



RETAIL AND CPG HUMAN AMPLIFICATION IN THE ENTERPRISE

External Document © 2017 Infosys Limited



THE DIGITAL TRANSFORMATION JOURNEY

A majority of enterprises in the Retail and CPG sector (53%) are undergoing full-cycle digital transformation. 38% are transforming partially or in pockets and 9% are not currently transforming but will do so in the near future. The respondents who say their organizations are transforming indicate that the following Al-supported activities play a significant role in their digital transformation:

Machine learning	45%
Automation of decision making	42%
Automated predictive analytics	35%
Cognitive AI-led processes or tasks	35%
Institutionalization of enterprise knowledge using Al	32%
Building Al-based applications to amplify and improve products and services	30%

According to the respondents, the top three digital transformation goals of the organizations are to deliver great customer and employee experiences (54%), become more agile and customer-centric (43%), and build a mobile enterprise (38%).

"Retailers are deploying various AI technologies to automate a number of operations to enhance both efficiency and experience. Apparel brand *Under Armour has an intelligent app to monitor* customers' health, fitness and nutrition and offers quidance based on individual data. During the 2016 holiday season, Estee Lauder employed a chatbot on Facebook Messenger which allowed customers to check out various products, choose a delivery option, and pay through PayPal without opening another website. Online retailer Ocado has a contact center where machine learning has been used to 'teach' software about various issues and resolutions so that it can classify and respond to customers' emails pretty much like a human agent. Brick and mortar retailers can also leverage AI to advise them on how to micromerchandise their shelves or offer micro-services in-store to super-personalize the shopping experience. A simple but significant application could be as obvious as using AI to man the long queues at the exchange counters so that the sales staff can actually focus on the cross-sell and up-sell opportunities tied to the exchanges."

3

RETAIL AND CPG HUMAN AMPLIFICATION IN THE ENTERPRISE

TRANSFORMATION PRIORITIES

38% of the respondents indicate that their organizations' first priority for automation initiatives is to automate processes. The main reasons for this are to increase productivity (76%), save time (65%), minimize manual errors (63%), reduce costs (57%), and refocus people's efforts on other non-repetitive tasks that benefit from human intervention (51%).

Of the various applications of AI that Retail and CPG sector senior level employees want to adopt in the next 12 months, the respondents indicate:

- 60% want AI to provide human-like recommendations for automated customer support/advice
- 41% want AI to process complex structured and unstructured data and to automate insights-led decisions
- 39% want to use AI to create a simulated experience that then helps a decision-making process
- 35% want to use AI to create a decision-making system in which machine learning allows the system to learn from humans and improve itself

20%

want to use AI to institutionalize enterprise knowledge

4

To become more innovative, 69% of the respondents indicate that they need freedom from having to perform mundane tasks while 58% ask for exposure to new, breakthrough technology, 51% say they need opportunities to learn new skills, and 47% state the importance of more avenues for experimentation in their organizations.

58% of the respondents from Retail and CPG enterprises say that employee lifelong learning programs are extremely important to their organizations. Of the reasons for why lifelong learning programs are important, 44% say it improves their ability to fit into new roles and jobs, 37% say it improves productivity, and 13% say it prevents the impact of skills loss when employees with highly specialized skills retire or switch jobs.

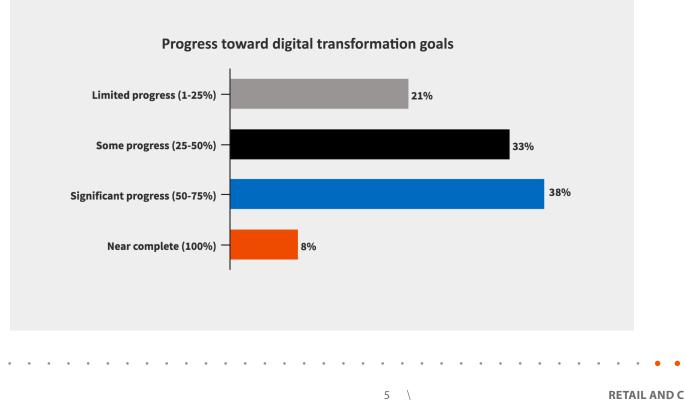
RETAIL AND CPG HUMAN AMPLIFICATION IN THE ENTERPRISE

TRANSFORMATION CHALLENGES

Even though a majority of enterprises in the Retail and CPG sector are undergoing digital transformation, few have fully accomplished their stated goals. The respondents indicate that only 8% of enterprises have accomplished their digital transformation goals, 38% have made significant progress, 33% have made some progress and 21% have made limited progress.

The main reasons for why these digital transformation goals are difficult to achieve are lack of collaboration amongst teams (44%), lack of time (43%) and lack of data-led insights on demand (40%). When IT professionals were specifically asked about difficulties in achieving their enterprises' full-cycle digital transformation, they highlight time constraints (60%) and IT misalignment (59%).

When asked about the challenges of adopting more Al-supported activities as a component of their digital transformation initiative, 61% of the respondents point to lack of in-house knowledge and skills around the technology while 52% say there's lack of financial resources and 47% say they lack a clear implementation plan.



ABOUT INFOSYS

Infosys is a global leader in technology services and consulting. We enable clients in more than 50 countries to create and execute strategies for their digital transformation. From engineering to application development, knowledge management and business process management, we help our clients find the right problems to solve, and to solve these effectively. Our team of 200,000+ innovators, across the globe, is differentiated by the imagination, knowledge and experience, across industries and technologies, that we bring to every project we undertake.

Visit www.infosys.com to see how Infosys (NYSE: INFY) can help your enterprise thrive in the digital age.

SCOPE OF RESEARCH/METHODOLOGY

Infosys commissioned LEWIS Research to undertake the research upon which this report is based. 1,070 IT and business decision-makers were interviewed between 27th March and 18th April 2017. All are from organizations of more than 1,000 employees, with \$500 million or more annual revenue and from a range of sectors, in the United States. The majority of interviews were conducted using online interviewing with a small number of follow-up telephone in-depth interviews. All were undertaken using a rigorous multilevel screening process to ensure that only suitable candidates were given the opportunity to participate. Unless otherwise indicated, the results discussed are based on the total sample. The overall margin of error is +/- 2.91% at a 95% confidence interval.

6

RETAIL AND CPG HUMAN AMPLIFICATION IN THE ENTERPRISE

External Document © 2017 Infosys Limited



RETAIL AND CPG HUMAN AMPLIFICATION IN THE ENTERPRISE

7

	Ŭ.		, i i	Ŭ			Ť.	Ŭ										Ŭ	Ŭ.		Ĭ.										Ť.	~				
To run enformation, conclucat adagetificitory.com																																				
For memory many many many many many many many man	٥	• •	0	٥	٠	•	۰	٠	•	0	۰	٠	•	•	٠	•	0	•	٥	•	0	•	• •	۰	٥	۰	0	•	۰	0	٠	0	٠	0	0 0	0
For run run mana nu, nu nu a suscientary succession with the su	•	• •	•	•	٠	•	•	•	•	۰	٠	•	•	•	•	•	0	٠	•	•	0	•	• •	٠	•	٠	0	•	•	•	•	0	•	0 0	• •	0
Control from the number of a state state from the number of the nu	•	• •	•	•	•	•	•	•	•	٠	٠	٠	•	•	•	•		•	•	•	•	•	• •	٠	•	•	0	•	•	•	•	•	•	• •	•	•
Construction	•	• •		•	•	•	•	•	•	•	•	•	•	•	•	•		•	•	•		•	• •	•	•	•		•	•	•	•	•	•	• (• •	•
For monitormation, contact askus@infogs.com	•				•		•	•		•	•	•	•	•	•	•		•	•	•		•	• •	•	•	•		•	•	•	•		•	•	• •	•
Construction	•	• •			•					•	•				•			•	•		0	•	• •		0		0	•	•				•	•	• •	
Correctionmation, concat askue@infosy.com	•		0	0	•	•	•	•	•	0	•	•	•	•	•	•	0	•	•	•	0	•	• •	•	0	•	0	•	•	•	•	0	•	•	• •	•
Construction: Constr	•		0	•	•			•		•	•	•	•		•	•	0	•	•	•	0	•		•	0	•	0	•	•	•	•	0	•	•	o c	•
Construction: Constr																																		•		
Control of the state of t																																				
Correct information, contact askussinflogs.com Correct information, contact askussinflogs.com																																				
En une formation, contact asku@infosys.com																																				
Entering formation for the state which for the state may be the state and and an information and and and and and and and and and an																																				
Er uner formation, contact askug/mforys.com																																				
Control of the state of t																																				
Er mere information, contact askus@infory.com	•	• •	0	0	•	•	•	•	•	0	•	•	•	•	•	•	0	۰	•	•	0	•	• •	•	0	•	0	•	•	0	•	0	•	0 0		0
Control Control <t< td=""><td>•</td><td>• •</td><td>0</td><td>0</td><td>٠</td><td>•</td><td>•</td><td>•</td><td>•</td><td>0</td><td>0</td><td>•</td><td>•</td><td>•</td><td>•</td><td>•</td><td>0</td><td>•</td><td>0</td><td>•</td><td>0</td><td>•</td><td>• •</td><td>•</td><td>0</td><td>۰</td><td>0</td><td>•</td><td>•</td><td>0</td><td>•</td><td>0</td><td>•</td><td>0 0</td><td></td><td>0</td></t<>	•	• •	0	0	٠	•	•	•	•	0	0	•	•	•	•	•	0	•	0	•	0	•	• •	•	0	۰	0	•	•	0	•	0	•	0 0		0
Tor more information, contact askus@infosys.com	•	• •	0	•	٠	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	• •	•	•	٠	•	•	•	•	•	0	•			•
Tor more information, contact <code>akuk@infosys.com</code>	•	• •	•	•	•	•	•	•	•	٠	•	•	•	•	•	•	•	•	•	•	•	•	• •	٠	•	•	•	•	•	•	•	•	•	•		•
Tor more information, contact askus@infosys.com	•	• •	0		•	•	•	•	•	•	•	•	•	•	•	•		•		•	•	•	• •	•	0	•		•	•	0	•	0	•	•		0
Tor more information, contact askug@infosys.com	•	• •	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	• •	٠	•	•	•	•	•	•	•	•	•	•	• •	•
Ever more information, contact <u>askus@info</u> sys.com	•	• •	0	0	•	•	•	•	•	•	•	•	•	•	•	•		•	0	•		•	• •	•	0	•	0	•	•	0	•	0	•	•	• •	0
2017 Inforsy tunited. Bengturu, Indix. All Rights Reserved. Thefory believes the information in this document is accurate as of the publication date such information such as a functional public date. The such as a functional public date is a constrained in the information in this document is accurate as of the publication date. Such as a functional public date is a constrained in the information information in the information in the information in the information in the information informatin informatin informatin informatin information information informa	•		0		•	•	•	•	•	•	•	•	•	•	•	•		•	•	•		•	• •	•	0	•		•	•	•	•		•	•	• •	0
Point private the proprieting of other companies to the trademarks, product mare and such other intellectual property rights functioner. The appreciation of thicky limited and/or any named intellectual property rights networking.	•																	•						•			•	•						•		
2019 Infosys Limited, flergalatur, India All Rights Beserved. Infosys believes the information in this document is accurate as of its publication date; such information is subject to change without notice. Infosys downledges the proprietary rights of other companies to the trademarks, product names and such other intellectual property informationed and trials document. Except as expressive permitted, enter the fully information or any part of the proprietary rights of other companies to the trademarks, product names and such other intellectual property information and part of the proprietary rights of other companies to the trademarks, product names and such other intellectual property information is subject to change without notice. Information or any part of the proprietary rights of other intellectual property information is not property information or any part of the property information is not property information or any part of the property rights holders under this document.	•									•								•	•	•								•	•					•		
Control Support	•																							•				•				•		•		
Control Support																																				
Ever more information, contact askus@infosys.com 4.019 Infosys Limited, Bengaluru, India, All Rights Reserved. Infosys believes the information in this document is accurate as of its publication date, such information is subject to change without notice. Infosys believes the proprietary rights of other companies to the trademarks, product names and such other intellectual property rights mentioned in this document. Except as expressly permitted, network without the proprietary rights of other companies to the trademarks, product names and such other intellectual property rights mentioned in this document. Except as expressly permitted, network without the property rights of other companies to the trademarks, product names and such other intellectual property rights mentioned in this document.																																			• •	•
Control Information, contact askus@infosys.com Control Information, contact askus@infosys.com																																				
Coll Infosys Limited, Bengaluru, India. All Rights Reserved. Infosys believes the information in this document is accurate as of its publication date; such information is subject to change without notice. Infosys downledges the proprietary rights of other companies to the trademarks, product names and such other intellectual property rights mentioned. In this document. Except as expressly permitted, neither this document.																																				
For more information, contact askus@infosys.com be more be a contract askus@infosys.com be more be a contract askus@infosys.com be more be a contract askus@infosys.com contract.com contract.com contract askus@infosys.com contract.com cont																																				
For more information, contact askus@infosys.com be more be a contract askus@infosys.com be more be a contract askus@infosys.com be more be a contract askus@infosys.com contract.com contract.com contract askus@infosys.com contract.com cont																																				
For more information, contact askus@infosys.com be more be a contract askus@infosys.com be a contract askus@infosys.com be a contract askus@infosys.com contract.com contract askus@infosys.com contract.com contract askus@infosys.com contract.com contract askus@infosys.com contract.com contract.com contract askus@infosys.com contract.com contract.com contract.com contract.com contract askus@infosys.com contract.com contract.com contract askus@infosys.com contract.com contract.com contract.com contract.com contract.com contract askus@infosys.com contract.com contract									, i				×.													, in the second			Ť.							
For more information, contact askus@infosys.com be more be a contract askus@infosys.com be a contract askus@infosys.com be a contract askus@infosys.com contract.com contract askus@infosys.com contract.com contract askus@infosys.com contract.com contract askus@infosys.com contract.com contract.com contract askus@infosys.com contract.com contract.com contract.com contract.com contract askus@infosys.com contract.com contract.com contract askus@infosys.com contract.com contract.com contract.com contract.com contract.com contract askus@infosys.com contract.com contract	•	• •	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	• •	•	•	•	•	•	•	•	•	•	•	• •) •	•
For more information, contact askus@infosys.com be more be a contract askus@infosys.com be more be a contract askus@infosys.com be more be a contract askus@infosys.com contract.com contract.com contract askus@infosys.com contract.com cont	•	•••	•	•	•	•	•	•	•	•	٠	•	•	•	•	•	•	•	•	•	•	•	• •	•	•	•	•	•	•	•	•	•	•	• •) 0	•
For more information, contact askus@infosys.com be more be a contract askus@infosys.com be more be a contract askus@infosys.com be a contract askus@infosys.com contract askus@infosys.com be a contract askus@infosys.com contract.com contract askus@infosys.com contract.com contract askus@infosys.com contract askus@infosys.com contract.com contract askus@infosys.com contract.com contract askus@infosys.com contract.com contract.com contract askus@infosys.com contract.com contract askus.com contract askut.com contract as	•	• •	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	• •	•	•	•	0	•	•	•	•	•	•	• •	• •	•
For more information, contact askus@infosys.com be more be a contract askus@infosys.com be more be a contract askus@infosys.com be more be a contract askus@infosys.com contract.com contract.com contract askus@infosys.com contract.com cont	•	• •	0	٥	٠	•	۰	۰	•	0	۰	٠	•	•	٠	•	0	•	٥	•	0	•	• •	٠	٥	۰	0	•	۰	0	•	0	٠	0	0 0	0
For more information, contact askus@infosys.com be more be a contract askus@infosys.com be more be a contract askus@infosys.com be more be a contract askus@infosys.com contract.com contract.com contract askus@infosys.com contract.com cont	•	• •	•	•	•	•	•	•	•	٠	•	•	•	•	•	•	•	•	•	•	•	•	• •	٠	•	•	•	•	•	•	•	•	•	0 0	• •	•
For more information, contact askus@infosys.com be more be a contract askus@infosys.com be a contract askus@infosys.com be a contract askus@infosys.com contract.com contract askus@infosys.com contract.com contract askus@infosys.com contract.com contract askus@infosys.com contract.com contract.com contract askus@infosys.com contract.com contract.com contract.com contract.com contract askus@infosys.com contract.com contract.com contract askus@infosys.com contract.com contract.com contract.com contract.com contract.com contract askus@infosys.com contract.com contract	•	• •		•	٠	•	•	•	•	٠	٠	•	•	•	•	•	•	٠	•	•	0	•	• •	٠	•	•	0	•	•	•	•	0	•	0 0	•	•
For more information, contact askus@infosys.com be more be a contract askus@infosys.com be a contract askus@infosys.com be a contract askus@infosys.com contract.com contract askus@infosys.com contract.com contract askus@infosys.com contract.com contract askus@infosys.com contract.com contract.com contract askus@infosys.com contract.com contract.com contract.com contract.com contract askus@infosys.com contract.com contract.com contract askus@infosys.com contract.com contract.com contract.com contract.com contract.com contract askus@infosys.com contract.com contract	•	• •	0	٠	٠	٠	٠	٠	•	•	٠	٠	•	•	•	•		•	•	•	•	•	• •	•	0	•	0	•	•	•	•	0	•	• •	J 0	0
For more information, contact askus@infosys.com be more be a contract askus@infosys.com be a contract askus@infosys.com be a contract askus@infosys.com contract.com contract askus@infosys.com contract.com contract askus@infosys.com contract.com contract askus@infosys.com contract.com contract.com contract askus@infosys.com contract.com contract.com contract.com contract.com contract askus@infosys.com contract.com contract.com contract askus@infosys.com contract.com contract.com contract.com contract.com contract.com contract askus@infosys.com contract.com contract	•	• •	•	•	•	•	•	•	•	٠	•	•	•	•	•	•	•	•	•	•	•	•	• •	٠	•	•	•	•	•	•	•	•	•	•	• •	•
For more information, contact askus@infosys.com be more be a contract askus@infosys.com be more be a contract askus@infosys.com be a contract askus@infosys.com contract askus@infosys.com be a contract askus@infosys.com contract.com contract askus@infosys.com contract.com contract askus@infosys.com contract askus@infosys.com contract.com contract askus@infosys.com contract.com contract askus@infosys.com contract.com contract.com contract askus@infosys.com contract.com contract askus.com contract askut.com contract as	•	• •			•	•	•			•	•	•	•	•	•	•		•	•	•		•	• •	•		•		•	•	•	•	0	•	•	• •	
For more information, contact askus@infosys.com be more be a contract askus@infosys.com be more be a contract askus@infosys.com be a contract askus@infosys.com contract askus@infosys.com be a contract askus@infosys.com contract.com contract askus@infosys.com contract.com contract askus@infosys.com contract askus@infosys.com contract.com contract askus@infosys.com contract.com contract askus@infosys.com contract.com contract.com contract askus@infosys.com contract.com contract askus.com contract askut.com contract as	•		0	•	•	•	•	•	•	•	•	•	•	•	•	•	0	•	•	•		•	• •	•	0	•	0	•	•	•	•	•	•	•	• •	•
For more information, contact askus@infosys.com be more be a contract askus@infosys.com be more be a contract askus@infosys.com be more be a contract askus@infosys.com contract.com contract.com contract askus@infosys.com contract.com cont	•																	•			•			•	•		•	•		•		•		•		
For more information, contact askus@infosys.com be more be a contract askus@infosys.com be more be a contract askus@infosys.com be more be a contract askus@infosys.com contract.com contract.com contract askus@infosys.com contract.com cont	•		0	•	•	•				•	•	•	•	•		•	0	•	•	•	0	•	• •	•	•	•	0	•		0	Ir	h		<u>א</u> ר	. .	0
For more information, contact askus@infosys.com be more be a contract askus@infosys.com be more be a contract askus@infosys.com be more be a contract askus@infosys.com contract.com contract.com contract askus@infosys.com contract.com cont	•						•	•	•						•	•						•						•	•	•			い	})	5.	•
© 2017 Infosys Limited, Bengaluru, India. All Rights Reserved. Infosys believes the information in this document is accurate as of its publication date; such information is subject to change without notice. Infosys acknowledges the proprietary rights of other companies to the trademarks, product names and such other intellectual property rights mentioned in this document. Except as expressly permitted, neither this documentation nor any part of it may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, electronic, mechanical, printing, photocopying, recording or otherwise, without the prior permission of Infosys Limited and/ or any named intellectual property rights holders under this document.	•	Forn	nore	info	rmat	tion,	con	tact	task	cus@	info	sys.c	com	•				0	•	•	•			•	•	•				0	•					•
acknowledges the proprietary rights of other companies to the trademarks, product names and such other intellectual property rights mentioned in this document. Except as expressly permitted, neither this documentation nor any part of it may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, electronic, mechanical, printing, photocopying, recording or otherwise, without the prior permission of Infosys Limited and/ or any named intellectual property rights holders under this document.	•	• •	٠	٠	•	•				•	٠	•	•	•	•	•	•	٠	٠	•	•	•	• •	•	٠	٠		•	•	•	•	٠	٠	•	• •	٠
acknowledges the proprietary rights of other companies to the trademarks, product names and such other intellectual property rights mentioned in this document. Except as expressly permitted, neither this documentation nor any part of it may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, electronic, mechanical, printing, photocopying, recording or otherwise, without the prior permission of Infosys Limited and/ or any named intellectual property rights holders under this document.	•	© 2013	Inform	c imi	ed Po	naslur	م ما رو	ia • A II	Rinht	s Roca	nuad	Inform	s halia	Vac +h-	info	matio	nn in +	this de) CHIMC	nt ic -	COURS*	e 25 C	filte put	olicatio	n data:	such :	inform	ation	je eu b	ioet +-	o chan		thout -	notico	Inform	
prior permission of Infosys Limited and/ or any named intellectual property rights holders under this document.		acknov	vledges	s the p	ropriet	tary rig	ghts o	of othe	er com	npanie	es to th	he trad	demark	ks, pro	duct I	name	s and	such	other i	intelle	ctual p	prope	rty righ	ts men	tioned	in this	docu	ment.	Excep	pt as e	express	sly per	rmittec	d, neith	ner this	
Infosys.com NYSE: INFY Stay Connected 🔊 🛅 🛅 🐺																					any me	eans, e	ectror	nc, mea	.nanica	ı, print	ung, p	ιστος	opyin	y, reco	rding	or oth	ierWISE	:, witho	out the	•
INIOSYS.COM JINYSE: INFY	•	• •	•	•		• 	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	• •	•	•	•	•	0	•		•	•	• •	• · · · ·		•
	•	intos	ys.co	om	INYSE	:: IN	ΓY	•	•	۰	٠	•	•	•	•	•	0	٠	•	•	0	•	• •	٠	0	٠	0	•	Stay	Conn	iecteo	a . 🔰	2 U	1 📠] 👑	0