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Where do retail executives stand on

Unified **Commerce?**

We partnered with Bain & Company to take the pulse on Unified Commerce in 2023.

Our survey reached more than 300 retail executives responsible for IT decision-making in the US, the UK, and Canada. The results revealed plenty of insights, from a vision for more seamless shopping experiences and more aligned organizations, to the obstacles standing in the way of achieving Unified Commerce.

An increasingly key priority

Unified Commerce is one of the top priorities for retailers:



96% cite Unified Commerce as at least somewhat important

73% cite Unified Commerce as extremely or very important





Benefits Abound

Most expect big benefits in critical categories:

9% see an impact

overall profitability (73% large or significant impact) cross-channel customer experience (68% large or significant impact); inventory management (66% large or significant impact)

97%

employee experience (60% large or significant impact)

There is strong consensus on the potential of well-executed Unified Commerce strategies to positively impact critical business metrics:





98% Higher customer conversion rates



99% Reduced lost sales (72% large or significant impact) (/ 1% large or signific

- 97% Increased up-selling and cross-selling (69% large or significant impact)
- 95% More reliable inventory management (66% large or significant impact)
- 95% Preserving margins in the last mile (59% large or significant impact)



Execution can be challenging

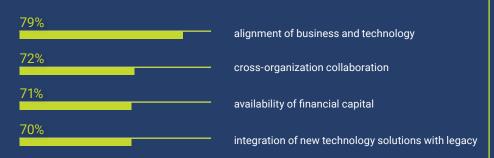
Retailers report a gap between ambition and execution:

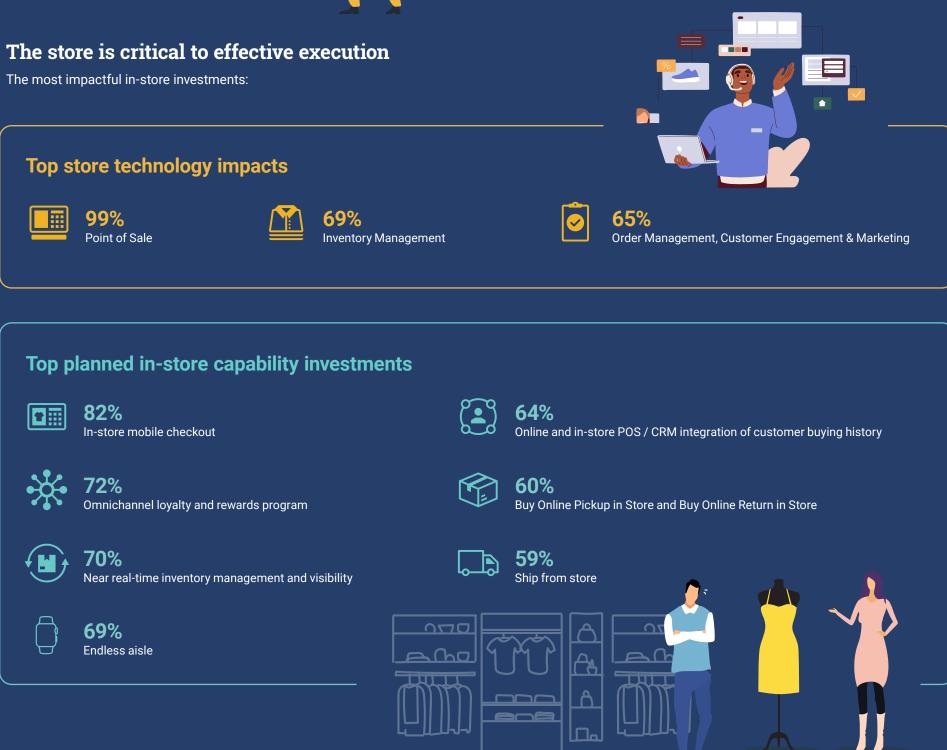




Holistic execution is essential

Retailers see the following initiatives as having large or significant impact on the success of Unified Commerce:





Stay on top of the state of Unified Commerce:

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Aptos is the leader in Unified Commerce solutions for retail.

Our cloud-native POS platform empowers the modern store with agile, mobile and omnichannel experiences. Integrated order management, merchandising, CRM, sales audit and analytics unify both the experience and the enterprise.

Aptos helps hundreds of retailers around the world elevate their brand experiences, optimize their operations and prepare for whatever comes next

Let's connect!

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