



BrandSensitize™ – Brand Research Desk

From Pharmacy Aisles to AI Frontiers: WBA's Bold Leap into Tech-Driven Health

Walgreens Boots Alliance is one of the largest drugstore chains in the U.S. and has strong market positions in Europe and Latin America.

Walgreens Boots Alliance (WBA) reported total revenue of **\$154.58 billion** for the trailing twelve months ending May 31, 2025, up 6.22% year-over-year. For fiscal year 2024 (ended August 31, 2024), revenue was **\$147.66 billion**.

Walgreens Boots Alliance employs about 312,000 people worldwide as of mid-2025, supporting its pharmacy, retail, and healthcare operations across the U.S., Europe, and Latin America.

Walgreens Boots Alliance builds its brand around a straightforward promise: “more joyful lives through better health.”

To fulfill the brand's purpose, the company commits to being “the leading partner in re-imagining local healthcare and well-being for all,” blending its retail pharmacy heritage with tech-enabled care services that are trusted, convenient, and community-focused. Four core values guide every decision.

1. **Courageous** – challenge the status quo and take informed risks for patients.
2. **Connected** – reflect and serve diverse communities through collaboration.
3. **Committed** – act with integrity and care for customers, colleagues, and the planet.
4. **Curious** – keep learning, innovating, and using data to create new paths in health.

Above pillars allow WBA to position itself not just as a retailer, but as a trusted, tech-driven health partner dedicated to making everyday well-being accessible, personal, and joyful.

WBA's primary segments are U.S. Retail Pharmacy, International, and U.S. Healthcare.

WBA is transforming into a tech-driven health leader by upgrading its systems and providing more innovative services across retail and pharmacy.

By leveraging cloud architecture, artificial intelligence, advanced data analytics, and process automation, WBA is strengthening its pharmacy and retail ecosystems. BrandSensitize™ research indicates that transformation initiatives, migration to cloud-based applications, deployment of automated distribution centers, and the use of insight-driven analytics are enhancing operational efficiency, lowering costs, and improving service delivery across its healthcare network.



WBA's partnership with Microsoft enhances cloud integration and scalable technology infrastructure, while Adobe and Epsilon support dynamic customer insights across platforms.

Accenture partners with WBA as a comprehensive transformation leader, jointly driving cloud migration, data and AI capabilities, and omnichannel customer experiences while assisting WBA in developing new operating models that integrate pharmacy, retail, and healthcare services. Accenture is a leading strategy-to-execution partner for digital, data, and customer experience transformations.

TCS is a large-scale managed services and core IT modernization partner, emphasizing stability, efficiency, and operational excellence. Accenture mainly focuses on "change the business" (designing and delivering new capabilities and growth levers).

TCS focuses on "run the business" (making the core estate stable, modern, and cost-efficient).

Walgreens Boots Alliance's strengths lie in its scale and proximity throughout the U.S. and Europe, as well as extensive pharmacy expertise and a dual-brand portfolio that combines Walgreens' retail pharmacy with Boots' leadership in health and beauty.

WBA's advantage lies in its strong omnichannel platform, an effective loyalty program, and exclusively owned brands that increase margins and differentiate it. Centralized prescription fulfillment and smart distribution optimize operations, allowing pharmacists to spend more time with patients.

The combined strengths of Walgreens (a U.S. retail pharmacy) and Boots (a UK/EU health and beauty retailer) broaden revenue streams and enhance brand value across various categories and regions.

The company is optimizing its store footprint and adopting automation, along with cloud and data upgrades, to reduce costs and enhance service, while also managing legal and compliance requirements and maintaining greater balance-sheet flexibility.

The clear brand statement that captures Walgreens Boots Alliance's purpose and position is to promote more joyful lives through better health by offering trusted, accessible pharmacy and wellness services—driven by caring teams, top brands, and local community involvement worldwide.