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## **What do you see as the number one change the retail industry in the next two years?**

Assessing where to allocate capital (physical or digital properties) is the retailers' biggest challenge. Close behind - how far should an organization lean into the future – what does the perfect experience look like for “my brand”. Finally, given the new objective vision for the company, what is the best model for technology investment, and which technology companies should I trust with helping drive the vision.

## **What is a typical pain point that you help customers deal with?**

We help retailers align technology investments with their vision for their organization, often helping them identify, prioritize and select the use cases and technologies that make most sense for them.