



Impact of Digital on IT Services in the Retail Sector: 2019

Market Analysis
Report Abstract

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Who Is This Report For?

NelsonHall's "Impact of Digital on IT Services in Retail Sector: 2019" report is a comprehensive market assessment report designed for:

- Sourcing managers investigating sourcing developments within the Retail sector
- Vendor marketing, sales and business managers developing strategies to target IT services (ITS) opportunities within the Retail sector
- Financial analysts and investors specializing in the IT services and BPS sector

Scope of the Report

The report is based on interviews with executives in the Retail sector in the U.S., U.K., Continental Europe, and Asia Pacific.

The report analyzes the worldwide market for IT services within the Retail sector and addresses the following questions:

- What are the principal business priorities faced by organizations in the Retail sector?
- What IT initiatives are planned by organizations in the Retail sector?
- How relevant are digital initiatives to organizations in the Retail sector?
- What digital initiatives are planned by organizations in the Retail sector?
- What business areas are targeted for digital initiatives by organizations in the Retail sector?
- What digital technologies are planned to be introduced by organizations in the Retail sector?
- What are the key selection criteria used by organizations in the Retail sector to select suppliers to implement digital initiatives?
- What shifts in sourcing approach are expected by executives in the Retail sector over the next three years?
- How do companies in the Retail sector expect their spend on ITS services to change over the next three years?



Key Issues & Highlights

The key business priorities for retail companies focus on improving relationships with current customers while improving the costs of services. The two major business priorities identified unprompted by retail companies were:

- Improving customer retention through better customer service and increased use of customer analytics
- Reducing the cost of service through rationalizing physical space and reducing the cost of the supply chain, distribution, and marketing.

Accordingly, retail companies are:

- Identifying and pursuing digital initiatives to improve customer experience and increase competitiveness
- Adopting DevOps and digitalizing applications landscapes to accelerate time to market and reduce IT service costs
- Prioritizing the engagement of vendors with deep industry knowledge, and UX consulting and design capabilities to implement cloud and SaaS solutions.

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Report Length

55 pages, consisting of 6 chapters

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