

Are you a future-ready retailer?

Find out how to become one



Differentiation is the key

We asked companies to list the key drivers for their focus on digital transformation. Retailers valued **“create industry differentiation”** more highly than any other industry group.

But how do you do that? With intelligence, above all. And by focusing on the three dimensions of our Future Ready. Now. approach.

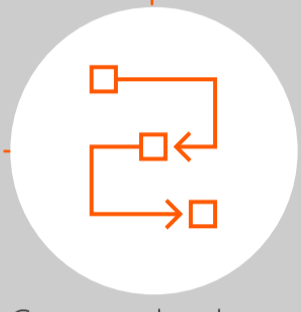
#1: Effortless efficiencies

86%

of retailers say modernizing business-critical systems is crucial for building agility across business processes. That means:



Leverage what you have



Connect the dots



Integrate disparate technologies

#2: Experiences without boundaries

85%

of retailers feel that although investment in artificial intelligence technologies is critical for their organization, putting employees and customers second to such activities will result in failure.

Retailers must:



Invest in human-centric technology.



Give customers experiences, not just products.



Empower employees with intelligent tools and information.

#3: Innovation at will

80%

of retailers say they need to add innovation for continual improvement.

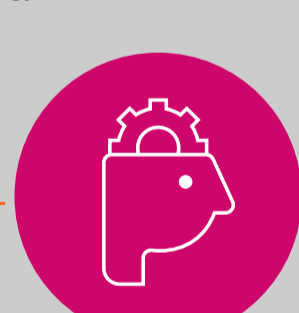
This requires a culture change that:



Encourages new thinking



Facilitates the testing of new approaches



Accepts fast learning iterations

The result:



New and larger revenue streams

When you can see what's next, you can be what's next.

The Avanade research cited here was conducted by Vanson Bourne: 1,150 cross-industry respondents with revenues from \$500 million to over \$10 billion; 109 which were senior retail decision-makers from 11 countries across North America, Europe and Asia.

Take a look at the complete 'Are you a future-ready retailer' point of view guide [here](#)