**Retail Business Agility**

From Loyalty Programs and mPOS to IoT — An Optimized Network Aids Retailers in their Business Agility

Consumers that want to engage with loyalty programs via mobile, but in 61% of cases, customers are not aware if the loyalty programs they are enrolled in is even offered in the app.

18% The amount of membership in the Starbucks Rewards loyalty program has increased year-over-year.

The amount of U.S. transactions Starbucks Mobile Order & Pay represents, after being deployed less than a year ago.

26% Increase in loyalty card memberships in the U.S. since 2013.

Retail enterprise agility is not just about quick decision-making and resource allocation, but also enabling improved sales, cash-to-cash cycle time and product lead time attainment. (4)

29 Loyalty programs the typical American households hold is enrolled in. They are active in just 12 of them.

mPOS systems will account for more than 1 in 3 POS terminals by 2021, driven by larger retailers adopting mPOS as part of an array of POS options.

60% Apparel/footwear/accessories retailers say they plan to work on mobile POS within the next 12 months; 5% currently have mobile POS.

6 months The amount of time it took Walmart to roll out Walmart Pay to all 4,600 Walmart stores in the U.S.

Incidents related to POS intrusions in 2015 (525 with confirmed data disclosure).

POS accounted for 32% of all security breaches.


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