

# IDC Retail Insights: Asia/Pacific Retail Platforms and Technologies

---

The unique retail environment prevalent in Asia/Pacific region requires tailored solutions that address regional preferences and behaviours. The diverse and digitally savvy customer base in Asia/Pacific region demands seamless integration of online and offline experiences, rapid adoption of new technologies, and a deep understanding of local market dynamics. Retailers in the region are navigating a challenging landscape filled with both internal and external pressures, which necessitate increased investment in digital technologies that are vital for addressing competitive threats and leveraging new opportunities in this dynamic market. Retailers in the region must operate with efficiency and security, continually drive innovation, and enhance agility and resilience.

---

## APPROACH

This *IDC Retail Insights: Asia/Pacific Retail Platforms and Technologies* research advisory service delivers comprehensive research, analysis, and insights specifically designed for the Asia/Pacific market. This service highlights best practices, use cases, and trends in retail infrastructure and technologies, supporting the ever-evolving needs of omni-channel digital business. IDC Retail Insights analysts create thorough and up-to-date analyses of data, providing actionable recommendations. The relevance and timeliness of our research are further strengthened by the active involvement of our clients and subscribers in guiding and prioritizing our research focus.

---

## TOPICS ADDRESSED

Throughout the year, this service will address the following topics:

- Strategies and best practices for future-ready infrastructure, including cloud, edge computing, mobility, security, networks, platforms, data management, governance, and AI technologies
  - Cloud and edge strategies, trends, and adoption among regional retailers
  - Emerging mobile technology trends and use cases
  - Omni-channel security challenges, including cybersecurity, payment fraud, and loss prevention
  - Omni-channel retail platform adoption and best practices
- 

## KEY QUESTIONS ANSWERED

Our research addresses the following issues that are critical to your success:

1. What are the implications of digital business for regional retailers and their technology infrastructure?
  2. How can retailers determine the right balance of cloud and edge computing to best enable new digital initiatives?
  3. Which advanced cybersecurity technologies should be deployed to address evolving threats?
  4. How can retailers improve data integration and management strategies to leverage AI/GenAI initiatives?
  5. What is the importance of integrated retail platforms for enabling new digital initiatives?
- 

## WHO SHOULD SUBSCRIBE

The *IDC Retail Insights: Asia/Pacific Retail Platforms and Technologies* service is targeted to senior IT, business, and technology executives across the retail industry. Leaders and executives in the technology vendor community will find value in the research and analysis of leading retail technologies. Service providers will find it valuable to take advantage of this service's ongoing focus on the deployment of these technologies. Retailers that are trying to embrace digital infrastructure for their enterprises will find that this service is a critical resource for research and analysis on retail technologies.