

From complexity to clarity: AI-led retail transformation



Unlocking a new era of efficient, intelligent and personalized retail operations and experiences

Retail is at a crossroads. Margin and geopolitical pressures, organizational and technological debt, and rapidly changing customer behaviors and expectations are creating tremendous complexity and volatility. At the same time, a new breed of retail leaders are breaking away – boldly reimagining their businesses and operations with advanced AI, supported by scalable cloud-native data and AI platforms such as Google Cloud.

The winners are pushing beyond pilots. They are deploying AI strategically to the highest-impact areas and moving fast to build organizations that are exponentially more agile, adaptive and responsive. They're not just keeping up – they're setting the pace.

The Kyndryl paper “Retail transformation in the age of agentic AI” explores how retailers can move from scattered AI pilots and siloed data layers to a new operating model where AI becomes the reimagined core of their businesses, with cloud platforms like Google Cloud helping unify data and scale AI responsibly.

Done right, the compounded benefits reverberate across the entire organization: reduced costs and shrinkage, higher margins, faster and enhanced decision-making, improved customer experience and loyalty, and greater security, underpinned by resilient cloud infrastructure and governance frameworks.

Kyndryl and Google Cloud help retailers modernize seamlessly and activate AI to deliver faster, smarter, and more personalized customer experiences.

- **Modernize without disruption** through deep mission-critical expertise and a resilient cloud foundation.
- **Accelerate AI transformation** with secure, scalable data + AI across the retail value chain.
- **Unlock high-impact use cases** including personalized shopping, always-on support, smarter discovery, store-floor assistants, and better forecasting.
- **Proven results:** Zero-downtime core-system migration; ~27% annual infrastructure cost savings.¹

Learn how AI is transforming retail

Agentic AI isn't just another technology trend — it's a catalyst for reinvention. It brings new levels of intelligence and automation to retail's toughest challenges, optimizing supply chains, enabling dynamic pricing and driving continuous innovation at the speed of markets, trends and customer expectations. This strategic guide arms retail leaders with the insights they need to master data integrity and cross-functional agility while integrating emerging technologies with existing systems. The result? Maximum outcomes for their businesses, customers and employees:

- 01. Data readiness and integration:** Creating the foundation for AI and agentic transformation
- 02. Back-end intelligence:** Harnessing agentic AI, automation and advanced data science and forecasting to optimize supply chain, warehousing, inventory management and fulfillment
- 03. Scaled AI pilots:** Aligning teams around shared business outcomes and making innovation stick
- 04. Next-generation connected stores:** Bringing together devices and data flows for real-time operational efficiency and customer engagement
- 05. Agentic personalization:** Moving beyond customer segmentation and targeting to one-to-one personalization — across every customer, every channel and every digital and physical retail experience, in real time
- 06. Empowered workforce:** Upskilling and supporting customer-facing employees to work with new technologies

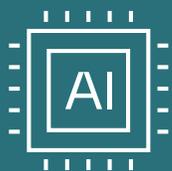


Next steps

Sign up to be the first to know when the complimentary guide "Retail transformation in the age of agentic AI" is available for download.

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Questions? Let's talk. [Connect with us to speak to a Kyndryl expert in AI for retail](#) or visit us at kyndryl.com.



The stakes couldn't be higher. Today, 50% of senior retail leaders say they struggle to keep up with the pace of technological change.² And 63% feel increased pressure to prove the ROI of AI initiatives.³ Falling behind isn't an option.

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