

ABM CHEAT SHEET: RETAIL

Get the attention your enterprise retail prospects.



What's your strategy to engage with these key accounts?

west

AMAZON
COSTCO
DISCOUNT TIRE
EXPEDIA
FOREVER 21
GAP
NIKE
NORDSTROM
QURATE RETAIL
ROSS STORES
STARBUCKS
WILLIAMS-SONOMA
PETSMART
PETCO

central

BASS PRO SHOPS
BEST BUY
BIG LOTS
DILLARD'S
DOLLAR GENERAL
GAMESTOP
HOBBY LOBBY STORES
J.C. PENNEY
KOHL'S
MICHAEL'S
NEIMAN MARCUS
TARGET
WALMART
WHOLE FOODS

east

AUTOZONE
BARNES & NOBLE
CARMAX
DICK'S SPORTING GOODS
DOLLAR TREE
HOME DEPOT
LBRANDS
LOWE'S
MACY'S
NEW BALANCE
OFFICE DEPOT
STAPLES
TJX
URBAN OUTFITTERS

CONVERSATION STARTERS

Align your solutions with the strategic priorities of these large retail prospects.

What enterprise sales rep should know about the retail industry: Artificial Intelligence will enable retailers to tailor promotions and pricing in real-time and personalize content across all consumer facing channels, and understand shopper's intentions in the moment, anticipating questions while using voice recognition to drive more relevant engagement. Retailers also need to create a culture and governance model to protect consumer security. This means implementing rigorous compliance measures to monitor and protect customer data. GDPR has added a new wrinkle for U.S. retailers that manage data from European citizens.

NORDSTROM

Our View: **Nordstrom** is focused on four priorities in 2019: being mobile-first, driving in-store innovation, deploying digital platforms, and leveraging the best data science and analytics capabilities available. Nordstrom went all-in on AWS in 2015 but is now looking to a more multi-cloud approach. Amazon poses a threat to the retailer, and Nordstrom will have to decide if it wants to be a customer of its competition. Nordstrom intends to utilize 50% of its \$900 million in investments towards technology and supply chain priorities in 2019.

Our View: **Apple** has more than 500 retail stores across 24 countries and is moving away from public cloud by launching a massive initiative to expand upon existing data centers and build new ones. With its own data center architecture, Apple plans to avoid the exaggerated costs of scaling with public cloud. Successful vendors selling to Apple should emphasize how you can help the company make good on its promise to give customers a great CX by enhancing performance, reliability, and availability.



Our View: **Dick's Sporting Goods** aims to deliver the best omnichannel experience in the sporting goods industry. The retailer is investing in new supply chain initiatives to improve efficiencies, including a regional e-commerce fulfillment center in New York that will rely on robotics to improve throughput. Leadership at Dick's is also looking for ways to reduce unnecessary spending and lower costs across the board to invest more heavily in innovative omnichannel initiatives that improve the in-store experience and delivery times for online orders.

Tip: Speak their language - Dick's refers to its customers as "athletes"!

Our View: **Best Buy** CFO Corie Barry will take over as CEO in June, replacing outgoing 20-year veteran Hubert Joly. She'll be focused on transforming the retailer to defend against Amazon, Walmart, and others. Best Buy will continue to invest in its aggressive e-commerce and in-store strategy to retain customers across every channel. With in-store "boutiques" and highly specialized retail associates that provide a layer of expertise, Best Buy is willing to invest in its brick-and-mortar experience while other retailers turn away. Meanwhile, Best Buy's e-commerce sales have doubled in the last five years. Can your solution help this omnichannel powerhouse stay relevant into 2020 and beyond?



Don't see your account, or looking for a deeper dive?

LeadBridge provides sales and marketing teams at the world's largest technology organizations with custom account intelligence to understand their most challenging prospect accounts and gain traction with key decision makers. Learn more about our custom account intelligence programs [here](#).

