

IBM,

- IBM, ‘ 2016’

- ‘ ’ ‘ ’

- 94%,

-IBM, ‘ (Explorium)’

- 2016/01/27: IBM ‘ (National Retail Federation) 2016’ ‘ 2025’ .

IBM P. “ , . ” . “ ” .

2025 ,

IBM ‘ :Thinking like a customer’ 67% . 91% , 94% .

IBM .

- : . 2015 51% . , “ (Rent the Runaway)” “ (Lending Luxury)” .
- (IoT) : , 5 20% 3 5 .

IBM :

IBM (Li&Fung) (Explorium) .

IBM (Presence Insight) . , .

IBM . (North Face) , (VineSleuth) .

, IBM 3 IBM , “ , The Future of Retail” 2016 P. IBM .

