Differentiation is the key

Are you a future-ready retailer?

Find out how to become one

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%

Retailers say modernizing their critical systems and technologies is crucial for building agility across their operations. That means:

Leverage what you have
Integrate disparate technologies
Connect the dots

#2: Experiences without boundaries

85%

Retailers must:

85% of retailers say modernizing their critical systems and technologies is crucial for building agility across their operations. That means:

Leverage what you have
Integrate disparate technologies
Connect the dots

#3: Innovation at will

80%

Retailers say they need to add innovation for continual improvement.

This requires a culture change that:

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

The result:

New and larger revenue streams

Invest in human-centric technology.
Empower employees with intelligent tools and information.

This requires a culture change that:

Enourages new thinking
Facilitates the testing of new approaches
Accepts fast learning iterations

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 of 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.