

Total Decision-Making Ability Score Ranked by Industry

- 1  Mining
- 2  Professional, Scientific & Technical Services
- 3  Transportation, Postal & Warehousing
- 4  Construction
- 5  Financial Services or Insurance
- 6  Manufacturing
- 7  Accommodation, Hospitality & Food Services
- 8  Electricity, Gas, Water & Waste Services
- 9  Wholesale Trade
- 10  Healthcare & Pharmaceuticals
- 11  **Retail Trade**
- 12  Government, Education & Non-Profit

Digital Transformation Decision-Making in Retail



How does decision-making shape digital transformation outcomes in the retail industry? To find out, Telstra surveyed 3,810 executives in 14 markets and 12 industries worldwide.

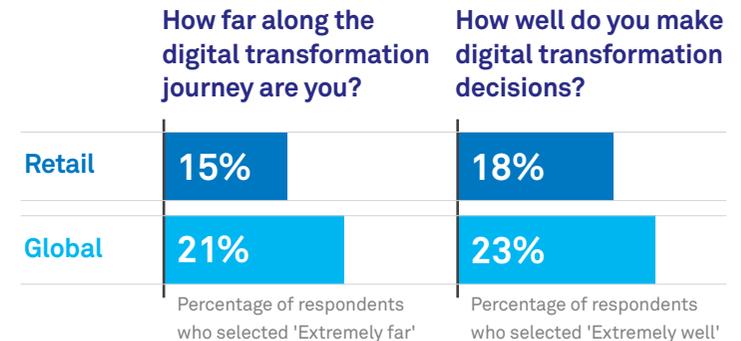
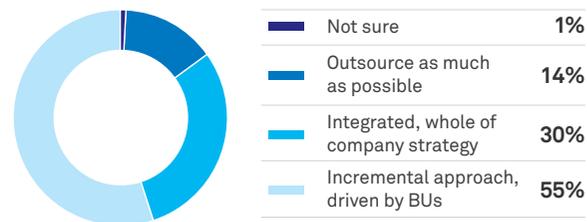
How does retail compare with other industries?

The retail industry lags behind other industries in digital transformation decision-making, placing second-last.

How can retailers make better digital decisions?

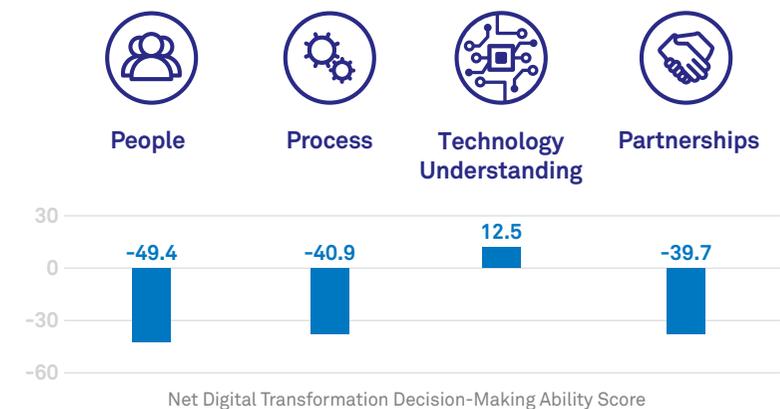
Move beyond an incremental approach to digital transformation.

Retail digital transformation projects are driven mainly by individual business units.



Focus not just on technology for digital decisions.

Retail organisations pick their understanding of technology over other decision-making factors, when evaluating their digital transformation process.



Closing the digital priorities performance gap

Retailers struggle to meet their top digital transformation priorities – in fact their top digital transformation priority, ‘Optimising technology to be more competitive’, ranks 11th out of 17 in terms of performance.

Top three digital transformation priorities



#1

Optimise our technology to be more competitive

Rank in performance
11th



#2

Optimise our technology to move faster and adapt to change

Rank in performance
5th



#3

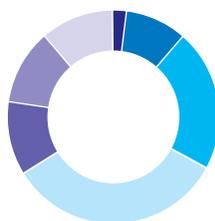
Protect our digital assets from cyber threats

Rank in performance
8th

Retail IT spend (USD) expected to rise

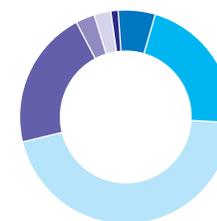
Seven in 10 retailers say they will increase their IT spend in the next three years. More than half spent less than \$500,000 in the previous year.

Previous year IT spend



Less than \$1,000	3%
\$1,000 to \$9,999	12%
\$10k to \$99k	22%
\$100k to \$499k	27%
\$500k to \$999k	14%
\$1m to \$4.9m	15%
More than \$5m	7%

Expected change in IT spend for next three years



More than -10%	1%
-1% to -10%	8%
No change	21%
+1% to +10%	45%
+11% to +20%	18%
+21% to +30%	5%
More than +30%	5%

Top retail partner attributes

Retailers seek digital transformation partners who understand their technical requirements and have comprehensive IT offerings.



Deep knowledge of our business challenges and how IT can help



Ability to understand my company's technical requirements



Ability to determine which IT model best fits my company and my needs



For more insights, visit telstraglobal.com/disruptive-decision to download the Disruptive Decision-Making white paper.