

# Challenges to adoption and key strategies for retail success

Retailers are under pressure to drive customer loyalty and profits — while also facing increasing complexity in their cloud environments. To stay competitive and overcome resource shortages, they're turning to Artificial Intelligence (AI) to help close the gaps. **This infographic provides insights into AI adoption based on a survey of 260 global retail leaders.**

**Of the surveyed respondents, a majority said AI adoption is expected to be pervasive across various teams, enabling them to be more proactive than reactive:**

**75%** IT Operations teams

**70%** Development teams

**73%** Security teams

**71%** Business teams

**Within the IT context, retail leaders say they expect AI adoption to drive improvements in many areas:**

**95%** The speed of software deployment and delivery

**85%** Faster incident response

**86%** Extending access to analytics through natural language queries

**86%** Predict and resolve service impacting issues

**81%** Security analyst productivity

**With DevOps driving efficiencies and accelerating innovation, retail leaders are expecting to increase investments in these areas over the next 12 months:**

**59%** Speeding up development by generating code

**50%** Enabling users to easily customize dashboards

**47%** Reducing operations support costs by anticipating service-impacting issues and enabling teams to proactively resolve them

**45%** Driving more intelligent automation of DevOps and security processes to improve productivity

**In fact, across the organization, reducing multi-cloud complexity is one of the primary criteria for AIOps adoption:**

**71%** Yes

**23%** No, but we plan to in the next 12 months

**And for successful AI adoption, leaders believe the following are important factors:**

**87%** Team skills/training

**88%** Intelligent and automated prompt optimization

**83%** Quality of data observability used as an input for model training and prompt engineering

**90%** Improving the accuracy and quality of the information AI draws on

**83%** Managing regulatory risks

**Dive deeper into the state of AI — and what your organization can do to keep up.**

Read the [full report](#) to learn more actionable insights from industry practitioners and how you can mature your AI adoption practices. Learn how Dynatrace can help [retail organizations](#) overcome cloud complexity and adopt AI to confidently, securely, and reliably deliver cutting-edge innovation.