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

Business teams

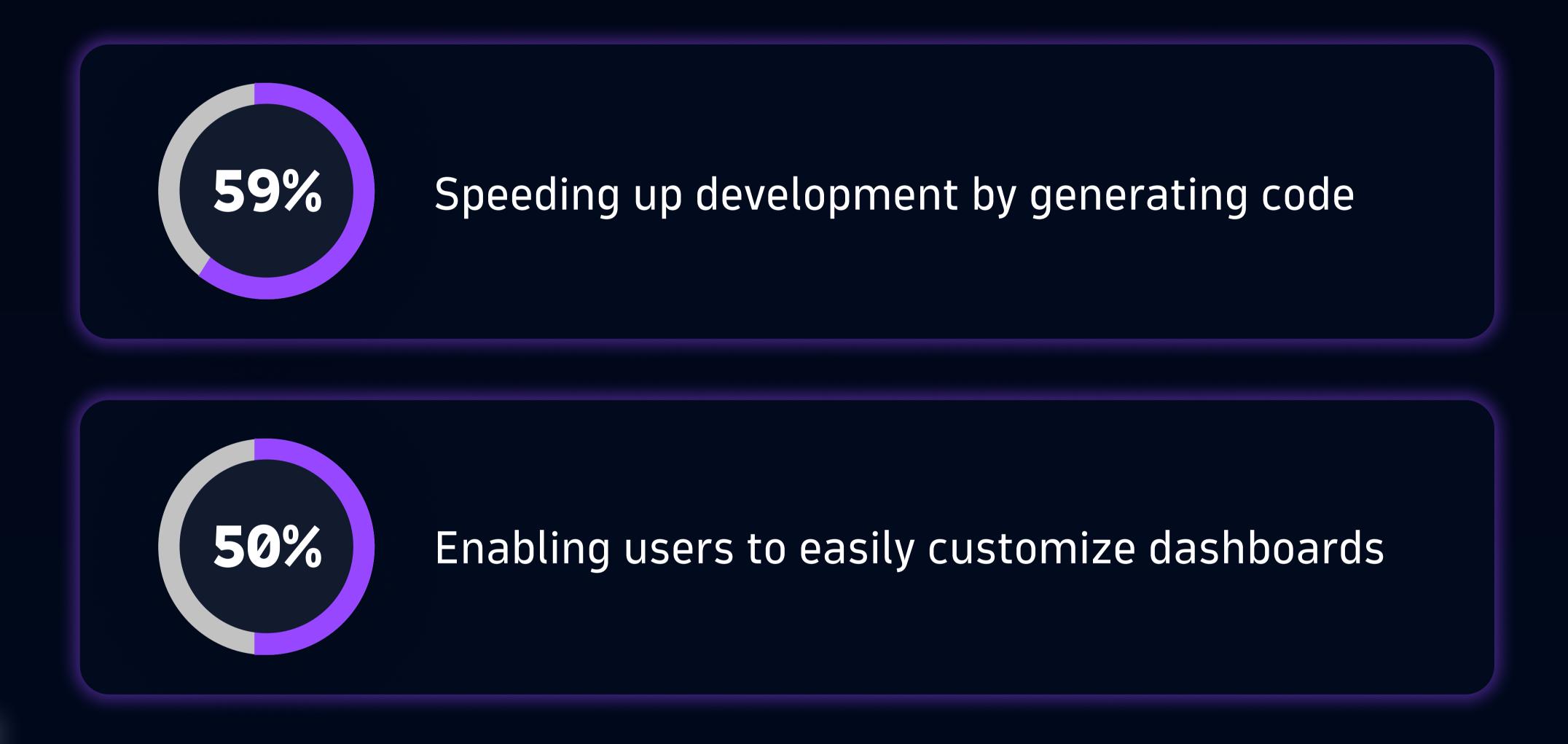
Within the IT context, retail leaders say they expect AI adoption to drive improvements in



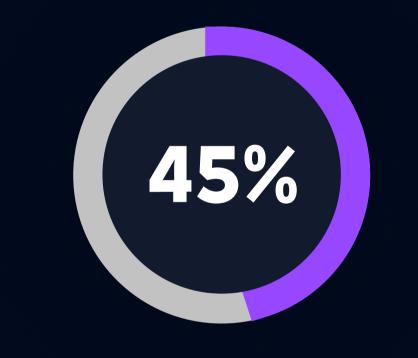
many areas:

95% The speed of software deployment and delivery 85% Faster incident response Extending access to analytics through natural 86% 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:







47%

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

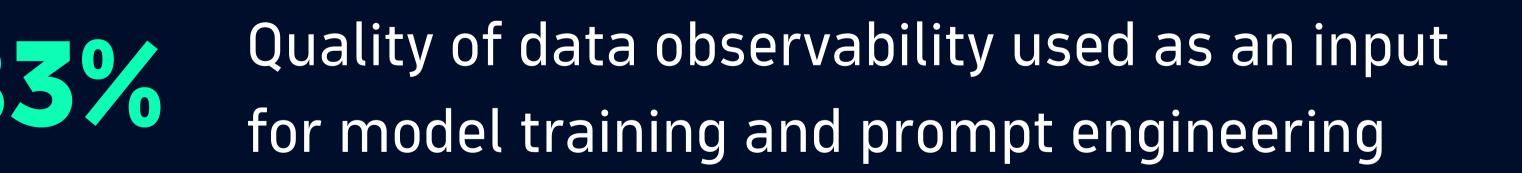
In fact, across the organization, reducing multi-cloud complexity is one of the primary criteria for AIOps adoption:



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

Team skills/training 87%





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

Managing regulatory risks 857

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.

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