

TOP 5 TECH TRENDS FOR RETAILERS

With Practical Tips to Leverage Them

1

THE LEGACY BURDEN

Trend: Retailers spend 58% of their IT budget to maintain legacy systems. WANs account for 63% of network spending (*Gartner*).

Tip: Limit spending on WAN fixes. Instead, invest in strategic IT—such as virtualization, cloud-based systems, and software-defined networks.



2

IT SHOWS THE WAY

Trend: To compete with online mega-sellers, retailers must behave more like tech companies—increasing IT agility and innovation (*Accenture Technology Vision*).

Tip: Turn IT into a growth engine with agile methodologies, multimodal IT that can run at different speeds, and DevOps to leapfrog your competitors.



3

INNOVATION AND SECURITY

Trend: 69% of companies are reluctant to innovate if they can't mitigate all their cybersecurity risks (*Cisco Cybersecurity Report*).

Tip: Protect your business with adaptive security strategies—such as active network monitoring, next-generation firewalls, and secure access systems.

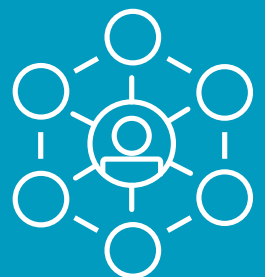


4

OMNICHANNEL RULES

Trend: Industry leaders are integrating marketing, selling, and relationship-building into a true omnichannel experience for their customers (*HubSpot*).

Tip: Follow the lead of companies like Disney and Starbucks by integrating your engagement platforms and physical stores into a more cohesive customer experience.



5

LET'S GET PERSONAL...TOGETHER

Trend: Forward-thinking retailers emulate the personalized consumer experience of companies such as Netflix—but also promote a strong sense of community.

Tip: Offer customers personalized offerings and use experiential retail to fill the void of human interaction missing from online retailers.



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