COMING SOON

aptôs
Engaging Customers Differently

THE DAWN OF THE INTERNET OF EVERYWHERE.
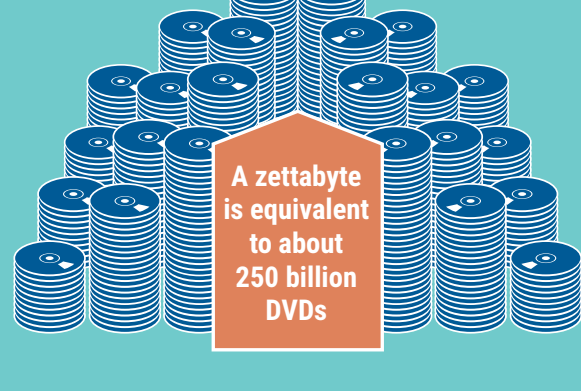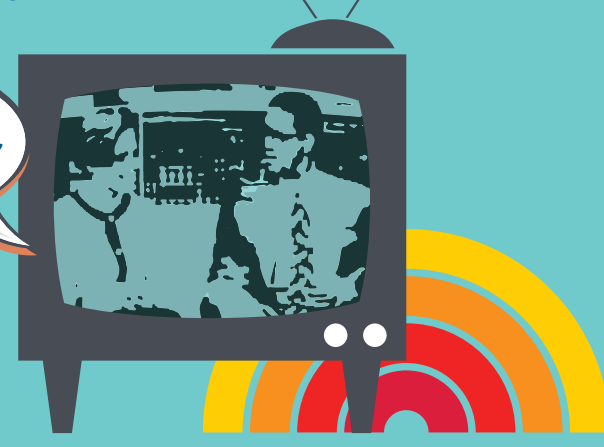
ARE YOU READY?

WE'VE COME A LONG WAY FROM "WHAT IS INTERNET, ANYWAY?"

Since Katie Couric[1] uttered that now infamous line in 1994, the Internet has exploded.

And guess what?
WE HAVEN'T SEEN ANYTHING YET.

What is Internet, anyway?

A zettabyte is equivalent to about 250 billion DVDs

In 2018 In 2018 we will generate over **1.6 Zettabytes** of global IP traffic[2]

By 2020 What's more, by 2020, **50 Billion** devices will be connected to the Internet.[3]

"Information sharing over the Internet will be so effortlessly interwoven into daily life that it will become invisible, flowing like electricity..."[4]

In **5** years, a family of **4** could have close to **45** connected devices in the household

Retailers need to be prepared... because the notion of always-on connectivity is coming, and coming fast.
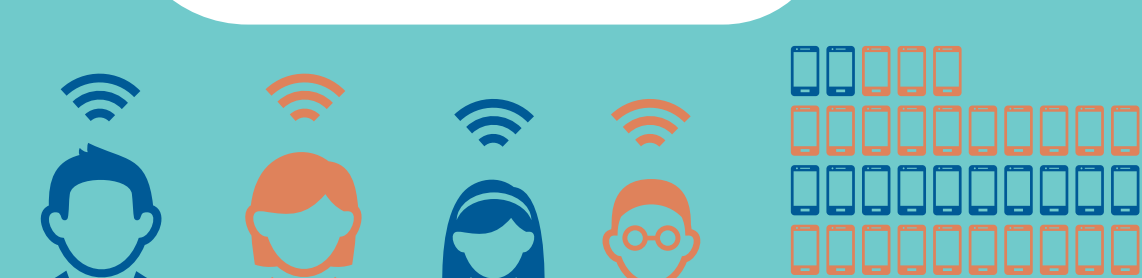
PLANET OF THE CONNECTED SHOPPER: THE RISE OF WEARABLES

From Watches to Wardrobes, Wearables are on the Rise:

750 Million wearable devices are expected to ship in 2020[5]
(THAT'S 37X 2014 SHIPMENTS)

2014   2020

They will be all over our bodies, making connectivity almost a part of our DNA.[6]

45%	30%	15%	6%	2%
SMART WATCHES	FITNESS TRACKERS	WEARABLE CAMERAS	SMART CLOTHING AND BODY SENSORS	SMART AUGMENTED REALITY GLASSES

And as connected wearable devices become more user-friendly and affordable, shoppers will expect to experience the Internet as a more global, visible and immersive computing environment.

ATTACK OF THE KILLER EXPECTATIONS

Pop Culture Breeds Competitive Differentiation and a New Era of Customer Engagement

2002: The Minority Report painted a picture of what the IoT could mean to us as shoppers...

- Instant and automatic recognition
- Hyper-personalized offers based on mental state and context
- In-store CRM that mirrors online CRM
- Offers that benefit the shopper, not just the seller

The critical enabler of this future? Not only will all the machines and screens be connected to the Internet, they will also be **connected to us.**

Beacons will influence **$40 Billion** of US retail sales in **2016.**[7]

They will be everywhere, automatically connecting to us via smartphones and wearables.

2020: A RETAIL ODYSSEY

Are You Ready for the Retail (and Internet) of Everywhere?

Consider these stats:[8]

- About **40%** of the world's population has an Internet connection today—it was **less than 1%** in 1995.

40% 2015
1% 1995

1 Billion   2 Billion   3 Billion

1999   2005   2010   2014

- The number of Internet users increased **tenfold** from **1999 to 2013.**
- The **first billion** was reached in 2005, the **second billion** in 2010 and the **third billion** in 2014.
- By the time this article is published, there will be almost **four billion** Internet users in the world.

In the not too distant future, as we become more consistently and closely connected, consumers will begin to expect outcomes like they see in The Minority Report and other popular movies, videos and television shows. It's time to begin building for that future.

3 steps to be sure you're ready for the premier of the Internet of Everywhere:

1 Integration
An integrated platform for true omni-channel commerce. It will become truly impossible to manage multiple platforms with multiple views of products and prices, of customers and their history, of inventory, of orders.
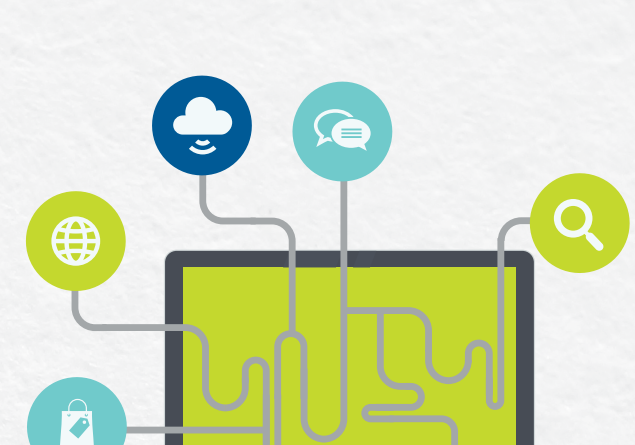
2 Analytics
An analytics platform capable of absorbing, sorting, and making all that data actionable. As the amount of data we share skyrockets to 1.6 ZB, it will be impossible to anticipate and respond to shifting consumer behaviors and expectations without an analytics platform that can scale and make sense of all that data.

1.6 ZB

3 Cloud-based
A Cloud-based platform. The era of the Internet of Everywhere will require unprecedented enterprise agility. Scale will be required on a moment's notice, and keeping pace with shifting shopper behaviors will be impossible if resources are spent managing IT infrastructure rather than managing business requirements.

APTOS: ENGAGING CUSTOMERS DIFFERENTLY

At Aptos, we engage our customers differently with a deep understanding of their needs as retailers, collaborative long-term partnerships, and a direct stake in their success. We also enable them to engage their customers differently with innovative, end-to-end solutions developed exclusively for retailers, and delivered on a platform that enables singular commerce and seamless experiences at every touch point—an increasingly important capability in the era of the Internet of Everywhere.

aptôs

To learn more about the Internet of Everywhere, please download our latest eBook here.

To learn more about how Aptos can help you take advantage of the opportunities the Internet of Everywhere will bring to retail, click here or contact us at info@aptos.com.

aptos.com