



How to Exploit The

6 Relationships of Retail

To Delight Your Customers

Opportunity is Big and Dynamic

\$5.4 Trillion

In U.S. retail sales per year¹

\$5-10 Billion

Impact of social media influencers by 2020²

Tech-driven disruptions are the norm³

Retail is now a multi-channel marketplace⁴

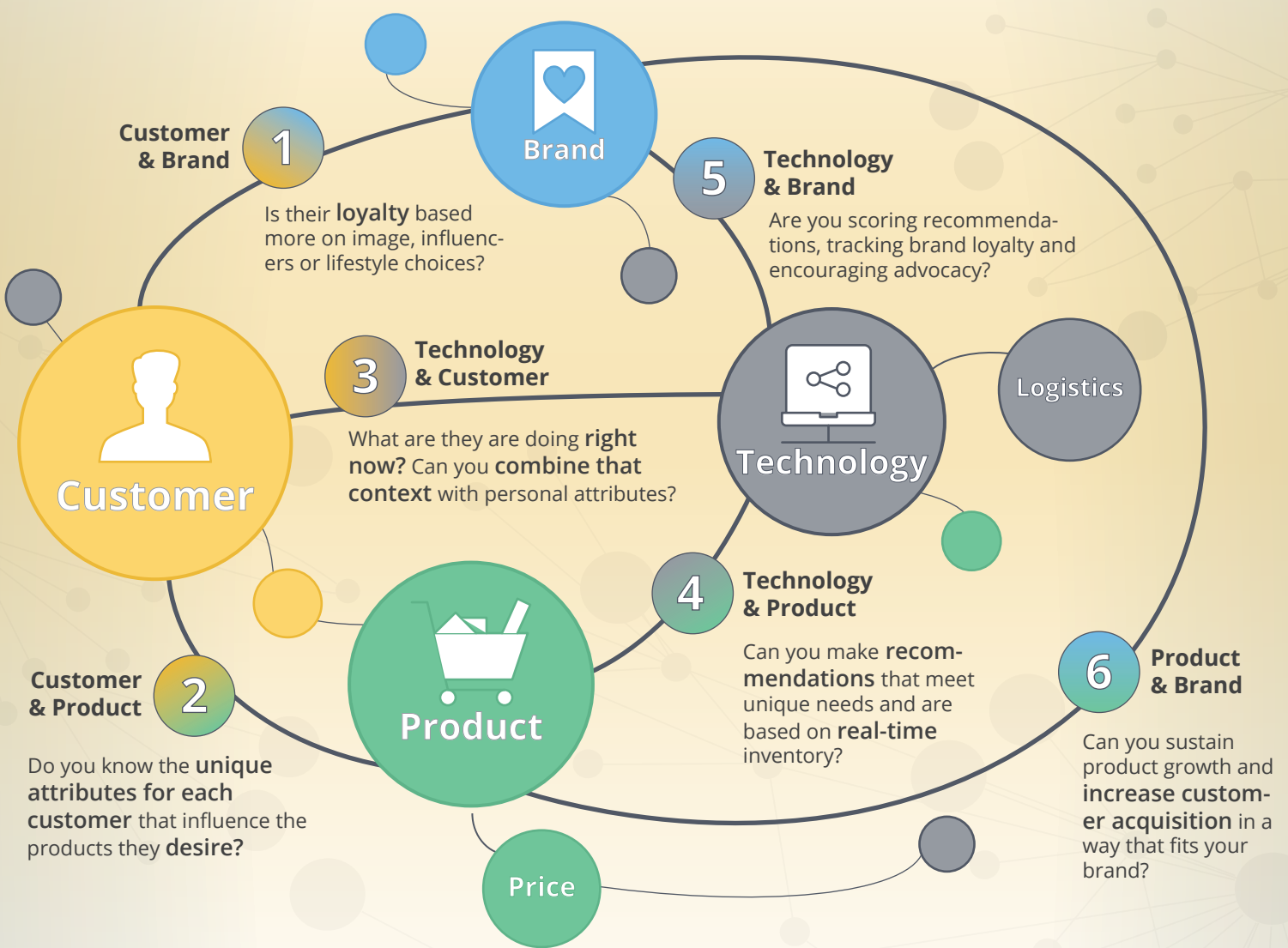


Disruption

Connected

6 Relationships You Must Master

Can You Answer these Questions about Your Customer?



Leverage the Power of Connections

To Master Key Relationships and Delight Your Customer



Use a native graph platform built to store and output highly connected data



Use data to drive customer-centric decisions, not gut reactions



Employ real-time analytics to respond to sudden or unexpected market events



Insist on end-to-end visibility of your enterprise, it's data and relationships

Download the Whitepaper:
Driving Retail Innovation with
Graph Technology



The #1 Platform
for Connected Data



Accelerating the acquisition, management and ROI of data to solve complex business problems.

- Bring together data across silos for enriched analysis
- Bridge the gap between technical and business knowledge
- Create apps that leverage insights across the organization

Read: Why Real-Time Analytics Matter for Retail

1 Plunkett Research: 2016 Total U.S. Retail Sales
 2 MediaKix: Influencer Marketing - 2015
 3 National Retail Federation - 2016
 4 Forbes: Omnichannel is Dead. Long Live Omnichannel - 2017