



THE RISE OF MOBILE TECHNOLOGY IN RETAIL

RETAILER INVESTMENT PLANS

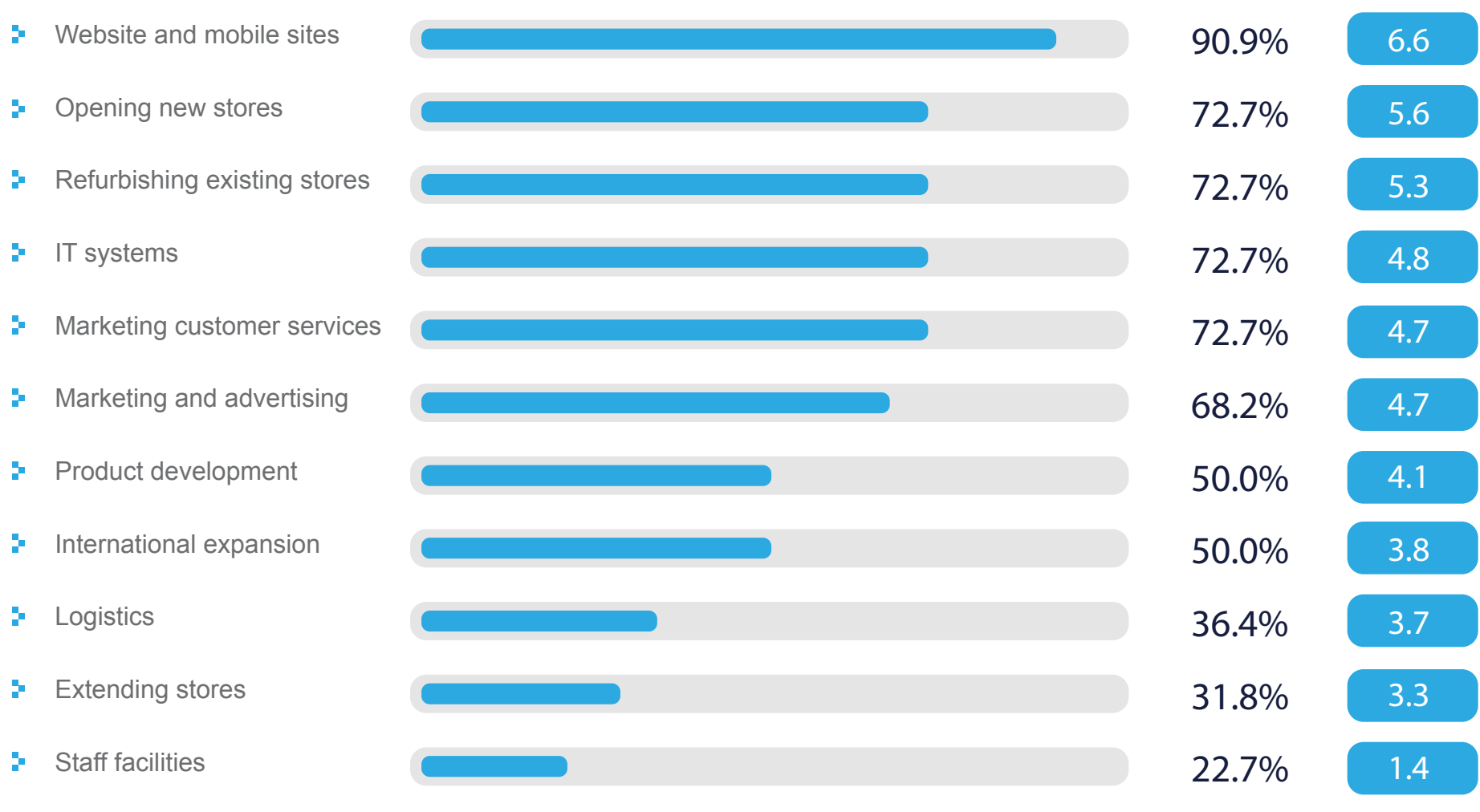


Chart shows the percentage of retailers planning to invest in certain areas. Note: Figures amount to more than 100%, since there may be multiple responses.

Websites and mobile sites are a major focus for investment

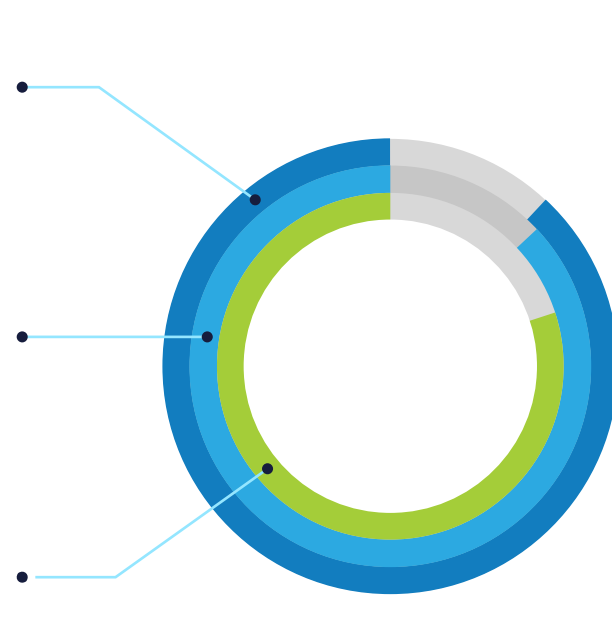
Source: Computerweekly

WHY ARE RETAILERS INVESTING IN MOBILE APPLICATIONS

Coupon sites get **88%** of their traffic from mobile devices.

Among the US consumers, four in five (**87%**) smartphone and tablet owners say they use these devices for shopping activities.

When consumers visit online retail sites like Amazon, eBay and Etsy on mobile devices, **80%** of the time it's through an app.



2014



2018

Tablets will play an important role, as worldwide consumer spending via mobile will drastically increase in the next four years.

MOBILE PAYMENTS WILL AMOUNT TO \$90 BILLION IN 2017

Source: ComScore, Internet Retailer and Forrester Research

POPULAR SMARTWALLETS

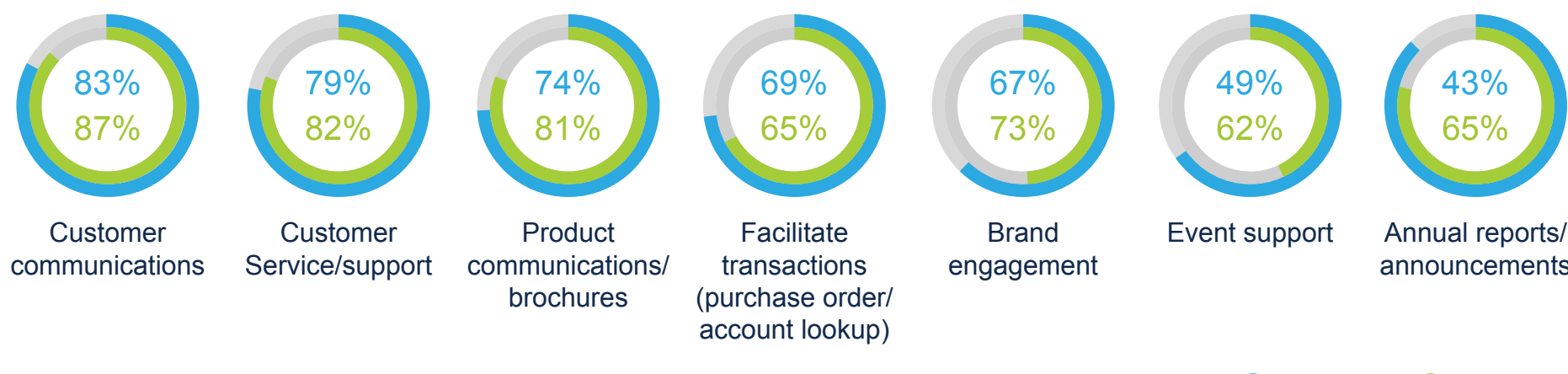


CONSUMER-FACING MOBILE APPLICATIONS

Consumer-facing applications are a key consumer relationship management (CRM) component. When implemented well, a good consumer-facing app can be a huge cost saver.

CURRENT AND FUTURE FUNCTIONS OF CONSUMER-FACING MOBILE APPLICATIONS

Source: eMarketer



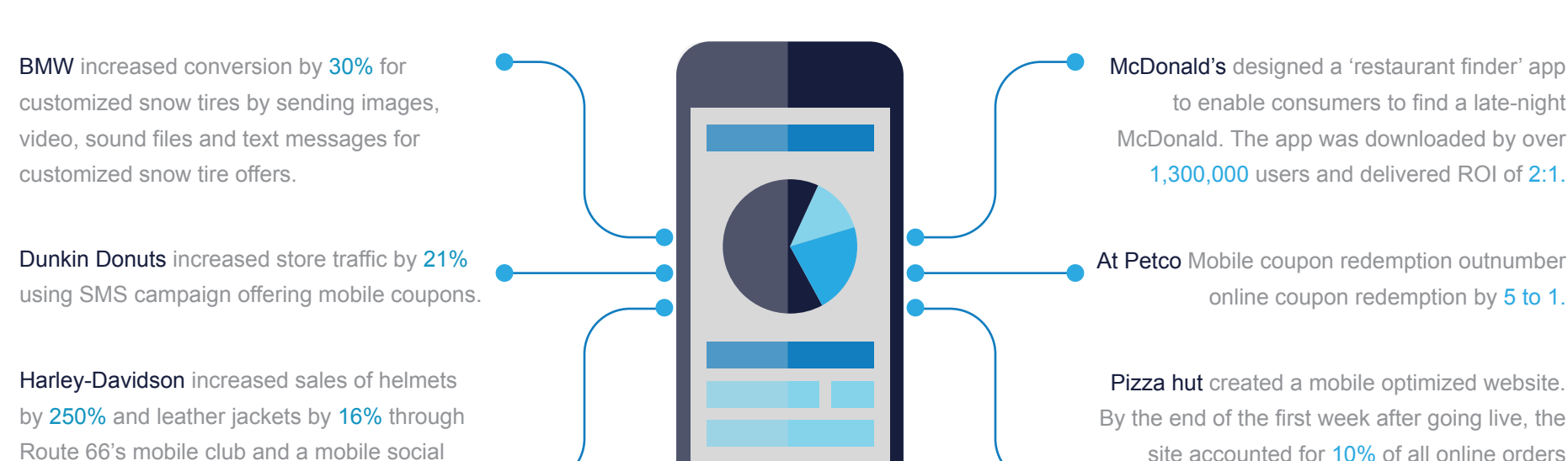
The most common use of mobile apps is to communicate with customers, which accounts to 83% of respondents.

MOBILITY TRENDS IN RETAIL



RETURN ON INVESTMENT FROM RETAIL APPS

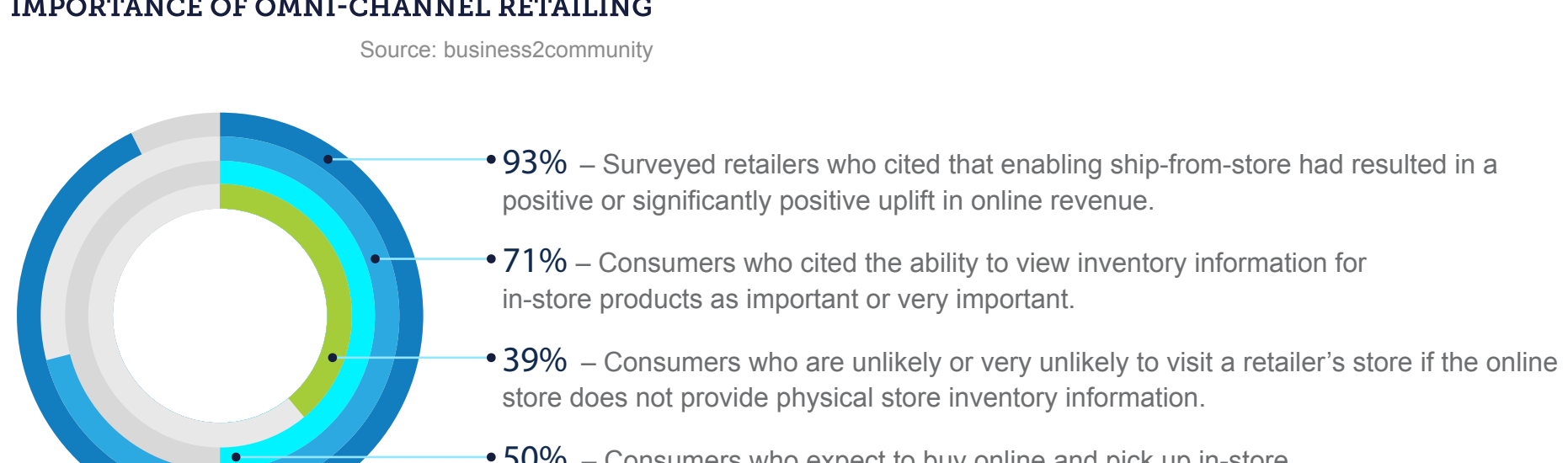
Source: themobileretailblog



THE OMNI-CHANNEL EXPERIENCE

IMPORTANCE OF OMNI-CHANNEL RETAILING

Source: business2community



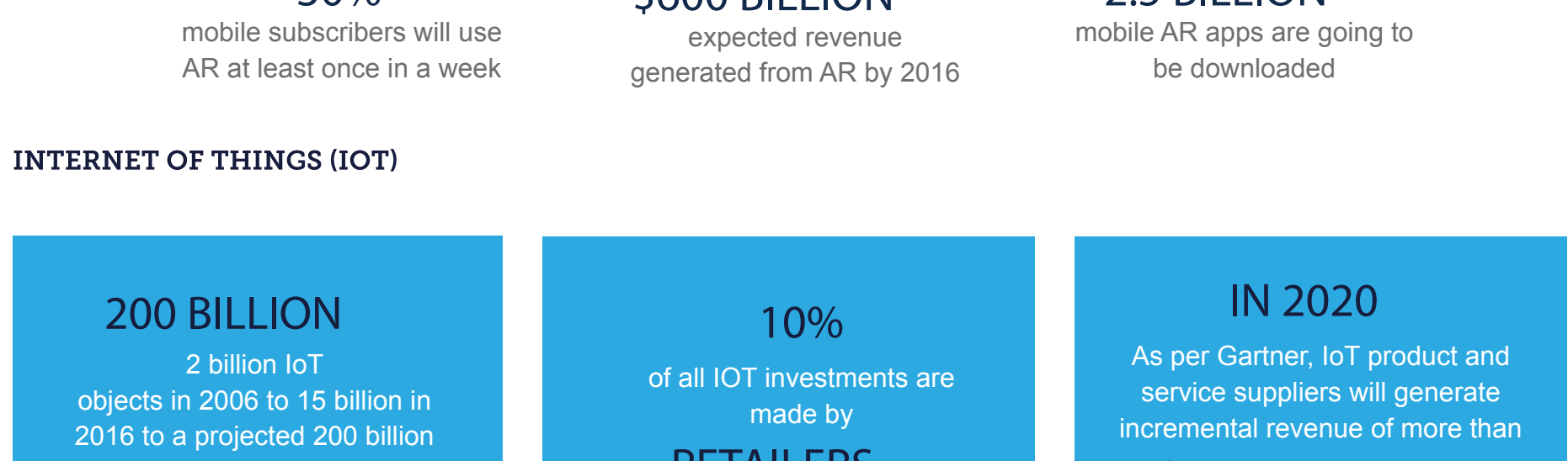
Forrester experts predict that in **2017**, the online and web-influenced retail sales is expected to go up by **\$1.8 trillion** which was observed to be \$1.3 trillion in 2013.

THE NEXT BIG TECHNOLOGIES IN RETAIL

AUGMENTED REALITY (AR)



INTERNET OF THINGS (IOT)



Source: Momentagroup, Gartner, Intel and IDC retail insights

ABOUT RAPIDVALUE

RapidValue is a leading provider of end-to-end mobility solutions to enterprises worldwide. Armed with a large team of experts in mobility consulting and application development, along with experience delivering global mobility projects, we offer a range of mobility services across various industry verticals. RapidValue delivers its services to the world's top brands and Fortune 1000 companies, and has offices in the United States and India. www.rapidvaluesolutions.com | contactus@rapidvaluesolutions.com | +1-877-643-1850