

Insights From the 2024 CIO Agenda

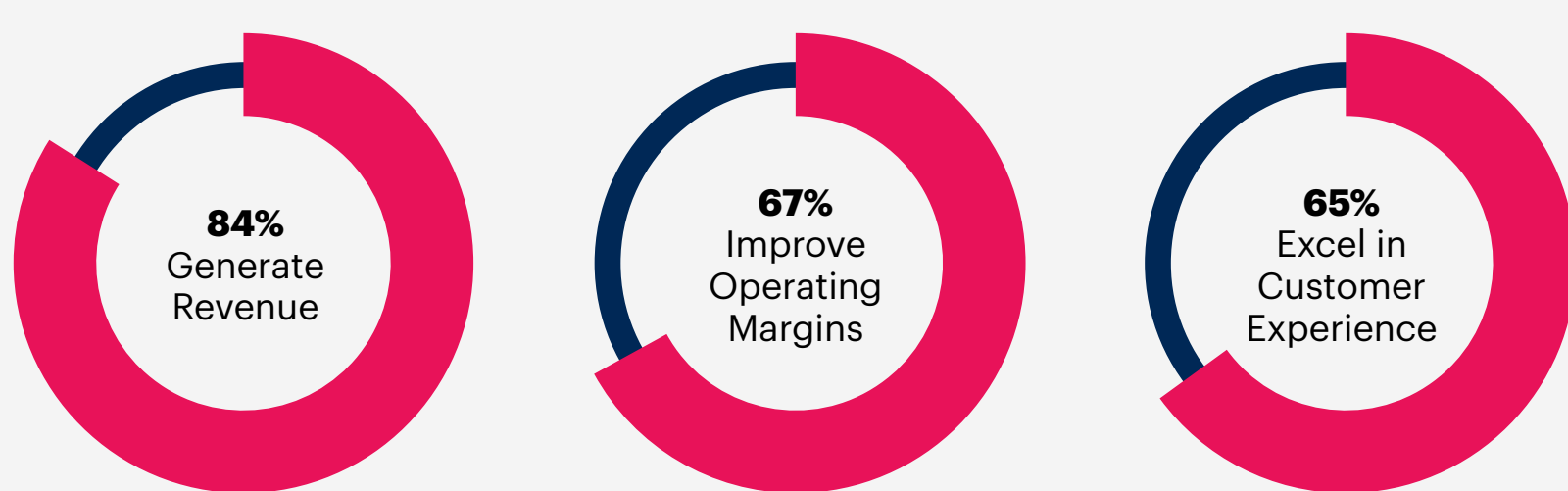
# Top Technology Investments and Objectives for Retail



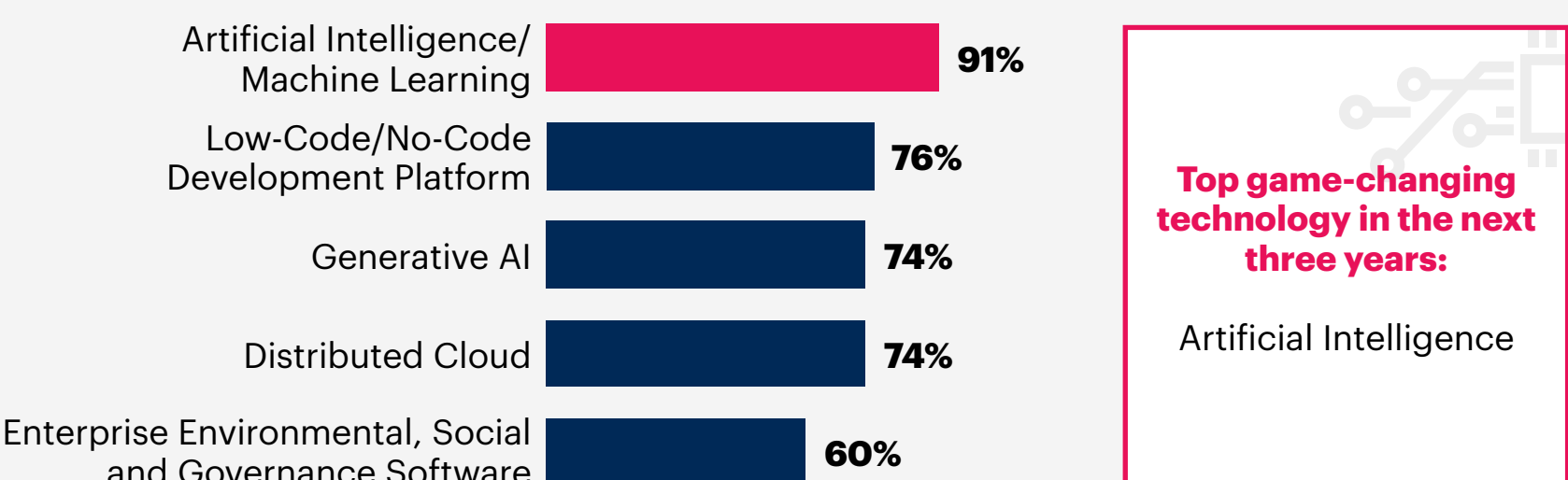
Sourced from more than 2,400 CIOs and technology executives across 84 countries and all major industries, the CIO Agenda identifies 2024 enterprise and tech spending trends.

[Download the Full eBook](#)

## What are the most critical outcomes for digital technology investments?

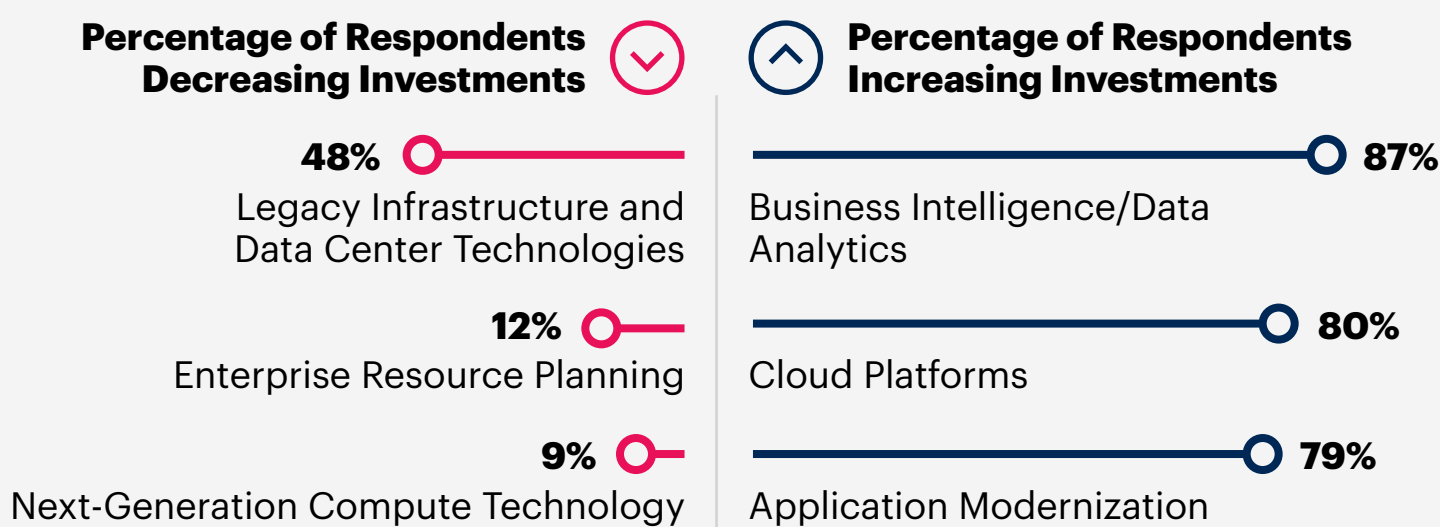


## Which technologies are most likely to be implemented by 2026?

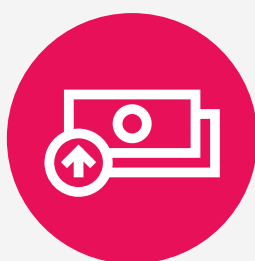


**Top game-changing technology in the next three years:**  
Artificial Intelligence

## What are the top 3 technologies where CIOs will increase and decrease investments?



## What can you do now?



**Focus** on the fundamentals of profitability — particularly in **store operations** — to **support business goals for future revenue growth**.



**Engage** with stakeholders across the retail organization to identify ways to deepen **analytics adoption**.



**Develop** and run to identify and prioritize use case ideas for **AI**.

## Actionable, objective insight

Explore these additional complimentary resources and tools for IT executives:

**Infographic**

**Use-Case Prism: Generative AI for Retail**

Explore the most prominent use cases for GenAI in retail against value and feasibility.

[Learn More](#)

**Research**

**Create Hyperimmersive Experiences Through Unified Retail Commerce**

Differentiate yourself through a hyperimmersive experience across digital and physical storefronts.

[Learn More](#)

**Tool**

**CIO Initiative Accelerators**

Save time and money with self-service tools designed to help CIOs jump-start initiatives.

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**Tool**

**Gartner BuySmart™**

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