

# 5 DEFINING ATTRIBUTES OF THE POST-OMNICHANNEL ERA

Insights from Retail Systems Research and SPS Commerce

Retailers, suppliers, distributors and logistics firms shared their outlook for 2017 in the fifth annual benchmark survey.

Here are a few of the key findings from this year's report:

## 1. OMNICHANNEL EXECUTION IS FINALLY ON TRACK

**35%** report that their omnichannel plans are on track



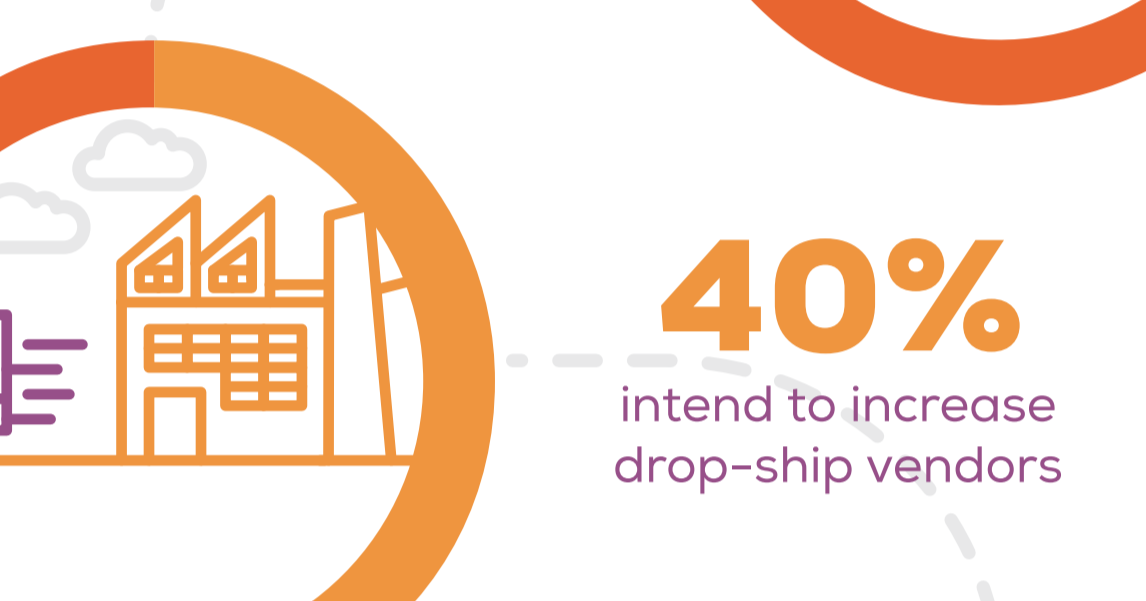
**200%** of increase year over year

**45%** cite sales growth from existing omnichannel efforts as key factor in accelerating change

## 2. CONSUMERS DRIVE THE SHOPPING EXPERIENCE



More than 75% of respondents cite consumer demands as the top factor shaping their business over the next five years.

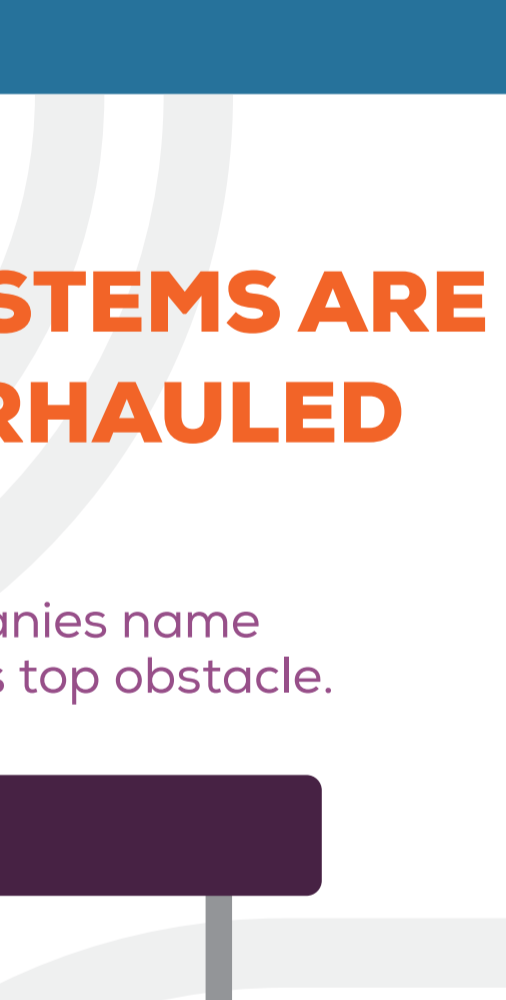


## 3. ORDER FULFILLMENT IS ONLY GETTING MORE CHALLENGING IN 2017



**53%** of respondents expect more online orders

**23%** of retailers offer ship-from-store



**40%** intend to increase drop-ship vendors



**45%** of retailers deliver in 2 days or less



## 4. COLLABORATIVE PARTNERSHIPS DRIVE GROWTH

Suppliers rank partnerships as their second most important source of competitive advantage, after a powerful brand.



**RETAILERS** want more item attributes and visibility to inventory.

**SUPPLIERS** want increased product promotions and access to sell-through data.



## 5. LEGACY SYSTEMS ARE BEING OVERHAULED

**29%** of companies name legacy as top obstacle.



## TOP 2017 PRIORITIES For All Parties

Retailers, suppliers and distributors will focus on personalizing the consumer shopping experience with tailored assortments, convenience and speed.



Grow E-Commerce Sales



Streamline Fulfillment



Logistics firms find consumers care most about reliability and delivering at Amazon speed.



Reliability and warehouse locations, not price, are attracting new business.

## WHAT ARE YOUR WINNING STRATEGIES FOR 2017?



How do they compare with your peers as retail moves beyond omnichannel retail strategies? Download the complimentary benchmark report today to find out.

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SPS Commerce sharpens digital retail strategies, allowing businesses to advance at the pace of the consumer through a collaborative retail network and the latest in cloud-based solutions.

