

# ICT in Retail Market Analysis 2017 (By Segment, Key Players and Applications) and Forecasts

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*ICT in Retail Market 2017 Share, Trend, Segmentation and Forecast*

PUNE, INDIA, July 20, 2017 /EINPresswire.com/ -- Pune, India, 20 July 2017: WiseGuyReports announced addition of new report, titled "IT in Retail - Technology Priorities (2016/2017): Successfully targeting retailers with competitive ICT solutions".

## Summary

"IT in Retail - Technology Priorities (2016/2017)", report presents the findings from a survey of 152 retailers regarding their ICT investment trends, ICT budgets allocations and core technology priorities. The report aims to provide end-user insight for ICT vendors and service providers when pitching their solutions to retailers.

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Retailers will aim to address the following key challenges through IT in 2017: supply chain management efficiencies, offering a superior customer experience across channels, and gaining better insight from existing as well as new data sources.

## Scope

- The share of outsourced IT services is growing among retailers, however business-critical functions tend to remain in-house
- Network virtualization, automated resource management and business insight are key areas for investment in 2017
- Retailers show a strong preference for vendors that can demonstrate expertise in the retail sector and offer vertical-specific solutions or features rather than generic technology-based ones.

## Reasons to buy

- Gain insight into key investment trends and budget priorities in retail. Through GlobalData' survey, the report aims to provide a better insight to ICT vendors and service providers when pitching their solutions to retailers.

## Table of Content: Key Points

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