dynatrace

Retailers must overcome cloud complexity to deliver flawless customer experiences

From e-commerce to brick-and-mortar to multichannel retailers, customer experience is at the heart of every retail organization — and the right technology makes all the difference. But evolving hybrid multicloud and on-premises architectures are inherently complex, posing management and security challenges.

We surveyed 260 global CIOs and senior IT leaders within large retail organizations to gain insights into their digital transformations.

Complexity is a growing challenge

91%
of these organizations say the complexity of their technology stack has increased in the past 12 months, and 56% say it will continue to increase

87%
of retail technology leaders say the number of tools, platforms, and applications they rely on amplifies multicloud complexity.

Cloud-native technology stacks create more data than teams can keep up with

ITOps and security teams struggle with the data firehose, instead of working to drive more automation and make smarter decisions.

87%
of retail technology leaders say cloud-native technology stacks produce an explosion of data that is beyond humans' ability to manage.

85%
say the costs of storing and analyzing logs are soaring and outweigh the benefits they provide.

82%
say the time our teams spend maintaining monitoring tools and preparing data for analysis steals time from innovation.

## Fragmented environments and blind spots increase complexity challenges

12
The number of different platforms and services the average multicloud environment spans.

10
the average number of different observability or monitoring tools large retailers use to manage applications, infrastructure, and user experience.

8%
of applications are fully instrumented for end-to-end observability.
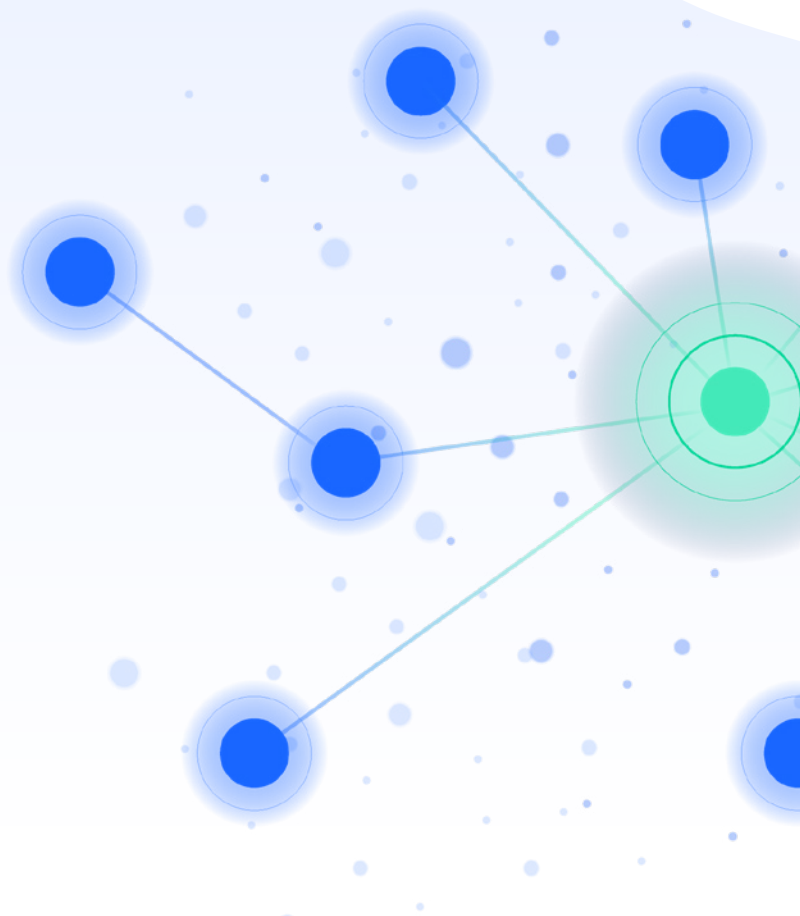
To solve these challenges, retailers are developing outside-the-box strategies

77%
plan to involve more teams from business areas outside of IT to make technology decisions.

71%
say they have adopted AIOps to reduce the complexity of managing their multicloud environment.

82%
say they will assess maturity of vendors' AI, analytics, and automation capabilities as they evaluate future partnerships.

Ready to learn more?

Read the full report to learn more insights from IT leaders in the retail sector and across other industries.

Read the report

Dynatrace can help you overcome multicloud complexity with an end-to-end observability and application security platform that uses hypermodal AI to drive smarter decisions and more efficient workflows. Learn how.

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