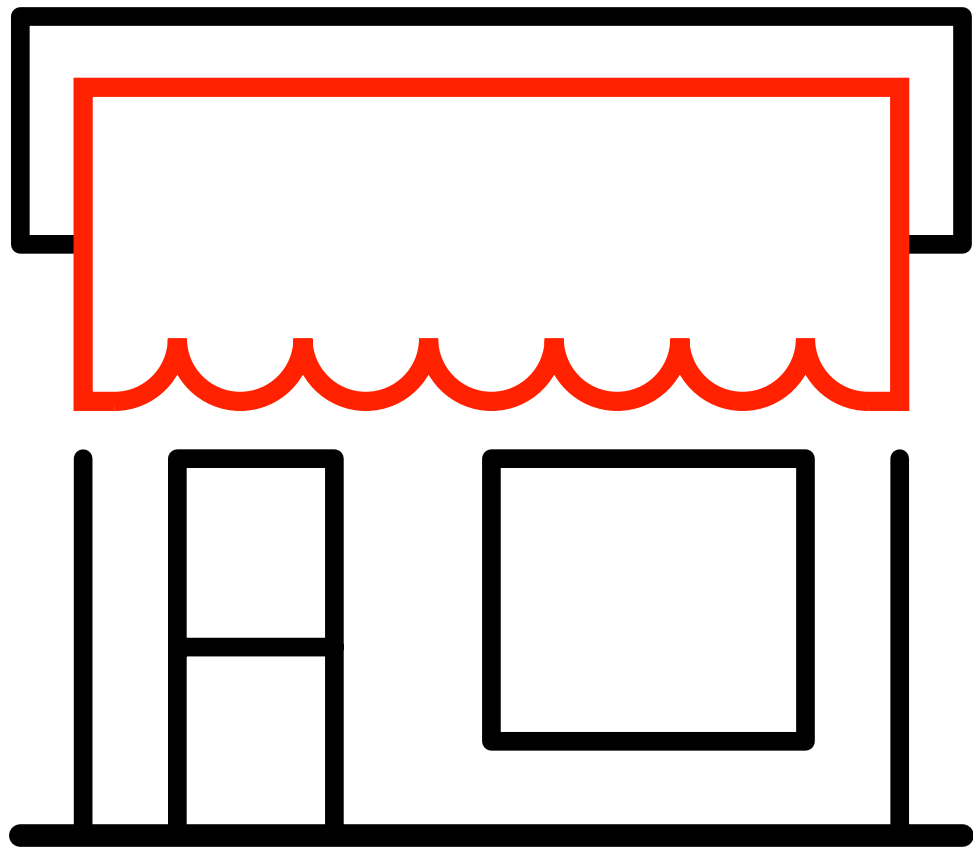


Transforming customer engagement and retail operations with Google Gemini Enterprise

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



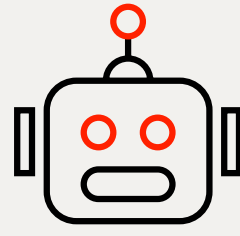
Kyndryl can help

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

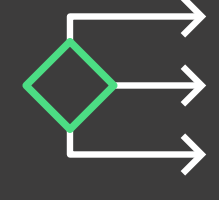
- Support rising consumer and regulatory requirements for sustainable sourcing, packaging and supply chain design
- Improve forecasting accuracy
- Reduce unnecessary inventory and waste

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



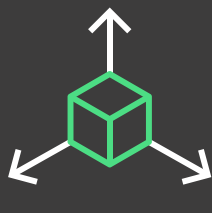
1. Kickoff and discovery:

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



2. Solution architecture:

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



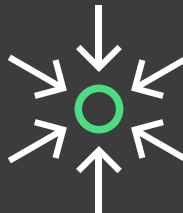
3. Setup and deployment:

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



4. Testing and optimization:

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



5. Looking forward:

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

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 2025

³ Navigating the readiness paradox, Kyndryl, 2024