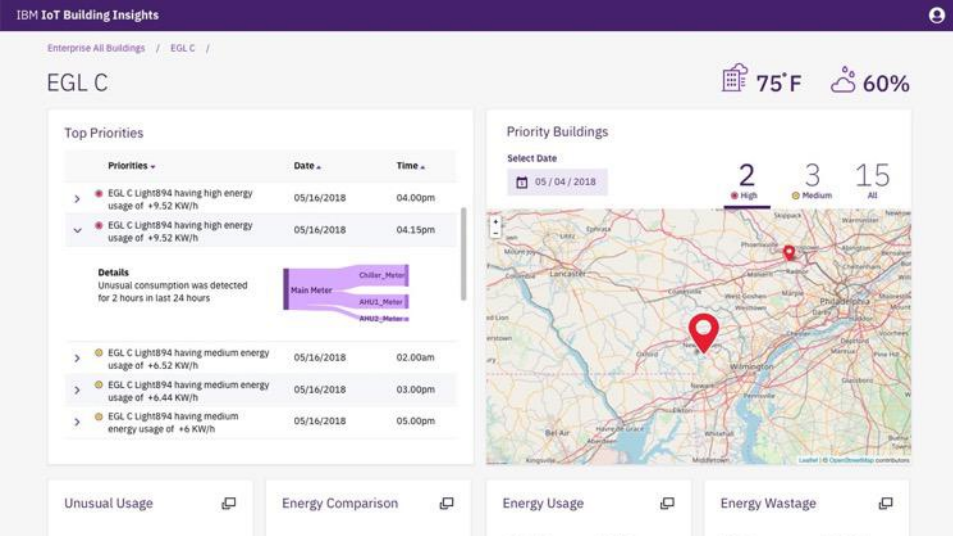
...and automate
physical & digital
processes with
robots.



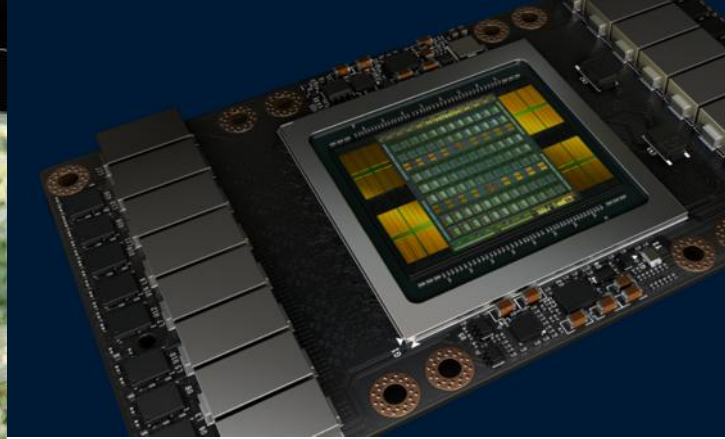
It will drive
new levels of
transparency,
efficiency &
value from
our supply
chains &
inventory...



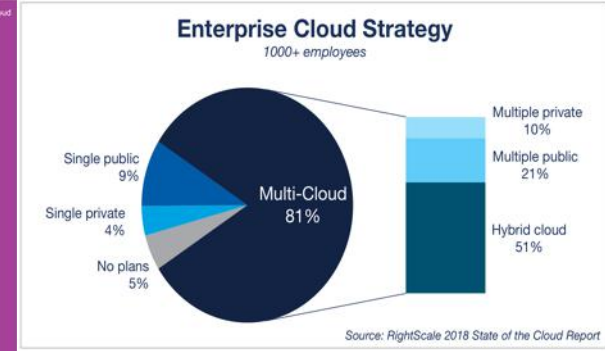
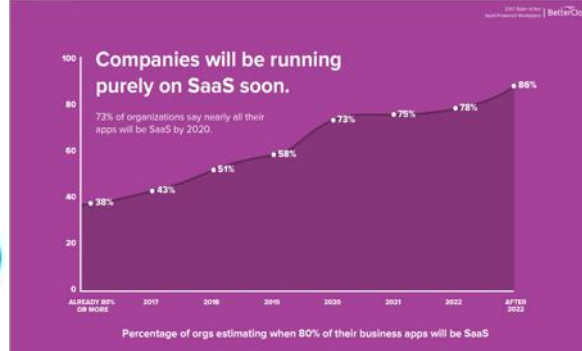




...and help preserve scarce resources & manage to the minimum.



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



...and
accelerate
our journey
to the cloud.



A close-up of a person's eyes looking at a screen displaying JavaScript code. The code is a jQuery plugin for a tabbed interface, showing functions for activating tabs, handling clicks, and managing scroll positions. The text 'But...' is overlaid in large blue letters on the right side of the image.

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!