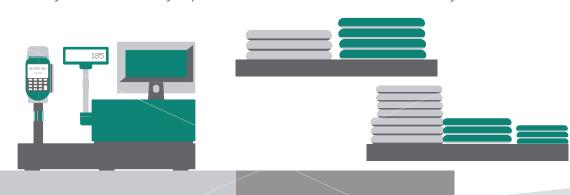
# STATE OF IOT

Retail

By 2019, 79% of retail organizations will have adopted Internet of Things (IoT) technology and 77% believe it will transform the retail industry. But, how are business executives using IoT today and what do they expect from it in the future? Here's what they told us.



### How is IoT being used?







#### **Benefits from IoT**



Improved customer experience

Improved visibility across

the organization

Increased profitability

# The most common IoT technology today





ile devices



Building systems e.g. refrigeration and security

## Threats from IoT



IoT-related security breach







he future loT will allow us to..."



Increase productivity





Expand into new markets Receive more customer referrals