Where Do You Stand?
Digital Readiness in the Retail Industry

The digital economy is reshaping the retail industry. Although the store will remain a cornerstone, demand is triggered from novel sources such as wearables, mobile devices, smart homes, and cars. Traditional retailers must evolve and embrace new technologies and partners because new players are entering the arena and competing for market share. After all, the digital economy offers opportunities for all companies to grow.
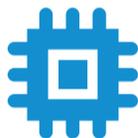
The question is: Where do you stand compared to the competition? What are other companies in your industry doing right now? Take the **digital readiness assessment survey** to find out how your business measures up.*

THE TRENDS

New challenges
- Customer expectations
- Emerging nontraditional competitors
- Data and channel complexity

New technologies
- In-store technologies such as facial recognition and augmented reality
- Internet of Things to track goods everywhere to drive new customer connectivity
- Smarter robots, smarter printing, and artificial intelligence

New business models
- Retail as a service to focus on outcomes instead of products
- Monetization of vast amounts of business, social, and customer data
- Retailers operating without any physical inventory

THE RESULTS

Marketing and Merchandising
ONLY
13%

of retailers can run analytics on transactional, behavioral, and psychographic data to corroborate merchandising decisions, but . . .

58%
think it's important

Procurement and Private Label
ONLY
32%

of organizations have a seamless procurement process from spend visibility, sourcing, and vendor onboarding to contracts and automated accounts payable, but . . .

89%
think it's important

Omnichannel Customer Experience
ONLY
22%

of retailers enable customers to engage with them in any channel throughout the customer journey, but . . .

86%
think it's important

Smarter Enterprise
ONLY
11%

of retailers can use data as a competitive differentiator and run analytics to support integrated, granular, and predictive simulations and scenario planning, but . . .

86%
think it's important

THE FUTURE

Is your company leading the way to the digital economy or falling behind? Benchmark yourself against your peers by taking our **digital readiness assessment survey**.* You'll receive a personalized report that shows where your business stands when it comes to digital transformation – and its future in the digital economy.

To learn more, visit us at http://spr.ly/DigitalRetail.

*All information provided is treated as confidential. Published results are expressed only as an aggregate of the entire study.