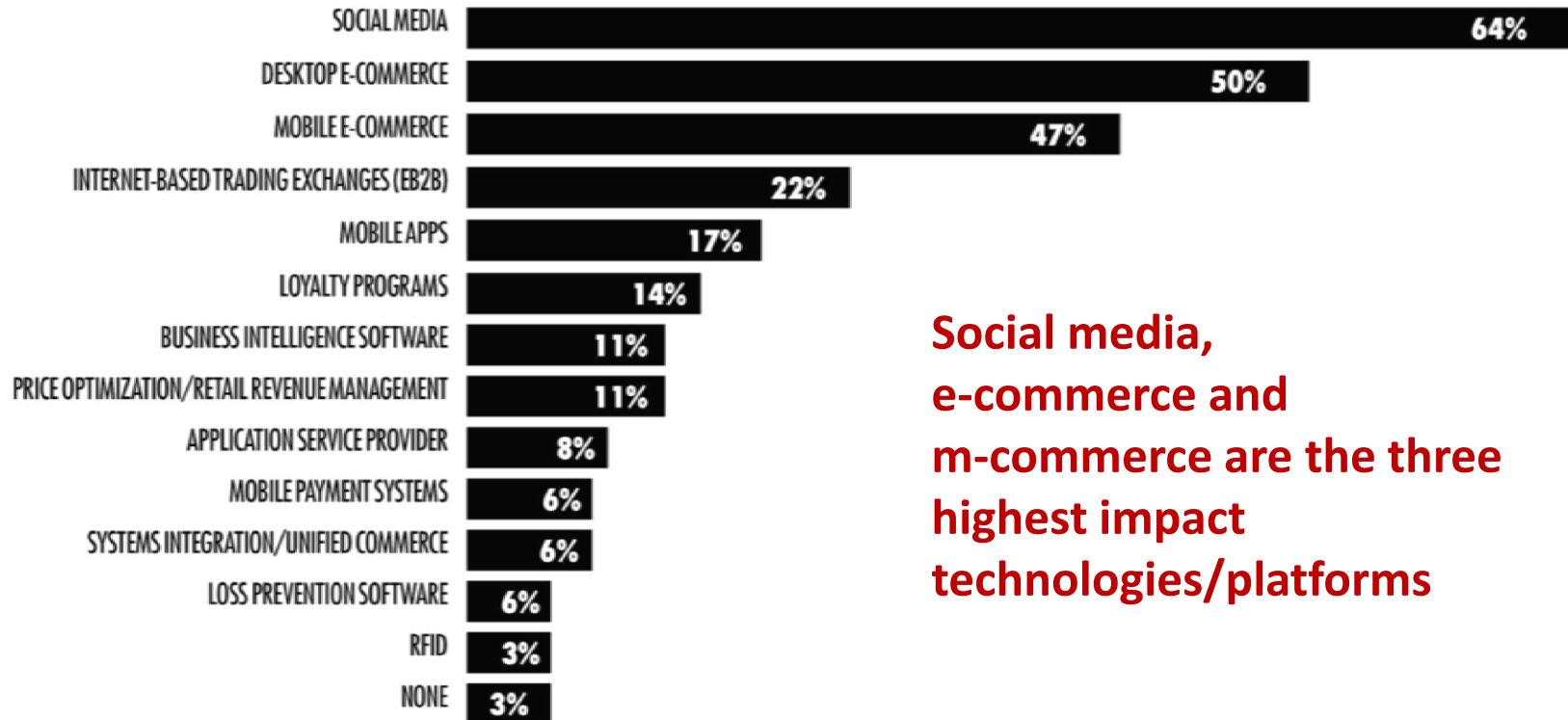


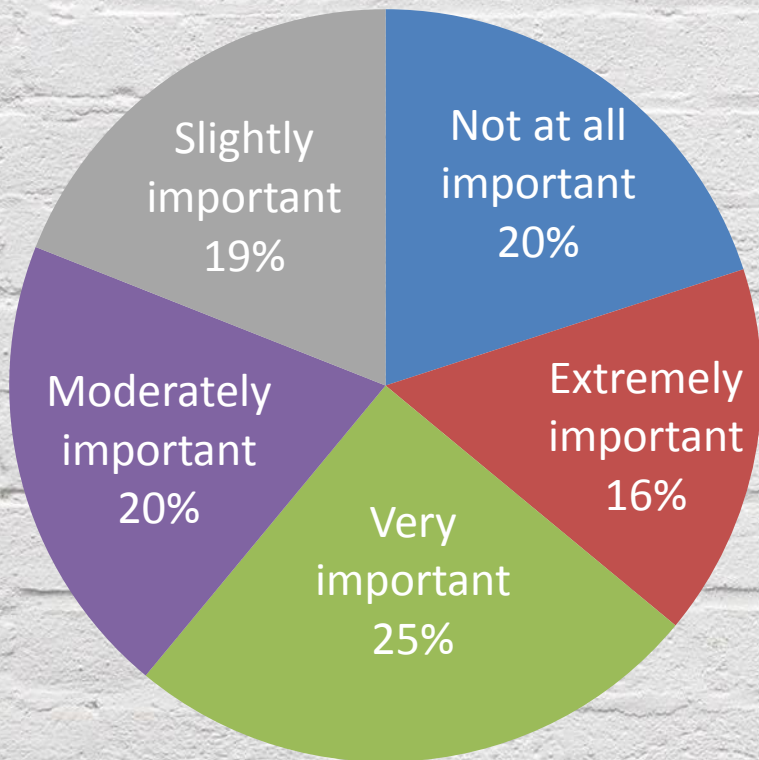
HFN'S TECHNOLOGY & OMNICHANNEL RETAILING STUDY

Technologies/Platforms With Greatest Impact in Last Two Years



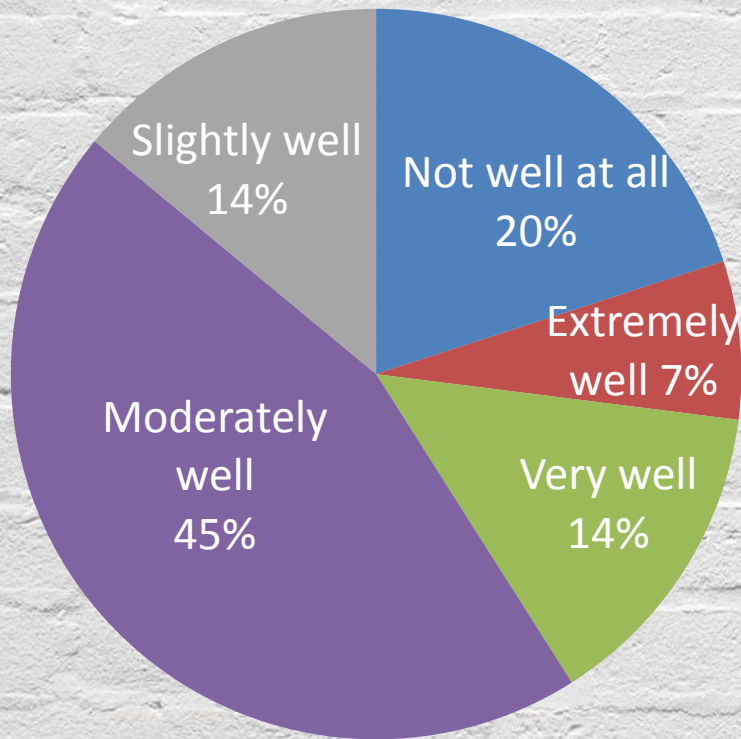
**Social media,
e-commerce and
m-commerce are the three
highest impact
technologies/platforms**

Current Importance of Omnichannel/Unified Commerce



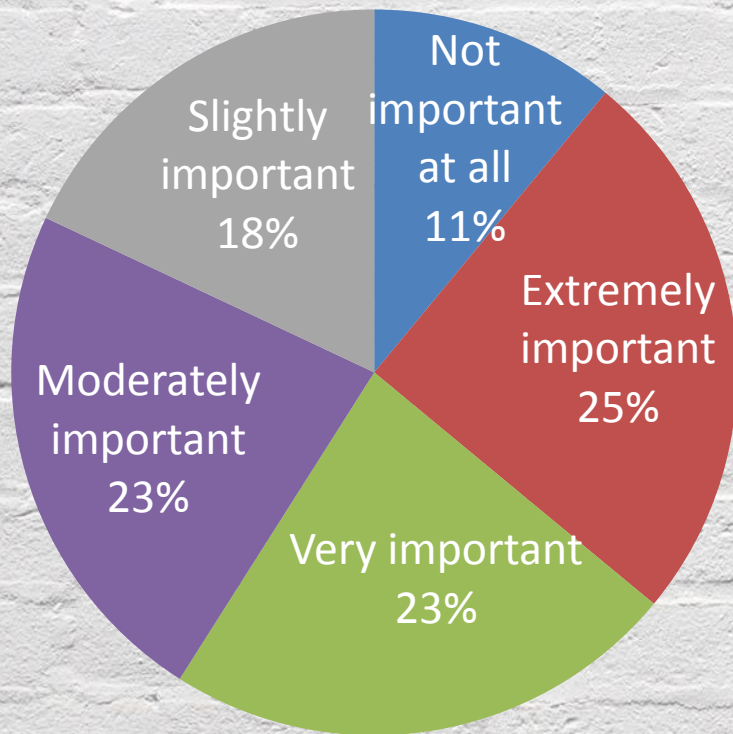
- **41% of retailer respondents feel unified commerce is extremely or very important.**
- **Only 15% report they currently use unified commerce software solutions.**

Integration of Omnichannel/Unified Commerce Platforms



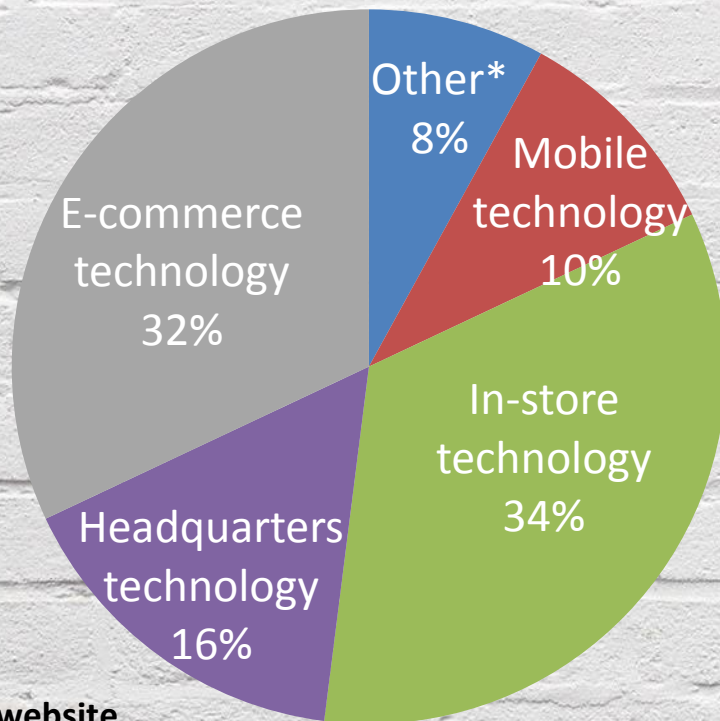
Only 21% of retailers say their omnichannel platforms are extremely or very well integrated

Importance of Omnichannel/Unified Commerce in Next 3 Years



Only 48% believe unified commerce will be extremely or very important in the next three years

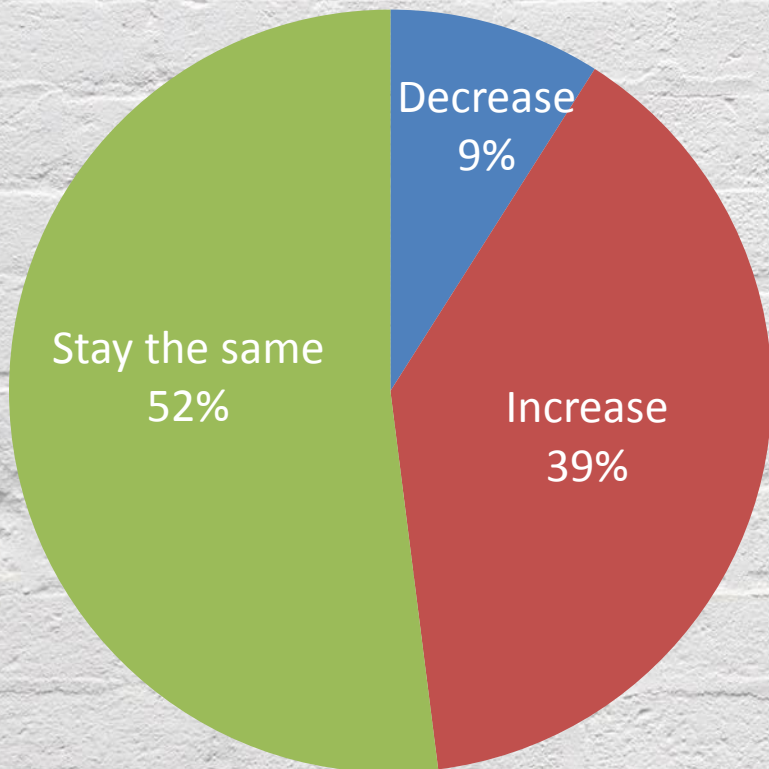
Technology Budget Allocation (average)



* Includes website, social media, and

The median technology budget 2016 and 2017 was unchanged at \$10,000. The lowest budget investment was \$0; the highest \$50 million

2018 Budget Expectations



Retailers plan to use/add the following business intelligence systems in the next year:

- Unified commerce (28%)
- Shopper segmentation software (15%)
- Store layout optimization (15%)
- Market basket analysis (15%)
- Marketing/promotions effectiveness (15%)
- Inventory optimization (15%)