

# THINKING AHEAD:

## Strategic Ways Retailers Can Embrace Today's Digital Reality

As retailers strive to remain competitive and meet the needs of increasingly demanding, tech-savvy customers, many are turning to digital technology software and solutions to transform their business models.

CDW surveyed nearly 350 retail decision makers to find out their biggest challenges and concerns, primary barriers to technology adoption and interest in emerging technologies.



### Top Retail Industry Challenges and Concerns

Retailers agree that competition, business models and security are primary challenges for the industry as a whole:



**57%** of retailers said that **new forms of competition pose the greatest challenge**



**51%** indicated a need for **strategic based business models**



**71%** of retailers said **privacy of online data is a major concern**

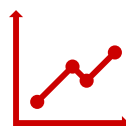
### Technology to Drive Improvements

Investments in key solution areas can help retailers improve the overall customer experience:



#### Inventory Management

**83%** of retailers are interested in new and improved software that internally tracks real-time inventory and provides predictive analytics



#### Data Analytics

**98%** of retailers showed interest in new data analytics technology as well as in new software for growing customer experience

### Barriers to Technology Adoption

When it comes to technology adoption, retailers are primarily concerned with utilization, decision maker approval and costs in three key areas:



#### Software/Apps to Improve Employee Productivity

**28%** are concerned with employees' ability to properly use new software

**27%** believe that getting approval from relevant decision makers is a barrier to adopting new solutions



#### Software/Apps to Manage Inventory

**29%** say expense is the primary barrier to adopting new inventory management solutions



#### Ability to Draw Business Insights

**40%** indicate that making different data sets/programs speak to each other is the greatest barrier to drawing more business intelligence insights

### New Technologies on the Horizon

Retailers showed strong awareness of and interest in emerging technologies that will shape the future of the industry:



#### 3D Printing

**59%** plan to use or are already using 3D printing in their business



#### Internet of Things (IoT)

**76%** showed strong interest in pursuing technologies that integrate IoT into their business



#### iBeacon and Wayfinding Technology

**61%** are extremely interested in technology that is compatible with wayfinding and iBeacons

CDW's dedicated retail team can help you address complex IT challenges by orchestrating customizable retail solutions featuring products from the industry's leading technology partners. To learn more about how CDW can help your retail business, visit [CDW.com/retail](http://CDW.com/retail).

