

The Smart Report on the retail landscape

VB Business Panel

This research was commissioned to understand how retailers are leveraging the latest technologies to achieve a competitive advantage and level the playing field with more agile online retailers.

The research revealed that retailers are committed to their store footprint, with **90%** of retailers saying they will be increasing or maintaining their physical store presence.

Retailers are keen to keep investing in their companies:

The research shows that, on average, **36%** of IT budgets are being allocated towards new technology, such as AI, to meet demands of customers and prepare for the future of retail.

96% of retailers rely on manual processes for their pricing and replenishment strategies, despite near universal recognition of the benefits that greater automation could bring.

53% of retailers admit that there is room for improvement in their replenishment process, with a similar percentage reporting that automated replenishment would generate a better customer experience.

54% say the same for there being room for improvement in their pricing strategy, with 56% stating that automated pricing would result in improved profits.

Uwe Weiss, CEO of Blue Yonder who commissioned the research, said: "It is clear that retailers recognise the benefits that automation can bring to their businesses, but perhaps most significant is the agility it gives them to compete with their ecommerce rivals. With automated pricing solutions, retailers finally have the flexibility and agility to optimise their prices in their physical estate, delivering a better experience for customers and enabling them to compete more effectively with their online rivals."

Download the full report [here](#)

Who did we interview?

200 senior IT and Business Decision makers retailers from the UK, Germany, and the US.

Research published in 2018