

# Commerce Disrupted: 5 ways to cut through in commerce

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Retail is changing at a dramatic pace. Technology is empowering the biggest shake-up on both the high street and virtual high street since the arrival of supermarkets.

This time, however, it is not a case of the strong versus the weak or the big versus the small. It's a case of the technologically savvy versus those who are being left behind.

Commerce is being disrupted – whether you are a retailer, an e-commerce platform or a supplier of goods.

The scale of these changes is illustrated by Amazon's reveal of a physical store that has no check-outs in Seattle. Due to open in early 2017, Amazon Go will use mobile, beacons and

sensors among other technologies to reinvent the shopping experience.

Making sense of this new disrupted world means adapting to two key changes that are becoming more and more critical to the consumer view of the world.

Firstly, there is no longer any difference between the virtual and the physical. A retail space is a retail space, whether it's on the high street or on your phone and the experience needs to be the same.

Secondly, the point of exposure to the brand has become much closer to the point of transaction. Increasingly digital media allows them to be one and the same.

These changes are fundamental to the future of every brand that seeks to sell or be bought by consumers. Understand them and the future looks bright in every channel.

Find out how in *Commerce Disrupted: 5 ways to cut through in commerce*.

[Download the report here.](#)

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