

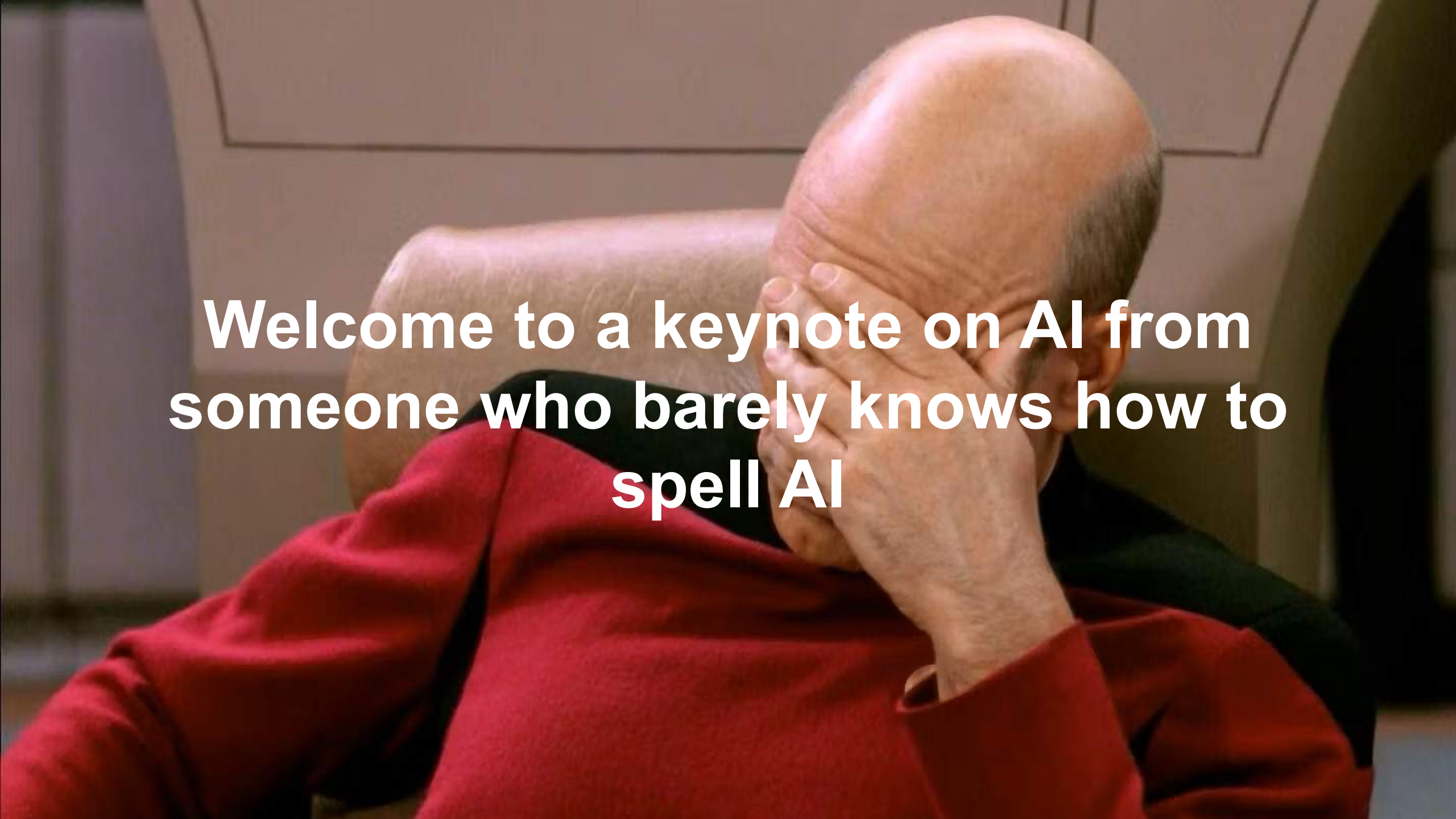
AI And The Future Of Retail

AI Or Human Led?

ISCPO / Verkada

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A man with a balding head, wearing a red sweater, is seated in a light-colored armchair. He is covering his face with his right hand, suggesting a state of embarrassment, frustration, or despair. The background is a simple, light-colored wall with a faint rectangular outline.

**Welcome to a keynote on AI from
someone who barely knows how to
spell AI**





THE **THREE LAWS** OF RETAIL

ACCORDING TO YOUR CUSTOMER

1. The Rate Of Retail Innovation Will Never Keep Up With Customer Expectations

2. Great Retail Technology Goes Unnoticed

TESCO *express*

Get
Que
Go.



We're open
Monday to Sunday
7am to 11pm.
Bakes & Cakes
Cold Drinks
Fresh Meals
COSTA EXPRESS

No scanning.
No checkouts.
No queues.

To shop, open the
Tesco app. Get it
on the App Store or
Google Play.

1. Open the
Tesco app



3. Customers Only Care About Themselves





An aerial photograph of a large industrial or data centre complex. The main building is a long, multi-story structure with a white roof and grey facade, featuring a series of vertical slats or louvers. It is surrounded by other smaller buildings and parking areas. In the background, there are mountains and a city skyline. A blue text box is overlaid on the bottom left of the image.

Tencent's largest big data centre,
Jiangning Development Zone in
Nanjing, Jiangsu Province, China

AI Or Human-Led Retail

**“Don’t do AI for the sake of doing AI.
know your business, know your roadmap,
and really apply for the right reasons”**

**Prat Vemana, Target Chief Information
and Product Officer**

**“Customers want to be helped in the right
moment by the right tool. And if that's a
human, that's a human. If that's a chatbot,
that's a chatbot”**

**Jordan Broggi, EVP of customer
experience and president of online, The
Home Depot**



“We anticipate strong long-term return on invested capital”

Amazon CEO Andy Jassy on pouring \$200 billion into AI this year

“We are pushing the frontier across our entire AI stack to drive new value for our customers and partners”

Microsoft CEO Satya Nadella on their forecast \$145 billion AI investment in 2026

**“95% of retailers are experimenting
with AI, but only 5% report clear,
scalable ROI”**

Richard Lim, Retail Economics European AI Maturity Report 2026

AI-Led Retail

- 
- A glowing blue brain, composed of a mesh of points and lines, sits atop a complex circuit board. The brain has a bright white and purple core. The circuit board is dark blue with intricate gold and blue circuitry. Several small, dark components are visible on the board. The background is a deep purple.
- Operational efficiency
 - Hyper-personalisation
 - Agentic commerce

But is it authentic?

Human-Led Retail

-
- Human interaction
 - Trust & empathy
 - Community & creativity

But is it efficient?



AI In The Supply Chain

Two retail case studies: Walmart & Amazon

Walmart: Predictive Demand & Autonomous Procurement

From just-in-time logistics to an AI-driven predictive architecture, automating inventory and vendor management at scale

DEMAND FORECASTING

30%

fewer out-of-stocks

Machine learning across 4,700 stores ingests live point-of-sale data, history, weather and local events

25% less excess inventory

20% higher inventory turnover

c.\$400m in supply chain cost savings

SUPPLIER NEGOTIATION

68-72%

of AI-negotiated deals agreed

Conversational AI agents negotiate contracts with thousands of mid-tier suppliers simultaneously

3% average direct savings on contracts

+35 days on average payment terms

ROUTE OPTIMISATION

30m+

driving miles eliminated a year

A multi-cloud engine predicts disruptive events such as severe storms and dynamically reroutes transport fleets

Amazon: Anticipatory Shipping & Warehouse Robotics

Infrastructure engineered around integrated machine learning, scaled through the acquisition of Kiva Systems

01

Anticipatory Product Placement

Deep learning forecasting models assess hundreds of millions of SKUs across thousands of fulfilment nodes. Real-time browsing, intent signals and local trends pre-position stock near customers before they order, enabling same-day and next-day delivery.

BOTTOM-LINE IMPACT

15%

lower total logistics costs

02

Robotic Mobilisation

Autonomous mobile robots such as Proteus and Robin work alongside people. Layouts shift with real-time item velocity, removing operator walking time, expanding storage capacity and scaling throughput at peak.

35%

better inventory management efficiency

**CBD
SHOP**

Little
KATHMANDU

?
S-PONDER

**ST. CYR
VINTAGE**

55
FISH

Camden Market, London



VANS, Oxford Circus, London



Starbucks Roastery, New York



Banana Republic, SoHo, New York





RH England, Oxfordshire





M&S Food Hall, Godalming

Three Takeaways.....

1

Be sure your AI
innovation aligns
with your brand
and your customer



2

If a spreadsheet
will do the job,
use a spreadsheet

3



Trust among
your customers
must always
come first



Rush in carefully

Tencent's largest big data centre,
Jiangning Development Zone in
Nanjing, Jiangsu Province, China



Thank You

Let's Connect

