



# Impact of Digital on IT Services in the Retail Sector: 2020

Market Analysis  
Report Abstract

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## Who Is This Report For?

NelsonHall's "Impact of Digital on IT Services in Retail Sector: 2020" 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

Retail organizations are placing a primary focus on expanding market share and improved competitiveness. This is, in part, achieved through increased efficiency in the distribution process while also expanding the use of digital in customer service. Two primary business priorities to do this, identified unprompted by retail companies were:

- Optimizing the mix of digital and physical channels through consolidation of real estate and expanded eCommerce capabilities
- Reducing operational costs across logistics, distribution, and the supply chain.

Accordingly, retail companies are:

- Implementing digital capabilities to better align supply chain and demand
- Expanding the use of digital channels to improve customer service and grow market share
- Migrating a larger proportion of the IT landscape to cloud environments and SaaS-based applications and consolidating legacy applications to reduce operating costs.

## Contents

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2.	Executive Summary
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## Report Length

57 pages, consisting of 6 chapters

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