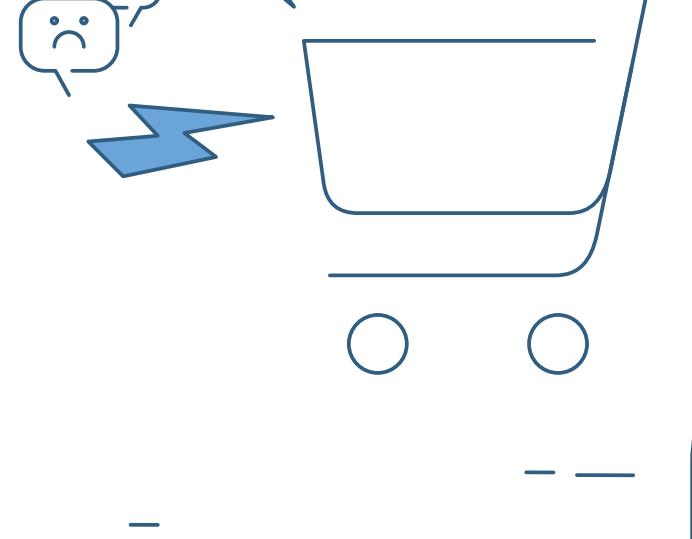
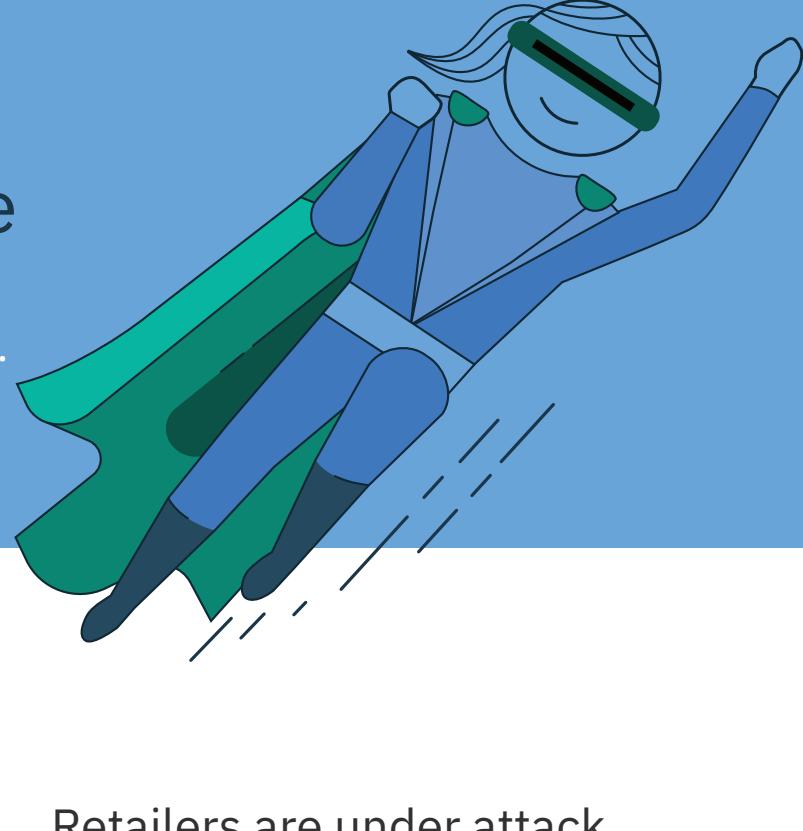


# Five ways to superpower your commerce experience

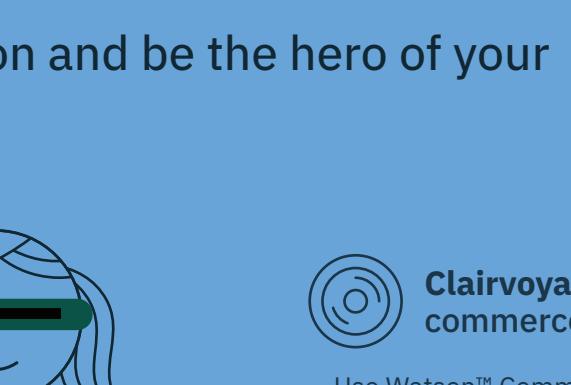
Take down evil! IBM Watson can help you banish bad customer experiences.



Retailers are under attack and the #1 enemy is bad customer experiences.



**We need a hero!** One who can help retailers stop inventory confusion, inconsistent messages, mispriced products, stale store experiences and misunderstood consumers.



Banish poor omnichannel execution and be the hero of your customers' brand experience.



**Enhanced senses** for inventory visibility

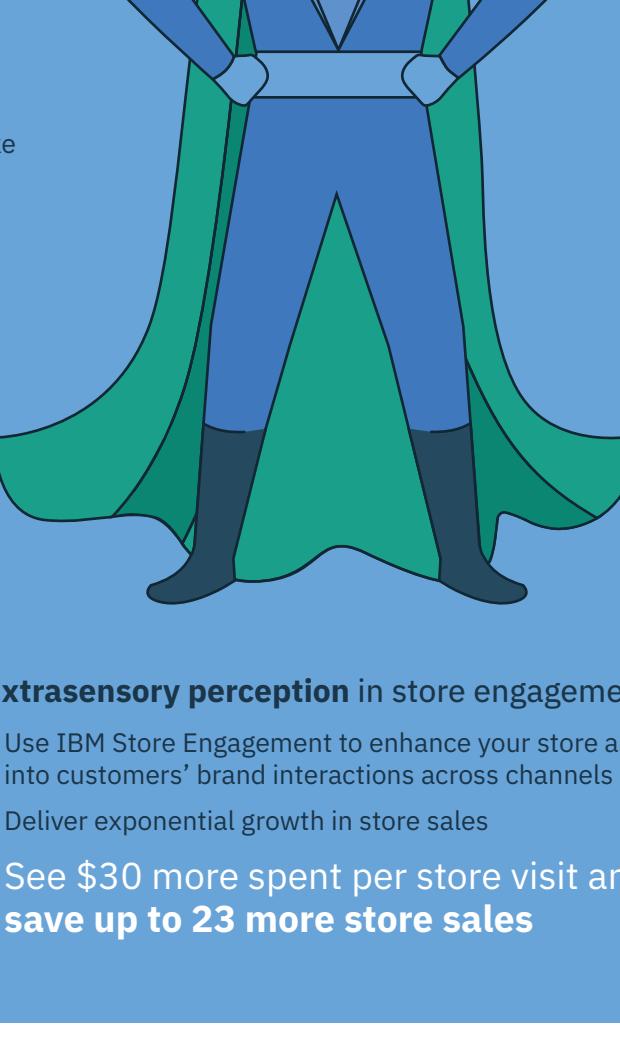
- With IBM Inventory Visibility, sense your entire inventory across the global supply chain with real-time updates
- Reduce carrying costs, markdowns and out of stock issues



**X-ray vision** for dynamic pricing

- With IBM Dynamic Pricing, make intelligent pricing decisions in real time
- Out-price competition and accelerate growth

Increase revenue up to **5%** and gross margin up to **10%**



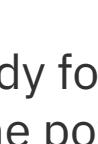
**Clairvoyance** for commerce insights

- Use Watson™ Commerce Insights to predict trends then adjust product, category and merchandising strategy
- Anticipate customer needs to provide a superior experience



**Teleportation** of content

- Use Watson Content Hub for intelligent tagging to ensure accurate categorization of assets
- Facilitate faster, easier and more efficient content selection



**Extrasensory perception** in store engagement

- Use IBM Store Engagement to enhance your store associates' insight into customers' brand interactions across channels and social platforms
- Deliver exponential growth in store sales

See \$30 more spent per store visit and **save up to 23 more store sales**

Are you ready for a commerce platform that gives you the power of speed and agility?

IBM® Watson® Commerce is here. Enable your team to act at hyper speed to give each customer a uniquely personalized experience. Empower your commerce organization with artificial intelligence and machine learning that helps them react and respond with unheard of swiftness to adapt digital commerce experiences in real time.

[Learn how](#)

Watson Commerce

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