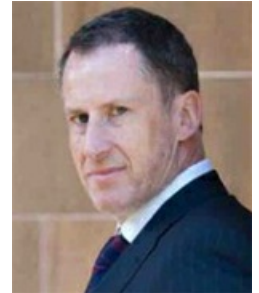


# Webmarketing, France: Cognizant's Chief Digital Officer and Global Consulting Leader, Retail, Consumer Goods, Travel and Hospitality Says it's Time to Demystify Existing Technologies

[Cognizant Consulting](#)



"While it is impossible not to get excited about the latest technology, retailers need to avoid chasing the shiny new object and instead think holistically about how these different technologies fit into a larger vision for transforming customer experiences and creating unique value," writes **Scott Clarke**. "As retailers navigate through the digital tsunami and plan for the year ahead, the focus will be on making technology more 'real', more human, and more scalable while bridging the gap between the physical and digital worlds."



*Excerpts from Webmarketing's article:*

"Recent technological innovations have opened up avenues for retail transformation at an unprecedented pace. Therefore, it is hardly surprising that so many retailers have chosen to spend time demystifying the existing technology landscape before allowing themselves to be seduced by the next wave of innovation. As retailers embark on this journey, they will have one focus: to create meaningful and scalable human experiences.

In a new retail model, consumers will seamlessly interact with a host of connected devices, anytime, everywhere. There will be no such thing as in-store sales or e-commerce; it will all just be commerce. For most retailers, online will drive offline, offline will drive online, and most consumers will be active in multiple channels

Retail will become increasingly immersive with high-quality content being distributed through a combination of augmented reality, virtual reality, and mixed reality. While virtual reality took an early lead in the retail sector, the upcoming year will see augmented reality gain in popularity and emerge as a clear 'winner' expected to reach [\\$120 Billion by 2020](#). However, 2019 will be far from the endpoint for AR. The next iteration of AR will utilise dual cameras and 3D sensors to create even more realistic experiences."

Click [here](#) to read the original article in French.

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