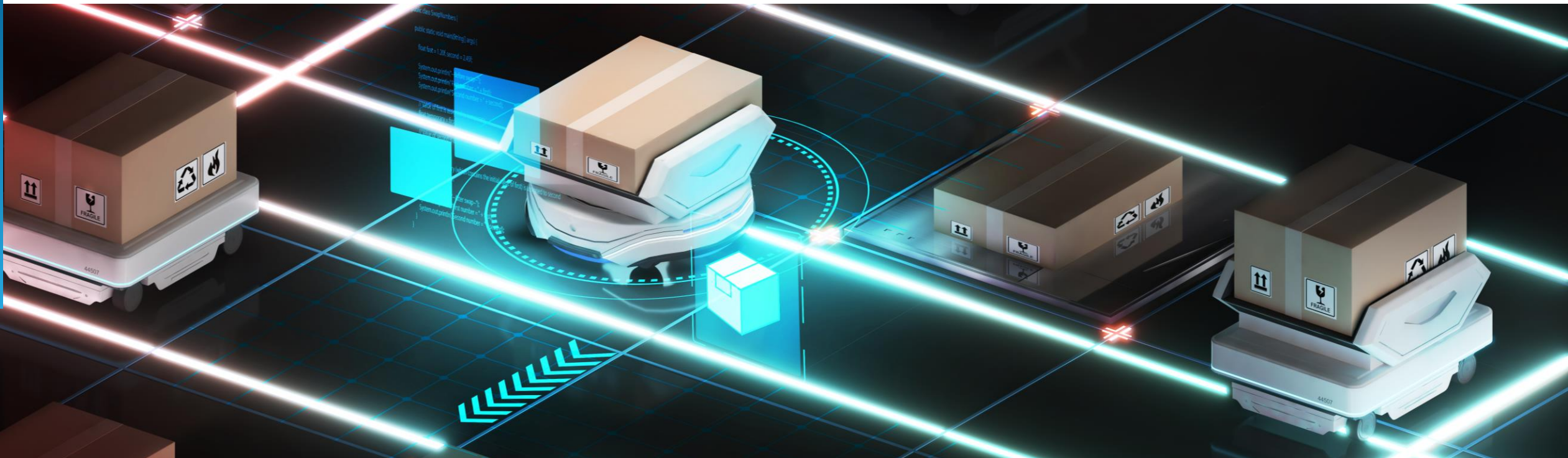


Digital Effectiveness in the Retail Industry | Identifying Retail Leaders in the Connected Commerce Era

June 2023: Complimentary Abstract / Table of Contents



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Introduction

Technology adoption is no longer a luxury for retail enterprises. With the advent of omnichannel retail and personalization, investments in emerging technologies have become even more critical to their ability to stay competitive. Retail firms can leverage cutting-edge technology to drive operational performance, enhance customer experience, and enable data-driven decision-making. Furthermore, technology can streamline retail operations, automate repetitive tasks, and optimize processes, leading to increased efficiency and productivity. From inventory management and supply chain optimization to point-of-sale systems and data analytics, technology can help retailers operate more effectively and achieve higher levels of productivity.

The top retail firms of the world have been at the forefront of technology adoption, driving industry advances and setting the standards for innovation. They have established dedicated innovation centers to research, develop, and leverage emerging technologies, creating unique retail solutions that push the boundaries of technological adoption in the industry.

In this report, we analyze the digital investments for **19 leading retail enterprises** by mapping them on the **Everest Group's digital effectiveness assessment model**, which is a composite index of a range of distinct metrics related to each enterprise's capability and impact. We focus on:

- Evaluating the effectiveness and outcomes of technological initiatives by enterprises in the retail industry
- Comparative assessment of the degree of innovation introduced by each retail firm

Scope of this report



Geography
Global



Industry
Digital investments of 19 leading retail enterprises



Services
N/A

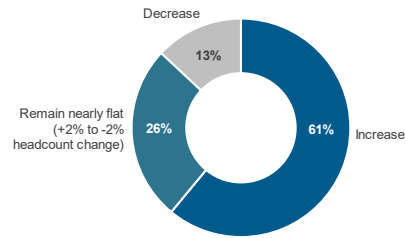


Use cases
Only publicly-available information (~192 distinct technology initiatives in CY 2021 and CY 2022) has been used for the entire analysis in this report

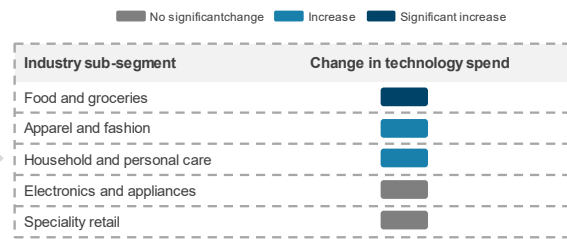
This study offers 4 distinct chapters providing a deep dive into key aspects of digital investments in the retail market; below are four charts to illustrate the depth of the report

Despite margin pressures, IT spend outlook looks positive in the retail industry

Expected change in technology spend in 2023



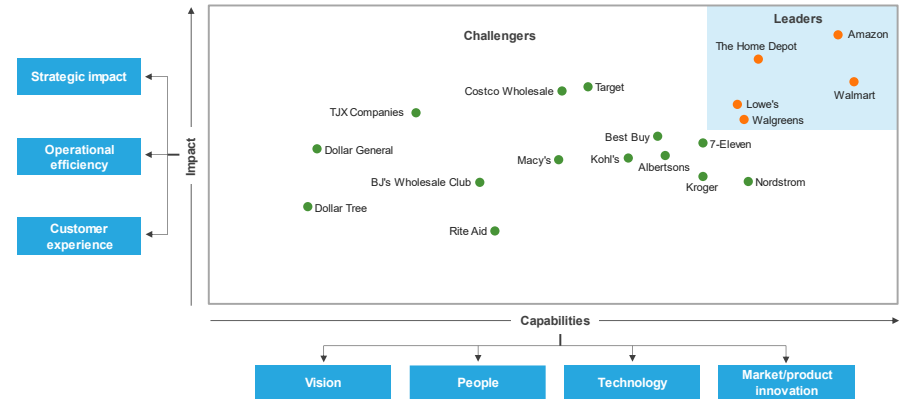
Technology spend change across retail industry sub-segments 2023



“ We continue to appropriately balance the need to adjust in response to the current industry sales trends with the need to invest so we can capitalize on opportunities as our industry moves through this downturn and returns to growth.
CEO, Best Buy ”

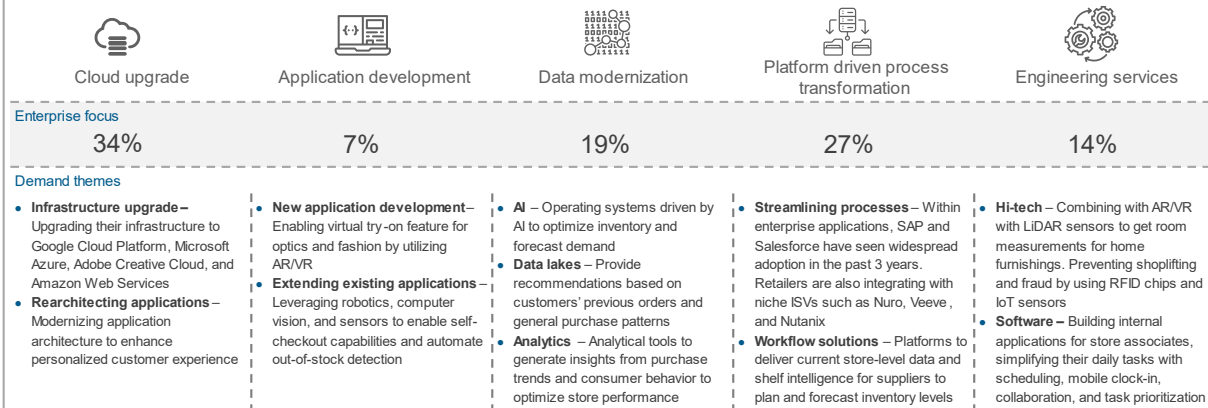
- Retail giants such as Amazon have conditioned today's consumers to want simple and efficient order fulfillment options, fast delivery, and a wide range of product options
- Consumers have now come to expect these same facilities to be available across all retail locations, both online and in-store, making investments in technology a necessity to stay competitive

Leaders are driving business growth by leveraging innovative technology



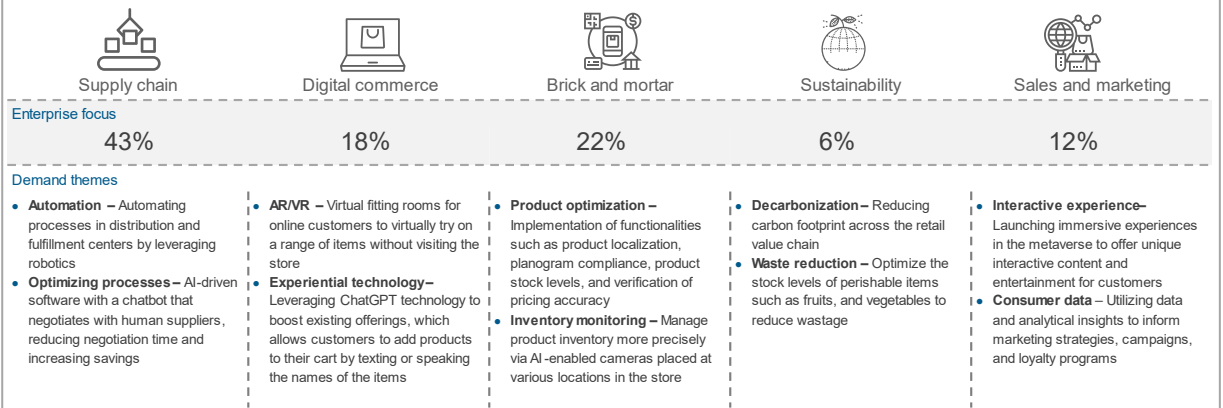
Source: Based on the assessment of technology initiatives of 19 leading retail enterprises in CY 2021 and CY 2022

Enterprise focus across technology domains



Source: Based on the assessment of technology initiatives of 19 leading retail enterprises in CY 2021 and CY 2022

Enterprise technology focus throughout the retail value chain



Source: Based on the assessment of technology initiatives of 19 leading retail enterprises in CY 2021 and CY 2022

Research calendar

Retail and CPG IT Services (RCPG)

Published Planned Current release

Reports title	Release date
Digital Effectiveness Assessment in the Retail Industry	June 2023
Digital Effectiveness Assessment in the CPG Industry	Q3 2023
Tech Radar 2023 – Technology and Trends shaping the Future of Retail and CPG	Q3 2023
Trailblazers: Startups Redefining Brick and Mortar Retail Operations	Q3 2023
Supply Chain Transformation Services for Retail and CPG 2023	Q3 2023
Supply Chain Transformation Services for Retail and CPG 2023 – Service Providers Compendium	Q4 2023
Supply Chain Transformation Services for Retail and CPG 2023 – State of the Market	Q4 2023
Reimagining retail and CPG value chain with generative AI	Q4 2023
Retail Multichannel Enablement Services PEAK Matrix® Assessment 2023	Q4 2023
Retail Multichannel Enablement Services PEAK Matrix® Assessment 2023 – Service Providers Compendium	Q4 2023
Retail Multichannel Enablement Services PEAK Matrix® Assessment 2023 – State of the Market	Q4 2023
Sustainability in Retail Building Purpose Led Operating Model for Retailers	Q4 2023
Enterprise Pulse on IT services in Retail and CPG	Q4 2023

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