

# What do retailers think about cloud services?



88%

SEE THE CLOUD MODEL BEING A KEY FACTOR IN THEIR BUSINESSES WITHIN THE NEXT DECADE

59%

BELIEVE IT WOULD DRAMATICALLY INFLUENCE THE DEVELOPMENT OF THEIR BUSINESS

75%

SAY THEIR MAIN DEVELOPMENT AIM IS TO KEEP UP WITH THE LIKES OF AMAZON

59%

THINK THE CLOUD LEVELS THE FIELD BETWEEN ECOMMERCE TITANS AND EVERYONE ELSE



## WHAT ARE THE KEY BENEFITS OF THE CLOUD?



## WHAT ARE THE MAIN CONCERNS RETAILERS HAVE?

82%

SAY THAT SCALABILITY IS AN IMPORTANT ATTRACTION

41%

SAY THAT SAAS IS CASH-FLOW FRIENDLY

50%

POINT TO CONCERNS ABOUT DELEGATING TECHNOLOGY

50%

THINK THAT BUSINESS SCHEDULES POSE THE BIGGEST CHALLENGE TO IMPLEMENTATION

47%

RANK EASE OF DEPLOYMENT AS AN IMPORTANT ATTRACTION

77%

GIVE THE CASE FOR CLOUD DEPLOYMENT 7 OR HIGHER OUT OF 10 FOR PERSUASIVENESS

42%

BELIEVE THAT WINDING DOWN CURRENT TECH WOULD BE A CHALLENGE

50%

SAY THEIR BOARDS ARE RELUCTANT TO APPROVE THE SHIFT FROM CAPEX TO OPEX

SURVEY INCLUDED 20 RETAILERS AND WAS CONDUCTED BY INTERNETRETAILING IN OCTOBER 2015

© InternetRetailing.net