By 2019, 79% of retail organizations will have adopted Internet of Things (IoT) technology and 77% believe it will transform the retail industry. But, how are business executives using IoT today and what do they expect from it in the future? Here’s what they told us.

**STATE OF IOT**

**Retail**

**How is IoT being used?**
- 68% Monitoring and maintenance
- 57% Location-based services
- 71% Plan to connect their IoT devices using Wi-Fi

**Benefits from IoT**
- 81% Improved customer experience
- 78% Improved visibility across the organization
- 74% Increased profitability

**The most common IoT technology today**
- 68% Barcode readers
- 56% Personal mobile devices
- 52% Building systems e.g. refrigeration and security

**Threats from IoT**
- 76% Have suffered an IoT-related security breach
- 41% Malware
- 31% Spyware
- 25% Phishing

**“In the future IoT will allow us to...”**
- 56% Increase productivity
- 37% Expand into new markets
- 29% Receive more customer referrals

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