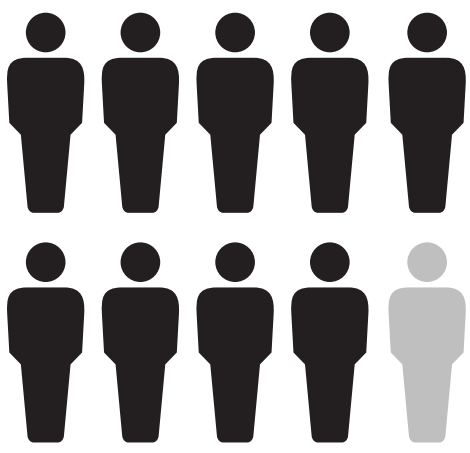


THE IMPACT OF COVID-19 ON RETAIL TECHNOLOGY

The technology landscape is changing, and retailers must accelerate their deployment of new technology and customer experiences in order to adapt. Whether that is reducing friction at checkout, offering new shopping methods, or implementing new technologies, retailers must be prepared to solve today's business challenges and be ready for the future of retail no matter what may come next.

TECHNOLOGY INVESTMENTS



90% OF RETAIL EXECUTIVES SAY technology strategies and investments MUST CHANGE IN 2021 as a result of COVID-19



INVESTMENT mentioned by **18%** of executives as part of the new normal for 2021 is **CONTACTLESS OR FRICTIONLESS TRANSACTIONS**



TECHNOLOGY INVESTMENTS

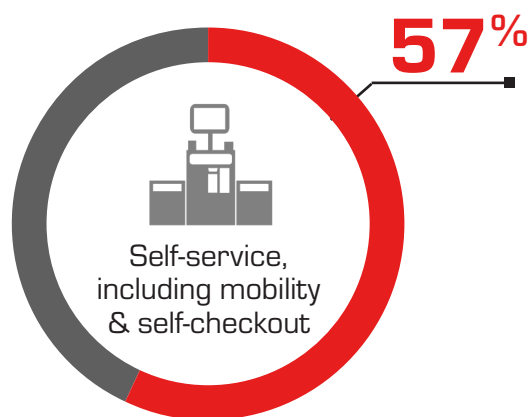
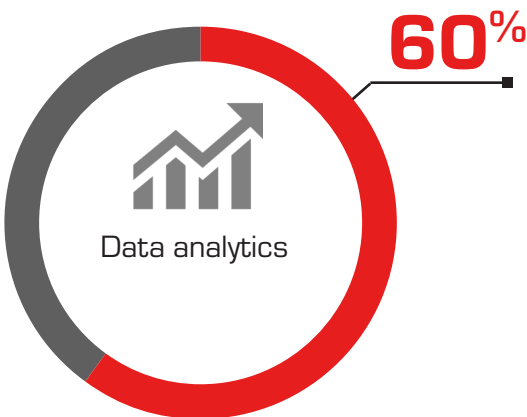
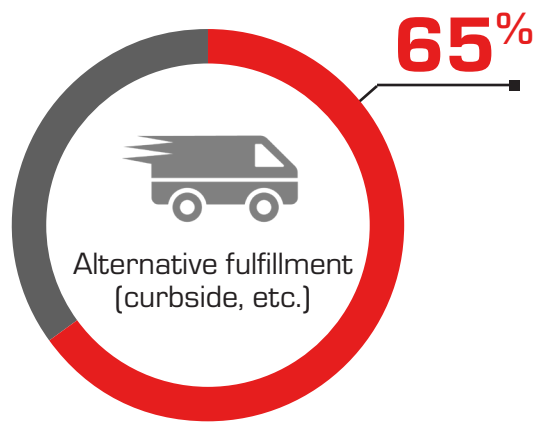
Anticipated frictionless technology investments of technology budgets over the next year

11% - 30%



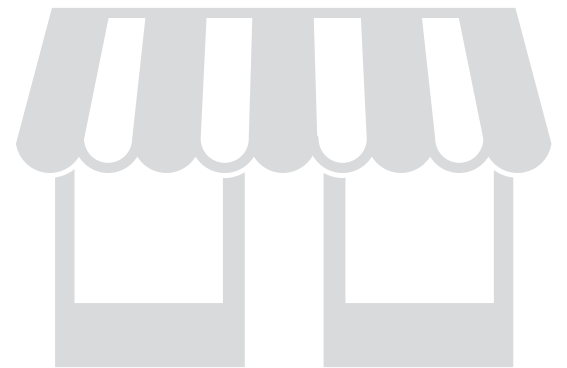
IN-DEMAND TECHNOLOGIES

The four most in-demand technologies that retailers were interested in to help them address their business needs in 2021 are:



RETAIL BRANDING

64% OF RETAILERS say **INCREASINGLY** it is **IMPORTANT** to differentiate their **BRAND**



MORE THAN 7 out of 10 retail executives cite these three as becoming more important priorities:



76%

Increase customer loyalty



75%

Improve customer experience



70%

Attract new customers