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Seoul, Seouth Korea - 2015/01/14: IBM(- ,<http://www.ibm.com/kr>) IBM (13) (NRF: National Retail Federation)

IBM (IBV: Institute for Business Value) 19 11 4 . (Shoppers Disrupted Retail through the Noise) , 43% , 29% , 20 . 42% GPS , 28% , 54% , 42% . IBM (GBS) “ , IBM ” “ ,

6 . 60% . 46% , (- :On-demand) . 48% , 44% . 4 36% .

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[IBM (GBS)]

GBS . IBM 170 10 . end-to-end . IBM , , ,

<https://kr.newsroom.ibm.com/announcements?item=122581>