

How Retailers Drive a Faster Path to AI Success

Hybrid AI platform solutions help retailers overcome roadblocks, driving faster, easier access to AI benefits



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Retailers are increasing AI investments seeking key benefits to compete effectively in today’s environment. But retailers face roadblocks on the road to AI success.

Key benefits

What is most driving your organization’s investments in AI Everywhere/automation as a strategic business priority?

Optimize operations		44%
Enhance customer experience		39%
Strengthen fraud detection and security		35%
Strengthen employee productivity		35%
Enhance insights from data		32%

n = 912; Source: IDC’s Industry Intelligence Retail Survey, April 2025

Roadblocks

What is the primary issue holding your organization back from pivoting to AI more quickly?

Need to modernize first		23%
Infrastructure issues		21%
Not enough budget		20%
Not the right talent		17%

n = 142; Source: IDC’s MaturityScape Benchmark AI Survey, February 2025

Retailers seek benefits from AI to compete effectively, but they face roadblocks.

Retailers realize the benefits of AI to drive the real-time intelligent decision-making and insights needed to react quickly to changing market conditions and expectations while driving greater operational productivity and enhanced customer experiences, but they face challenges, inhibiting them from successfully executing AI initiatives.

Common blockers:

- **Legacy/disconnected systems:**
This causes data silos and limits access to critical data needed to fuel AI.
- **Infrastructure/data issues:**
The lack of modernized infrastructure or data management prevents access to real-time data insights and amplifies data security/compliance risks.

- **Shortage of digital skills/talent:**
Having limited AI skills/talent inhibits new AI initiatives from even starting.

Industry-wide fast-changing demands and challenges also drive the need for transformation to AI-fueled, data-driven retailing.

The pace of retail is accelerating, and retailers face a perfect storm of challenges:

- Fast-changing macroeconomic trends
- Increasing disruption from volatile economic conditions/fast-shifting tariffs
- Variable shopper behaviors
- An influx of new, more nimble competition

Hybrid AI platform solutions help retailers overcome challenges to drive a faster path to AI success.

Hybrid AI platform solutions deliver a comprehensive ecosystem that empowers AI initiatives, offering a scalable and adaptable foundation that supports growth from edge to data center. As business needs evolve, these platforms enable seamless full-stack expansion, integration of new use cases, and faster deployment to market.

Common AI use cases:

- AI shopping assistants
- Fraud and loss prevention
- Intelligent warehouses
- Optimized self-checkout

- Shelf analytics
- Dynamic digital signage
- Traffic analysis

A unified, hybrid AI, enterprise-edge approach unlocks benefits to drive retail competitiveness.

- **Improved customer engagement** by accessing synchronized omni-channel data and real-time data to deliver on-the-spot use cases, such as real-time personalized promotions at checkout
- **Greater efficiency and productivity** by leveraging AI to automate manual processes and gain new insights to optimize business processes
- **Improved fraud and loss prevention** with real-time data monitoring and alerting to prevent loss before it happens
- **Reduced risk** by ensuring the security of internal/external data, such as customer or supply chain partner data
- **Greater scalability and speed** to market by enabling retailers to quickly expand/add new AI use cases, allowing them to compete effectively and respond faster than more nimble competitors

Key takeaway

Consider hybrid AI platform solutions, such as Lenovo Hybrid AI Advantage with NVIDIA, to accelerate and de-risk your AI efforts to maximize success and ROI benefits.



Message from the sponsor

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