

## Roving Reporter Recap

### NRF 2023

The 2023 National Retail Federation conference, also known as “Retail’s Big Show,” was jam-packed with attendees from across the globe and IT-focused solutions to span any retailer’s needs. This year, Courtney Radke, Retail & Hospitality Field CISO at Fortinet, took to the showroom floor to capture the buzz on trends, challenges, and tech adoptions.



#### Consumer Experience

Always a hot topic, consumer experience is still top of mind for NRF conference-goers. Creating a 360-degree view of the customer across physical and digital platforms is a must. Retailers should also focus on hyper-connectivity and security so consumers don’t have to.



#### Internet of Things (IoT)

Retail is experiencing an IoT revolution. Increased adoption of IoT sensors is leading to accurate, real-time data, allowing for more meaningful analytics.

“By automating the mundane through IOT technology, we are allowing the managers and staff to be more active in taking care of customers, which drives revenue growth.”

—Tom Woodbury, *Solution Consultant, Machine Q, a Comcast Company*



#### Economy

During economic uncertainty, priorities tend to shift. How can you do more with less? Some retailers are looking into modest back-office investments that make big impacts on operational efficiency.

“Everybody is talking about the economy.”

—Tim Tang, *Director of Enterprise Solutions at Hughes*



#### Security Trends

So, what are the trends driving security? Richard Purizaca, Senior Field Security Solutions Architect at CDW calls out two main talking points:

- Identity access and management
- Security automation



#### News from the Food Service Technology Pavilion

Courtney stopped by the Foodservice Tech Pavilion Stage to speak to Rob Grimes, Founder and CEO at International Food and Beverage Technology Association (IFBTA) about how retail and food service are overlapping and sharing technology. He also shared some big things to come for next year’s stage, featuring the Food Service Technology of the Future in 2024.