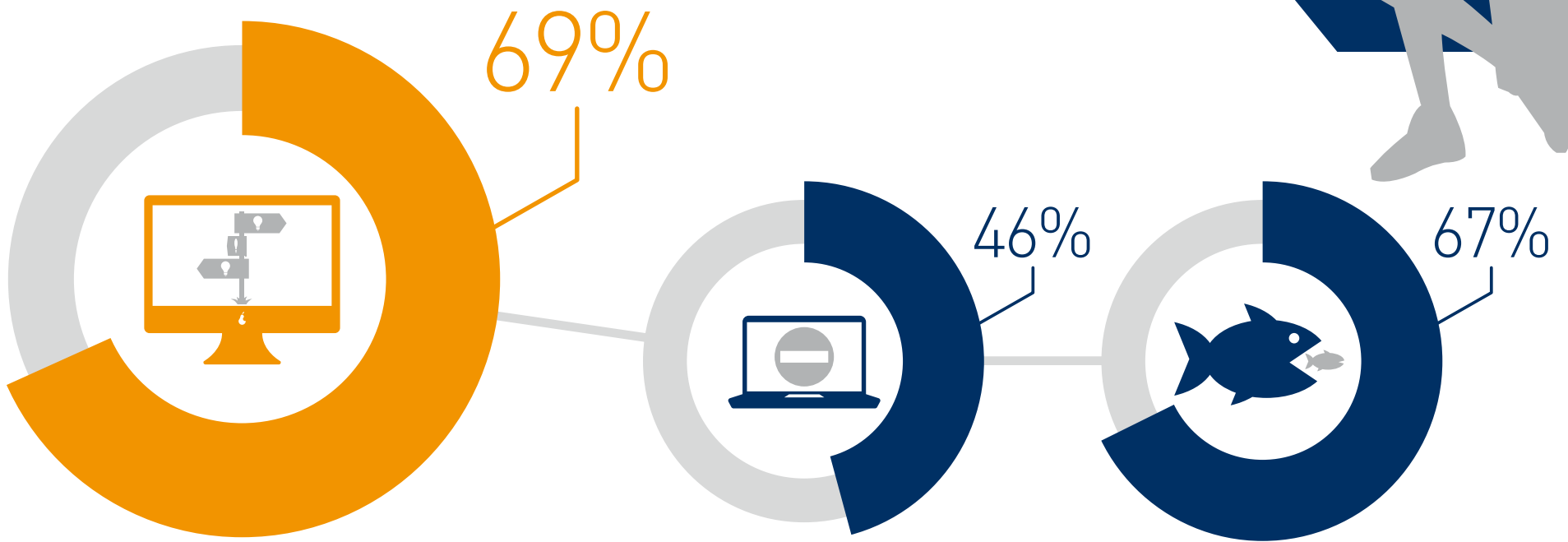


IT PAIN POINTS IN RETAIL

Legacy IT holds back innovation, competitiveness and the ability to harness customer data



OVER TWO-THIRDS OF RETAILERS BELIEVE **COMPLEX IT** DELAYS THE TRIAL OR IMPLEMENTATION OF NEW STORE **CONCEPTS** OR ONLINE **INNOVATIONS**

ALMOST HALF OF RESPONDENTS SAID THE **IT DEPARTMENT** WAS THE MAIN ROADBLOCK TO INNOVATION AND PRODUCTIVITY

MORE THAN TWO THIRDS OF RETAILERS SAID **OUT-DATED IT** SYSTEMS MADE THEM **LESS COMPETITIVE** AGAINST RETAILERS WITH MORE **MODERN RETAIL TECHNOLOGIES**




“The importance of the store as part of a retailer’s future plans cannot be underestimated. However, it’s clear that the infrastructure needs to catch up and enable innovation and competitiveness in a market that is constantly changing...”

INVESTMENT PRIORITIES



SELF SERVICE	53%
DIGITAL SIGNAGE	49%
WEBSITE	49%
DATA & ANALYTICS	48%
GEO-LOCATION	17%



93% OF THOSE SURVEYED SAID TECHNOLOGY INVESTMENTS HAD BEEN FUNDED BY MARKETING/CUSTOMER EXPERIENCE BUDGETS, HIGHLIGHTING THE RISE OF ‘SHADOW IT’ AND THE NEED FOR RETAILERS’ IT DEPARTMENTS TO ADAPT TO THIS SHIFT RATHER THAN FIGHT AGAINST IT



IN THE WAKE OF THE INCREASING NUMBER OF IN-STORE DATA AND ANALYTICS ENHANCEMENTS, **(48%)** OF RETAILERS STATED THEY FIND THE SHEER VOLUME AND VARIETY OF CUSTOMER AND OPERATIONAL DATA OVERWHELMING

The research was carried out by independent market research company Vanson Bourne during 2016. Respondents were comprised of 100 marketing and customer experience professionals from UK retailers with more than 500 employees. The full research results are available on the Daisy website.