

Retail Innovations for 2022

As 2022 takes shape, retailers are focusing on new opportunity areas around business models, partnerships, and technology to adapt operations and connect with consumers in an ever changing industry landscape.

What the Experts Are Saying



2022 will be a year of investment and new partnerships as retailers position their business model, strategy, marketing, stores, and operations to flourish in a post-pandemic world.¹



Retailers must figure out how to reset—as employers, at meeting consumer needs, and by being better corporate citizens—to compete in the next era of retail.³



Consumers will expect more of retailers in 2022 than ever before. Expectations are through the roof and forgiveness is in short supply.²



Top 6 Retail Tech Trends for 2022



Flexible Order Fulfillment

With ever-growing ecommerce purchases, Retailers must be prepared to meet customer expectations. This means strategies to ensure fulfilment of orders from anywhere, to anywhere.



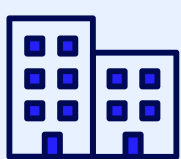
Increased Supply Chain Transparency

Supply chains, inventory management, and ecosystem partners can no longer operate in silos. Unification is needed to boost supply chain resilience and adaptability.



Accelerated Time-to-Productivity for Employees

Due to labor shortages, the need for streamlined employee onboarding and ramp-up is more crucial than ever. Seamless process and employee tools are needed.



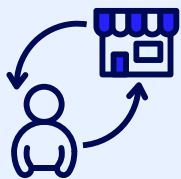
Streamlined Store Execution

Enhanced collaboration is needed between corporate and stores to ensure flawless execution and promote innovative store experiences. This opens possibilities for new marketing tactics, product launches, and merchandising strategies.



Focus on Risk and Compliance

Increased security and threat detection will be critical in combating the growing amount of cyber crimes. Additionally, asset protection, loss prevention, and third party risk continue to be focus areas.



Conscious Consumers

Increasing demand for more sustainable practices from brands will impact where and how customers are spending. Executing on ESG programs, including Climate Change, DE&I, and Ethical Supply Chain is an imperative.

75% of CEOs believe climate risk is the biggest risk facing their business.

KPMG⁴



Appian allows retailers to discover, design, and automate their most important processes, combining the key capabilities needed to get work done faster.

[Learn more at appian.com/retail](https://appian.com/retail)

¹Forrester, Predictions 2022: Retail | ²NRF, What's ahead for retail in 2022

³Deloitte, 2022 Retail Industry Outlook | ⁴KPMG, The ESG Agenda for Retail and Consumer Businesses