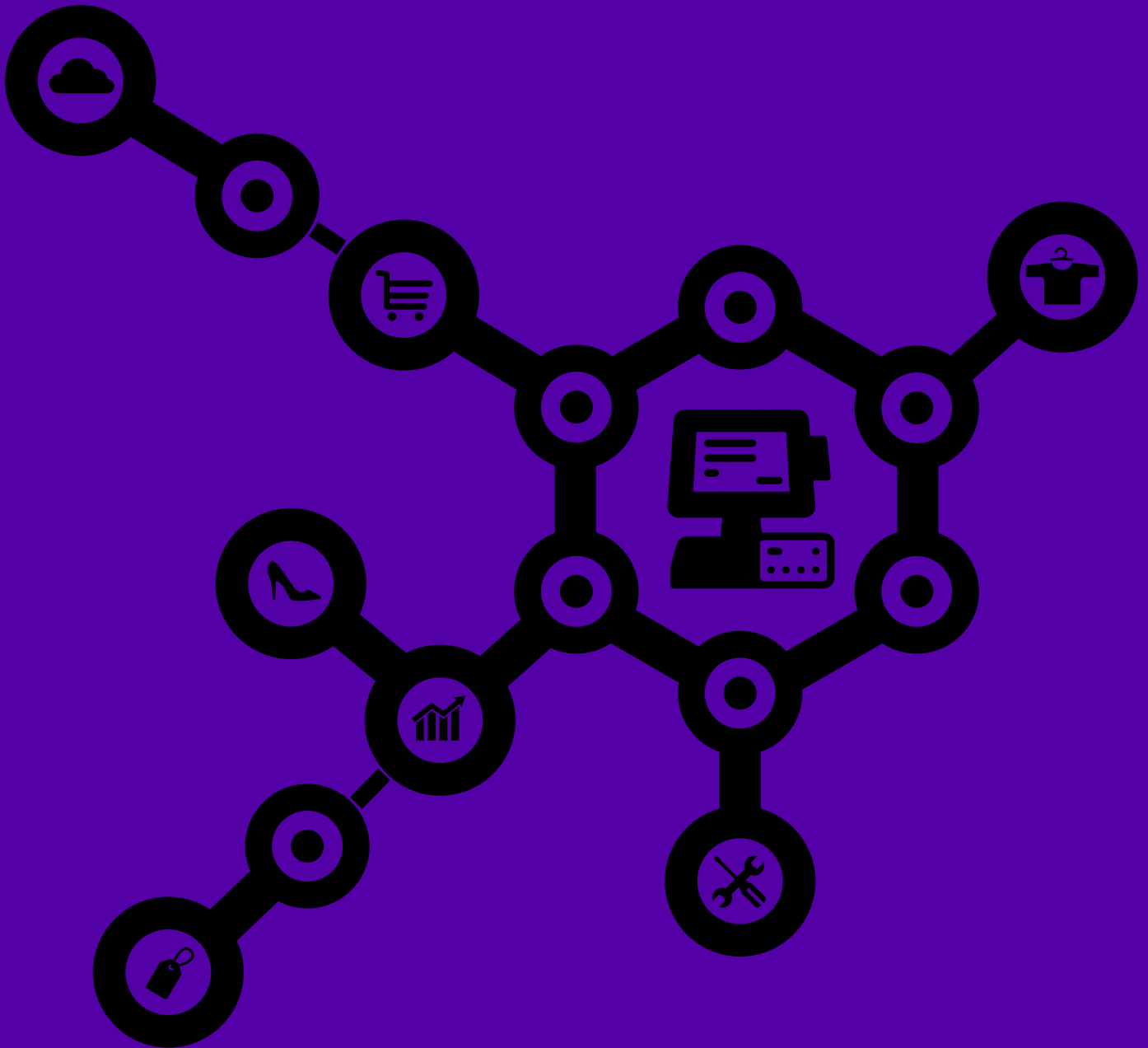




An examination of the Digibee State of Enterprise Integration Report 2023 data through the lens of retail, including perspectives from North American technology leaders and executives within the retail industry.



DIGIBEE REPORT 2023

The State of Enterprise Integration for **Retail**

Retail market analysis

According to Gartner®, “Economic headwinds are expected to remain in 2023, which will force retail marketers to double down on digital marketing best practices to drive efficiency and growth.”

Gartner, The Gartner Top Retail Digital Marketing Trends for 2023, <https://www.gartner.com/en/webinar/456783/1076061>.

GARTNER is a registered trademark and service mark of Gartner, Inc. and/or its affiliates in the U.S. and internationally and is used herein with permission. All rights reserved.

Of all the industries Digibee supports, the speed of innovation in Retail is unrivaled. Over the past three years, consumer habits have undergone many cycles of change, from the “batten down the hatches” pandemic period when online was paramount, the subsequent (partial) return to brick-and-mortar stores, through to today’s hybrid experience where in-person, online, and digital technologies intersect.

Historically light on infrastructure investments and the necessary resources to sustain them, Retail is progressing in leaps and bounds.

Today, succeeding in Retail is inexorably tied to digital transformation. Without a truly connected environment, retailers lack the insights to understand what’s working, where improvements are needed—and most importantly—to gauge in real-time the quality of the customer experiences they deliver.



How retailers are integrating

As with most industries, integration within Retail is a team sport, with IT, c-suite, and product teams all involved in the strategy and implementation. Of the industries surveyed, Retail relies least on c-suite to participate in the process, with well over 50% of Retail respondents putting the IT team at the top of the list in terms of ownership.

Once the decision is made to implement, the majority of Retail respondents rely on internal resources, coupled with support from the iPaaS technology vendor, to manage the project. This implementation model lessens the reliance on in-house resources that are already overworked, while foregoing the expense of third-party consultants and professional services providers.

For those Retail organizations that have not yet implemented iPaaS, the pain of non-cloud native technology (in-house, on-premises, legacy), is taking its toll. Almost 100% of Retail respondents report that they must build up to 10 integrations for existing key business applications every 12 months.

Disruptions to the business due to unnecessary maintenance cycles are time-consuming and expensive, negatively impacting profitability and the customer experience. These inefficiencies further incentivize Retailers to increase the pace of innovation.



Integration trends in retail

Top internal stakeholder : **IT team**



AS RANKED BY

55%

of retail respondents

Top implementation model : **Internal + iPaaS vendor**

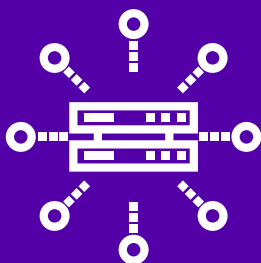


AS RANKED BY

49%

of retail respondents

Unnecessary maintenance cycles : **1-10 integrations rebuilt each year**



AS RANKED BY

99%

of retail respondents

Top 3 integration objectives



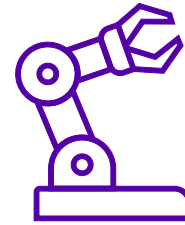
34.62%

Improve time to market



30.44%

Migrate to/upgrade cloud, digital transformation



29.25%

Enable automation and AI



The old business model of moving slowly amid red tape and complications just isn't feasible anymore. Technology advances time to market and solves customers' pain points in record time."

Forbes

Improve time to market was the top Retail objective in the Digibee State of Enterprise Integration Report 2023. A critical capability for Retailers, delays in time to market result in missed revenue opportunities, lost market share, and decreased customer satisfaction. Those businesses able to optimize time to market achieve a significant advantage over their competitors.

Migrate to/upgrade cloud, digital transformation was number two on the list for Retailers, while ranking number one overall across all industries. This result correlates with the rapid transformation that's underway, with most Retailers actively transitioning to digital, cloud-based infrastructure to support innovation.

With a solid digital foundation in place, Retailers are enabling the nascent technologies necessary to deliver omni-channel customer experiences while driving efficiencies across the back-end, so it's no surprise that *Automation and AI* made the top three list. Both are foundational components in modernizing the retail operation.

Top 5 challenges



- ① **32.24%** **Security**
- ② **30.75%** **Complexity and time**
- ③ **30.15%** **Inadequate resources**
- ④ **28.96%** **Lack of skills**
- ⑤ **28.36%** **Not a priority**

In the 2023 Enterprise Integration report, Retail respondents rank *Security* as their top challenge in implementing an integration platform.

This makes sense based on Digibee's work with Retail organizations, with security concerns increasing in tandem with the growing amount of personal data that is collected and stored. Along with personally identifiable information (PII), sensitive ecommerce data also represents a significant security risk.

Complexity and time ranked number two, which correlates with the non-cloud-native infrastructure from which Retailers are migrating. These environments are notoriously complex, often involving manual, time-consuming practices that challenge an already over-worked team, an observation that dovetails nicely with the number three result: *inadequate resources*.

Of all the industries surveyed, Retail was the only segment to cite *Not a priority* as a top integration challenge. With complicated infrastructure and a chronic lack of resources, it's a given that IT has a long list of projects in its backlog waiting to be implemented. Integration is simply one more line item on the list.

Ironically, integration plays a key factor in reducing IT backlogs, with the majority of Retail survey respondents (75%) citing a reliance on integration to resolve up to 60% of their IT backlog projects.

Up to

60%

portion of IT backlog projects requiring integration support

A majority of survey respondents (75%) rely on integration to resolve IT backlog projects.



Download your **free copy of the comprehensive Digibee State of Enterprise Integration Report 2023** for a deep dive into all of the data. Understand how your peers are progressing and examine year-over-year trends and observations to help inform your integration strategy.

For more information on how Digibee can help your retail organization, visit our [website](#), or [request a demonstration](#).

Methodology

The Digibee State of Enterprise Integration Report 2023 is based on responses from a pool of 1,000 participants in the United States and Canada, including Chief Information Officers, Chief Technology Officers, Web Developers, and Enterprise Architects in companies with over 500 employees.

In this sub-industry report, we've filtered the data to focus exclusively on the retail sector, while the main report is representative of three industries: Finance, Manufacturing, and Retail. The majority of respondents are from companies in the mid-market (\$50M - \$500M) and enterprise market (\$500M+) based on annual company turnover.

The fieldwork was carried out between February 7, 2023 and February 20, 2023 by Censuswide. Censuswide abides by and employs members of the Market Research Society and follows the MRS code of conduct which is based in ESOMAR principles.



About Digibee

Digibee enables organizations to build flexible, highly scalable integration architecture. Founded in 2017, the Digibee team is based throughout the Americas with offices in Weston, Florida, and Sao Paulo, Brazil.

Our platform allows enterprises to compete and excel in today's rapidly changing digital environment. The technology is cloud native, low code, fully recyclable, and discoverable—connecting applications, processes, and people for faster time-to-market without a major investment.

Ten times faster than other systems, Digibee is the preferred iPaaS solution for 250+ corporate customers including Assai, B3, Barkley, Bauducco, GoPro, Oobe, Payless, and others.

To arrange a demonstration or for more information, visit our website.