

HOW RETAIL PROFITS FROM WORKLOAD AUTOMATION

The diversity and complexity of technology installations in the retail sector illustrates how large a challenge these technology strategies can be, and establishes the core value proposition for Workload Automation solutions.

Aberdeen Group's benchmark research connects the business context and technology context in the retail sector with the business value of Workload Automation.

86%

For the retail sector, Aberdeen Group's benchmark research shows that the two most important business objectives are growth in profitability / margin (86% of all respondents), and increased customer service (43%).

Top 3

Business objectives translate directly to the technology strategies being adopted in the retail sector, where the top three drivers for technology investment are reducing cost (39% of all respondents); driving growth (39%); and improving collaboration, both internally and with external business partners (31%).

Top 2

In response to these drivers for investment, the top two technology strategies in the retail sector were identified as streamlining and accelerating business processes (43% of all respondents), and providing visibility into business processes throughout the retail value chain (43%).

4X

The greater the diversity and complexity of the technology infrastructure in the retail sector, the greater the business value for Workload Automation solutions — which is nearly four times more likely to be installed in conjunction with ERP in large enterprises (>\$1B in annual revenue) than in smaller businesses (<\$100M).

60%

Using file movements as an illustrative example, Aberdeen's Monte Carlo analysis conservatively estimates that organizations using a Workload Automation solution reduce their median annual business impact by about 60% compared to predominantly manual methods.

➔ Read the full report: [How Retail Profits from Workload Automation](#), March 2017

The bottom line: As the technology infrastructure for the retail sector becomes more complex, and the volume of business processes goes up, the benefits of Workload Automation become increasingly necessary — and valuable.