



# THE RISE OF MOBILE TECHNOLOGY IN RETAIL

## RETAILER INVESTMENT PLANS

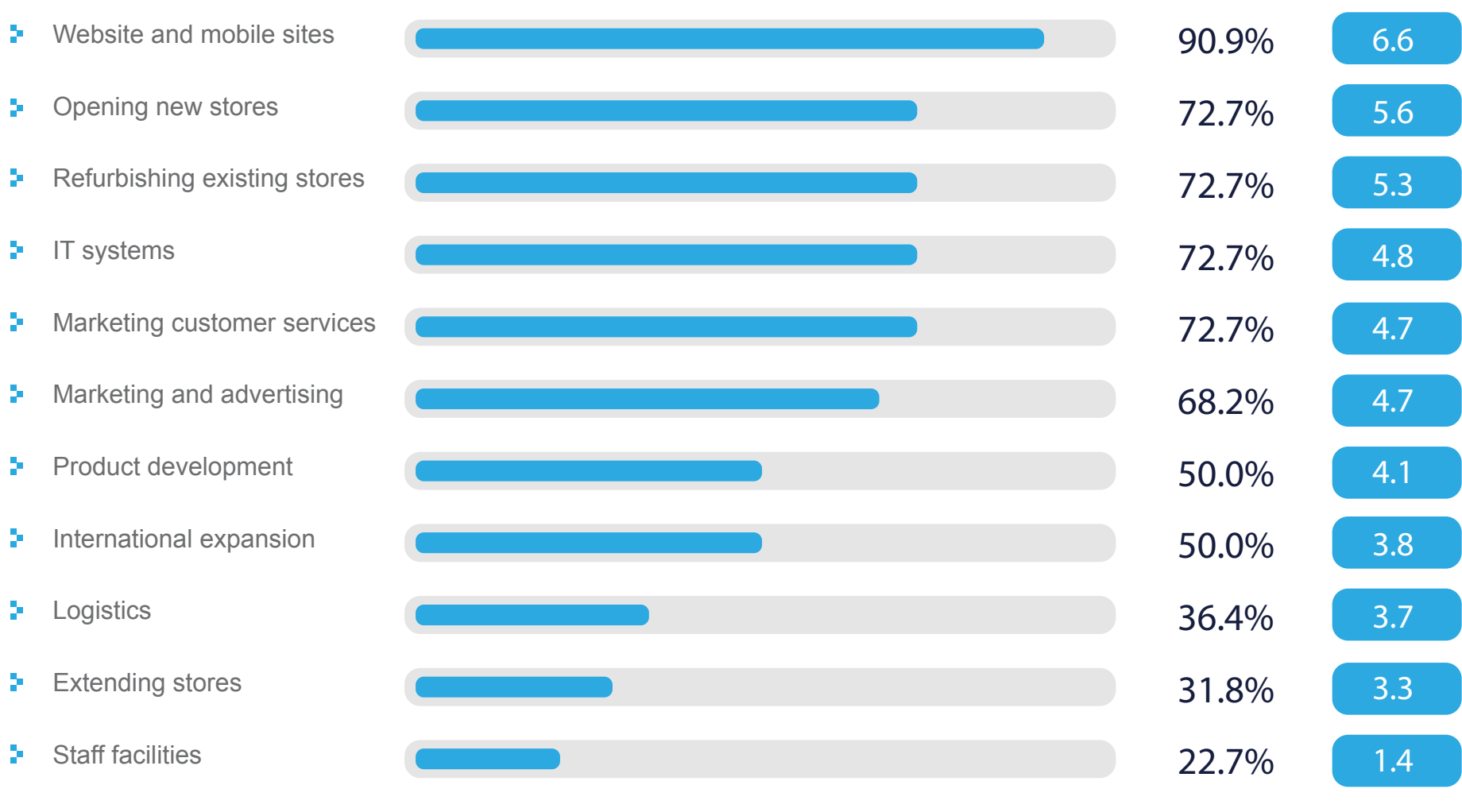
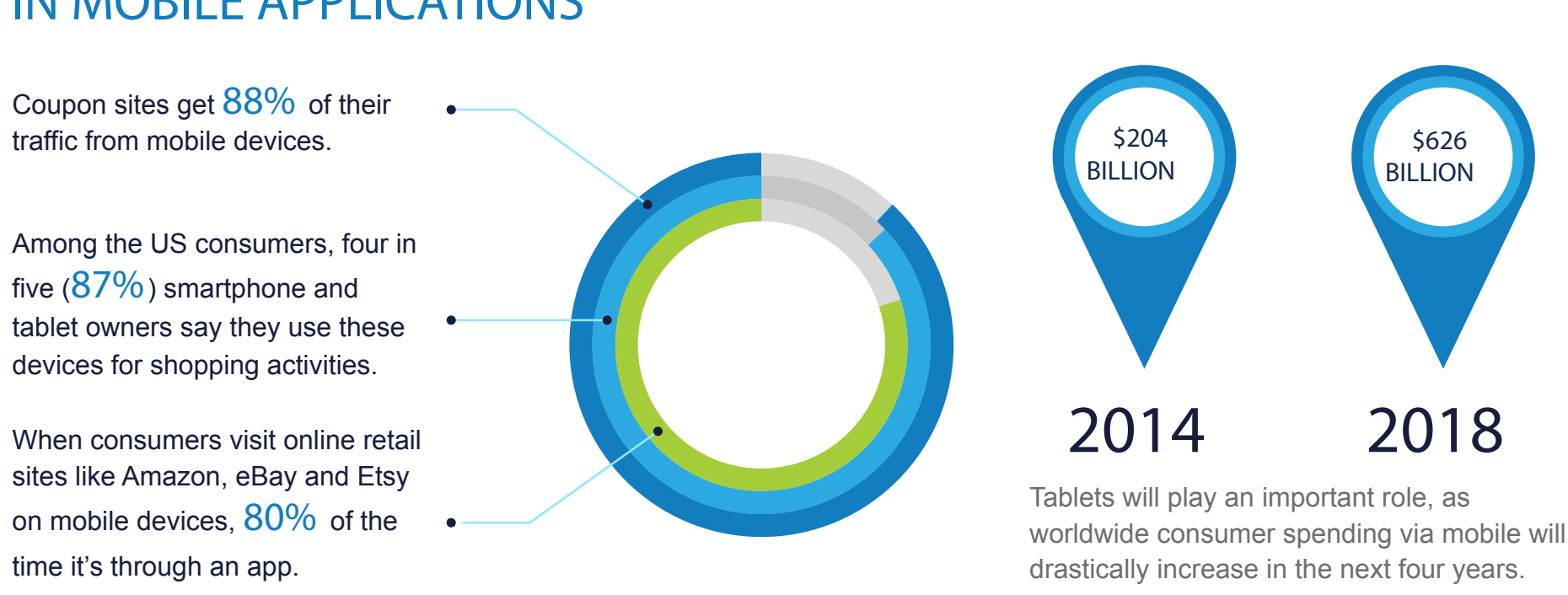


Chart shows the percentage of retailers planning to invest in certain areas. Note: Figures amount to more than 100%, since there may be multiple responses.

Websites and mobile sites are a major focus for investment

Source: Computerweekly

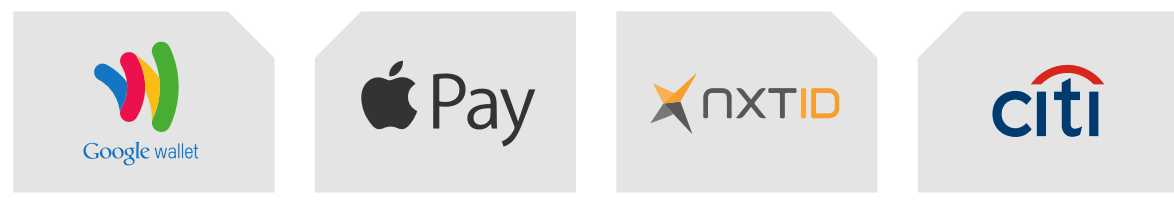
## WHY ARE RETAILERS INVESTING IN MOBILE APPLICATIONS



## MOBILE PAYMENTS WILL AMOUNT TO \$90 BILLION IN 2017

Source: ComScore, Internet Retailer and Forrester Research

## POPULAR SMARTWALLETS

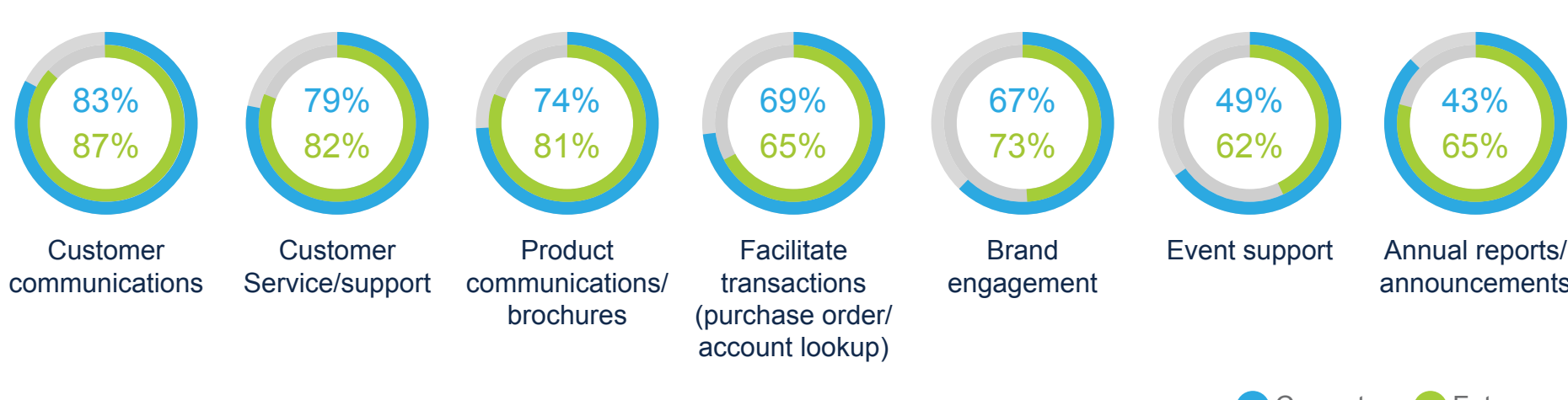


## CONSUMER-FACING MOBILE APPLICATIONS

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



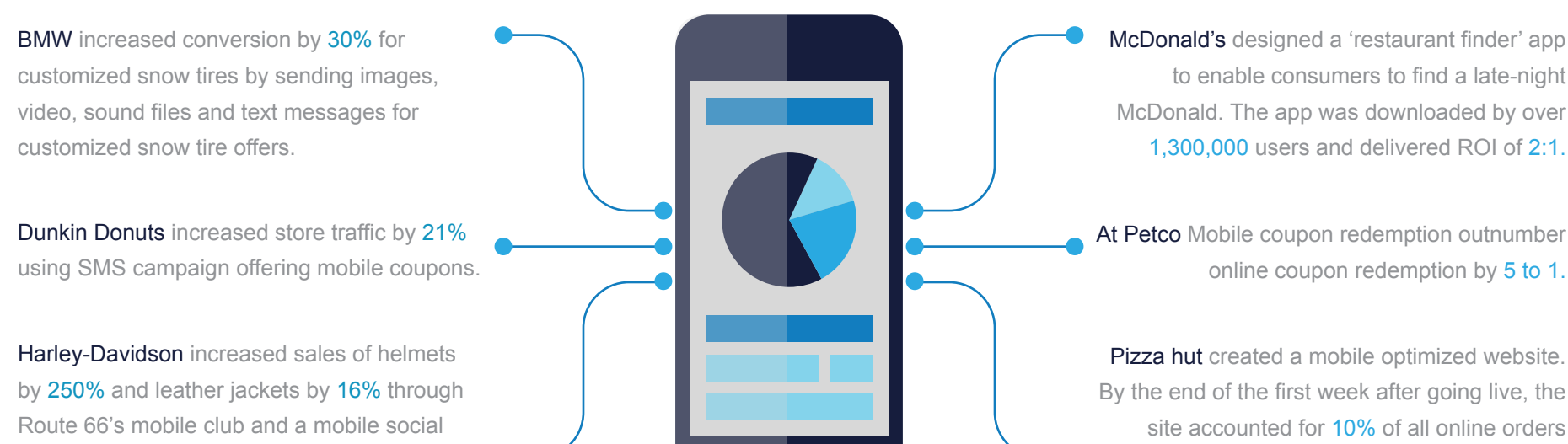
The most common use of mobile apps is to communicate with customers, which accounts to 83% of respondents.

## 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, omni-channel, IOT and cloud solutions to enterprises worldwide. Armed with a large team of experts in consulting, UX design, application engineering, testing, along with experience delivering global projects, we offer a range of 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, the United Kingdom and India.