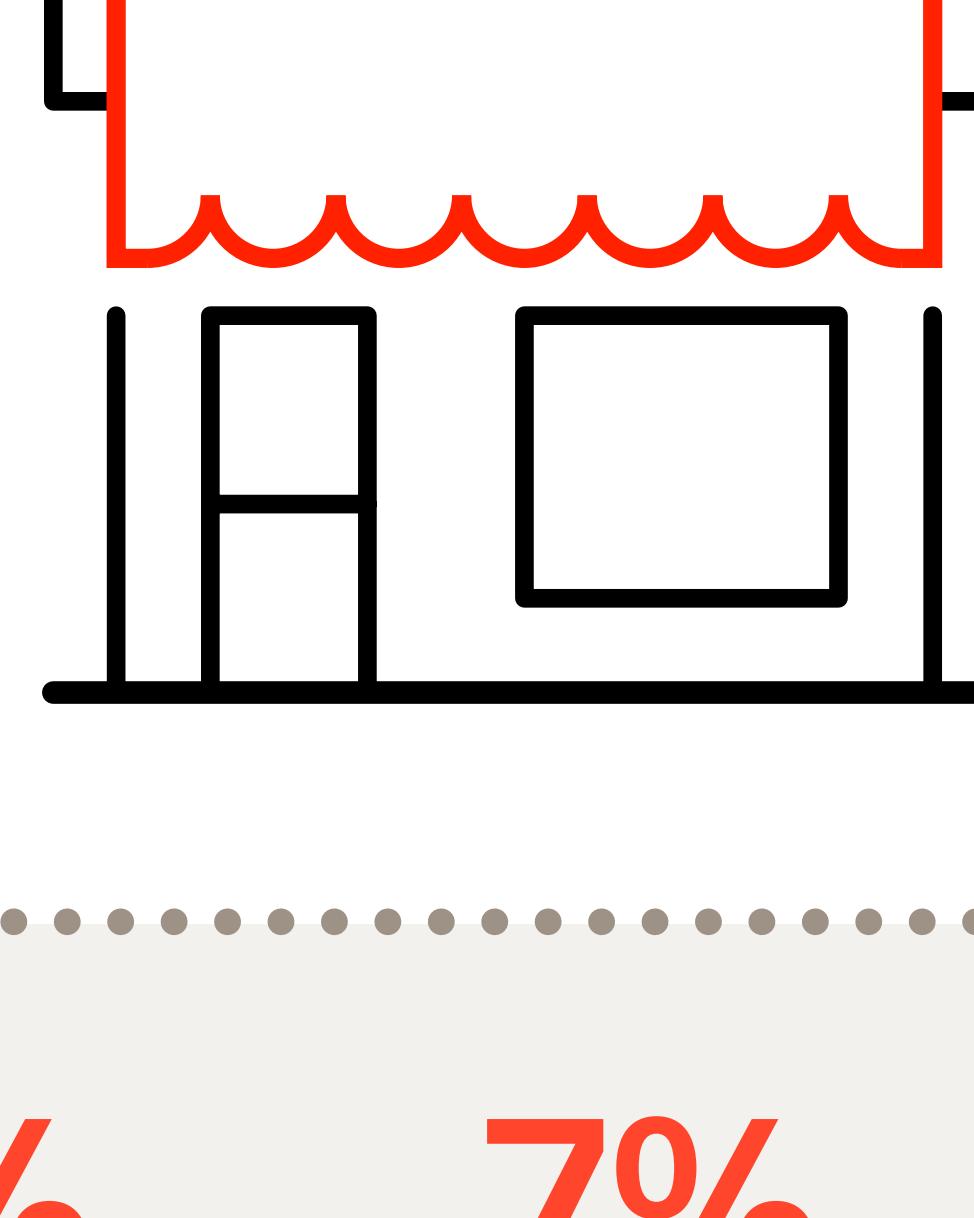


Transforming customer engagement and retail operations with Google Gemini Enterprise

kyndryl / Google Cloud

AI is reshaping the retail landscape, empowering businesses to meet rising customer expectations, navigate supply chain complexities and deliver seamless omnichannel experiences.



Retail challenges

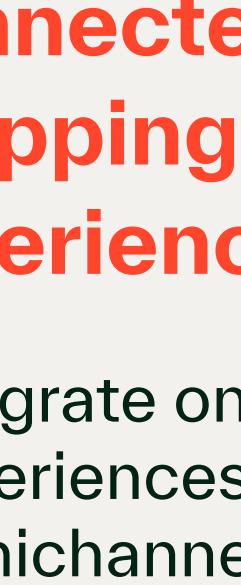
60% of retail buyers say AI tools improve forecasting and inventory management¹

71% of consumers want generative AI integrated into their shopping experiences²

7% of IT events are currently resolved through automation³

Roadblocks to AI readiness

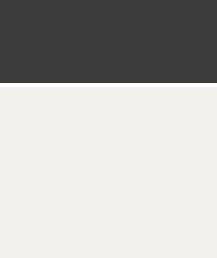
Despite the promise of AI, retailers face several barriers to adoption:



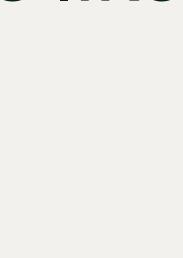
Cybersecurity, data privacy and security risks



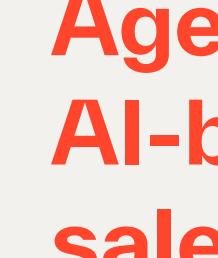
Supply chain disruptions



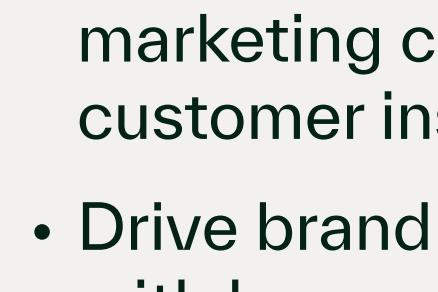
Rising operational costs



Shifting consumer behavior and omnichannel expectations

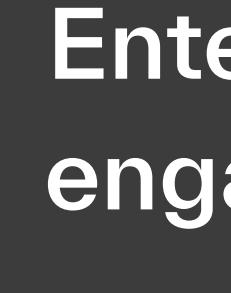


Environmental, social and governance (ESG) demand



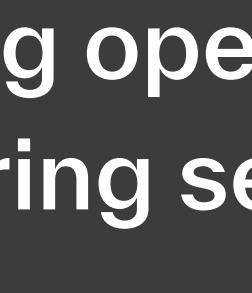
Kyndryl can help

Kyndryl helps retailers boost engagement with automation, omnichannel support, and secure cloud-native operations—powering AI-driven solutions like



Connected shopping experiences

- Integrate online and in-store experiences for consistent omnichannel shopping
- Provide personalized marketing content and customer insights
- Drive brand loyalty with hyperpersonalized experiences



Agentic AI-based sales assistant

- Deliver real-time, personalized recommendations and sales campaigns
- Unlock a 360-degree view of each customer
- Enable live voice transcription, information retrieval and recommendations



Sustainability and regulatory compliance

- Support rising consumer and regulatory requirements for sustainable sourcing, packaging and supply chain design
- Improve forecasting accuracy
- Reduce unnecessary inventory and waste

With deep expertise in **cloud, data & AI, and retail transformation**, Kyndryl helps retailers unlock the full potential of Google Gemini Enterprise—modernizing operations, enhancing customer engagement, and ensuring secure, scalable compliance



1. Kickoff and discovery:

Identify the right use cases for your business, conduct discovery sessions, analyze workflows and create a project plan that aligns with your goals



3. Setup and deployment:

Connect data sources to Google Gemini Enterprise, configure and integrate in-scope data sources, and tailor your solution to connector capabilities



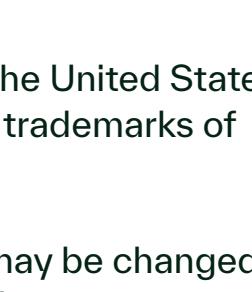
5. Looking forward:

Conduct knowledge transfer, review deliverables and hand off solution operations and maintenance



2. Solution architecture:

Design your solution around security and regulatory compliance, including data ingestion and control configurations



4. Testing and optimization:

Evaluate solution performance in Vertex AI, refine based on results and address AI hallucinations

Let's talk →

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¹ [2025 US Retail Industry Outlook](#), Deloitte, January 2025

² [71% of consumers want generative AI integrated into their shopping experiences](#), Capgemini, January 2024

³ [Navigating the readiness paradox](#), Kyndryl, 2024