

# Digital innovation drives immersive retail experiences.

As digital and physical worlds collide, digital leaders capitalize on data and connected experiences to reimagine the future. A global study of 386 retailers worldwide revealed that the extent of digital disruption underway is forcing major transformational change.

STATE OF RETAIL TRANSFORMATION

## Digital Leaders

Are those with a formal strategy that are actively digitizing processes.

54%

## Digital Laggards

Are those resistant to embracing digital change and challenged to overcome departmental silos and skills gaps.

22%

18%

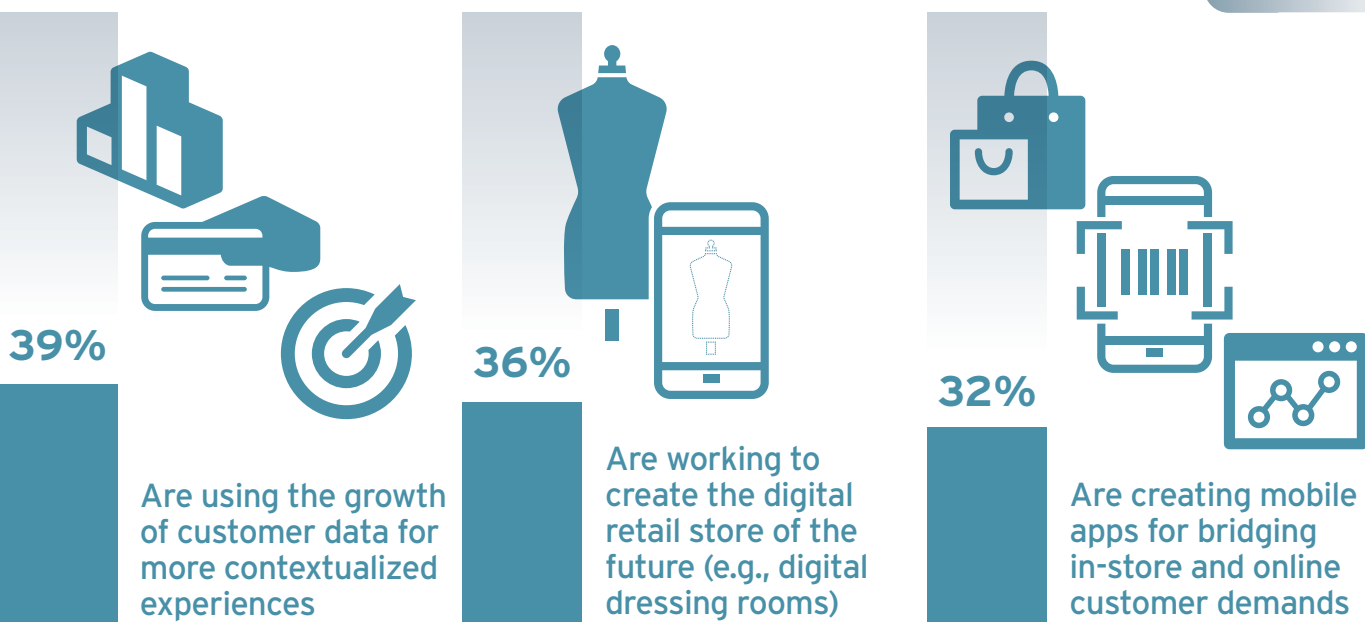
6%

Have started on siloed digital transformation projects, without an overarching digital transformation strategy.

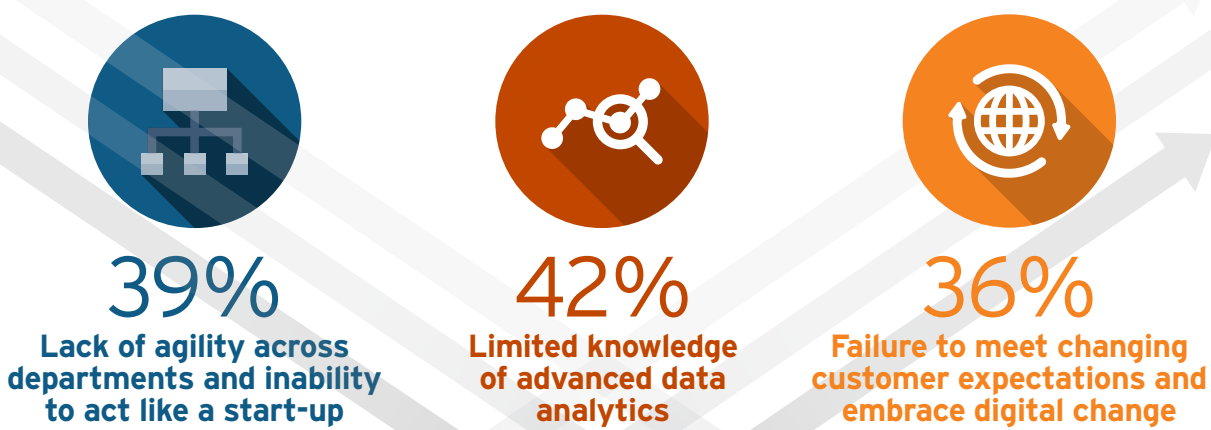
Are in the planning stage – researching to form their digital transformation strategy.

Have no ongoing digital transformation strategy.

## TOP THREE DIGITAL TECHNOLOGY INITIATIVES

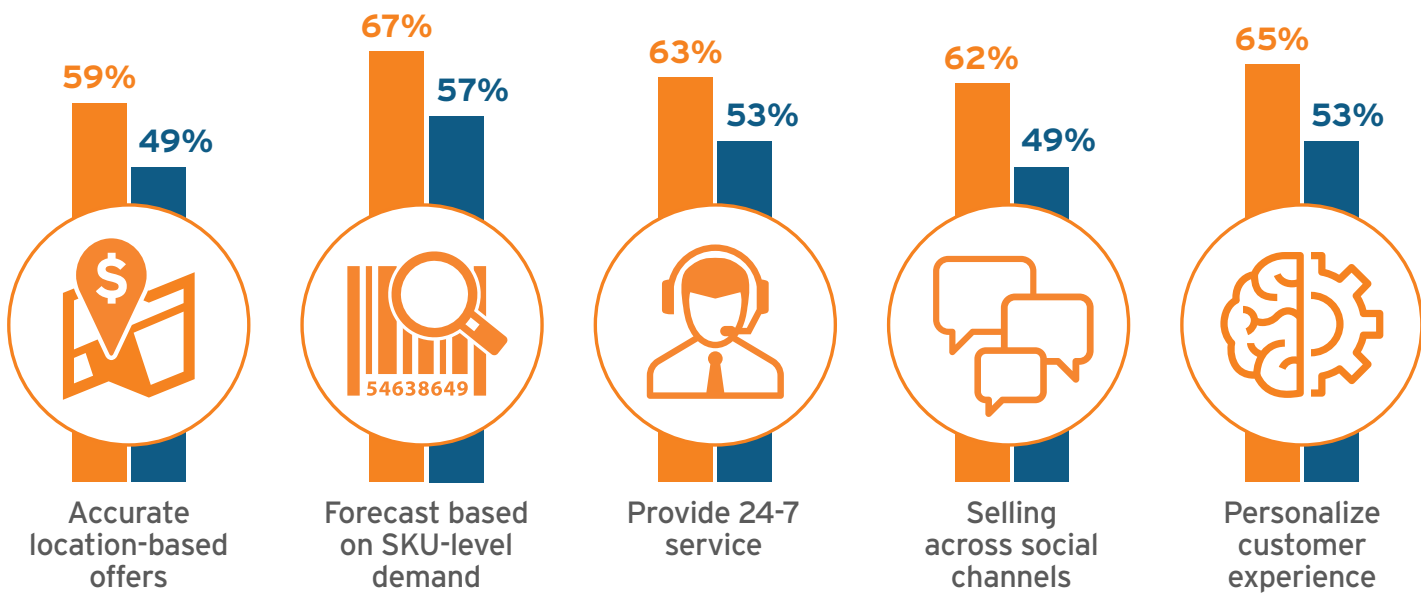


## What Is Holding Digital Laggards Back? Resistance to embracing digital change, and challenges overcoming departmental silos and skill gaps



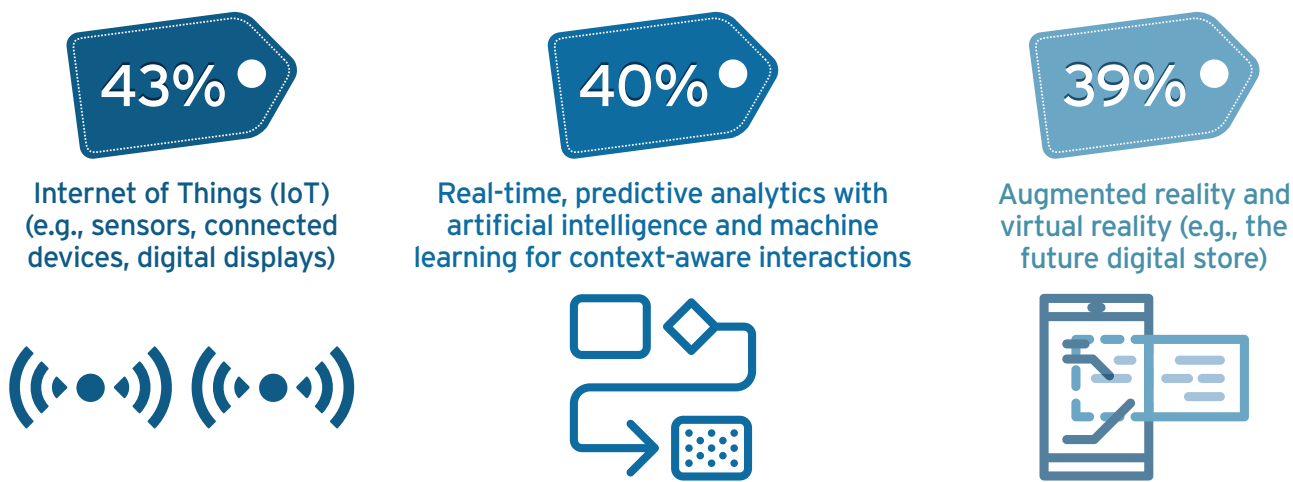
## Digital Maturity Creates Innovation Gap Digital leaders widen customer experience differentiation

DIGITAL LEADERS DIGITAL LAGGARDS



## Digital Leaders Adopt Strategic Technology to Drive Contextually Relevant and Connected Experiences

TOP THREE DISRUPTIVE TECHNOLOGY INVESTMENTS



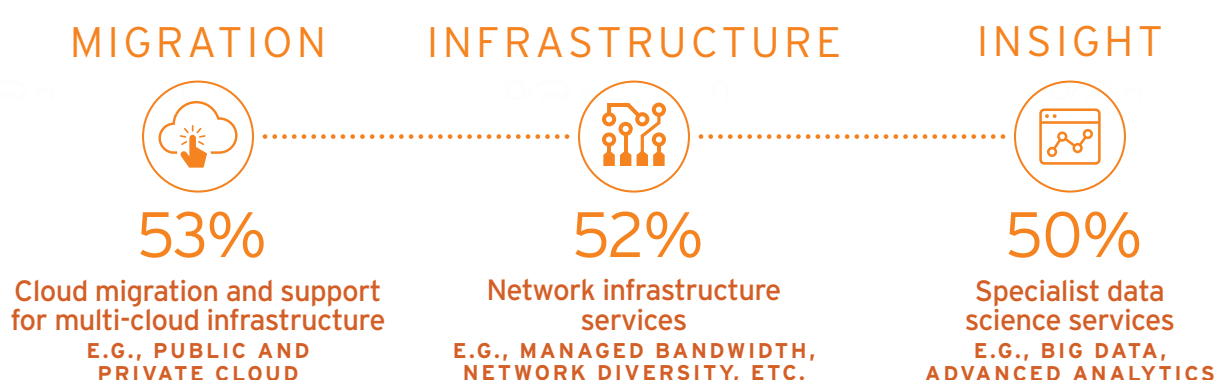
## Don't Fall Further Behind. Embrace Digital Change with a Transformation Partner. Digital leaders innovate faster, embrace cloud services and spend more strategically.



## What Digital Leaders Desire From a Digital Transformation Strategic Partner

49% of digital leaders see their Telco Service Providers as an onramp to or accelerator of digital transformation. IT organizations are working with partners in the following areas:

TOP THREE RETAIL IT PARTNERSHIP PRIORITIES



View the full report on Retail Enterprise Digital Transformation Strategies and see how CenturyLink can help be your trusted transformation partner

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