

What's top of mind in retail?

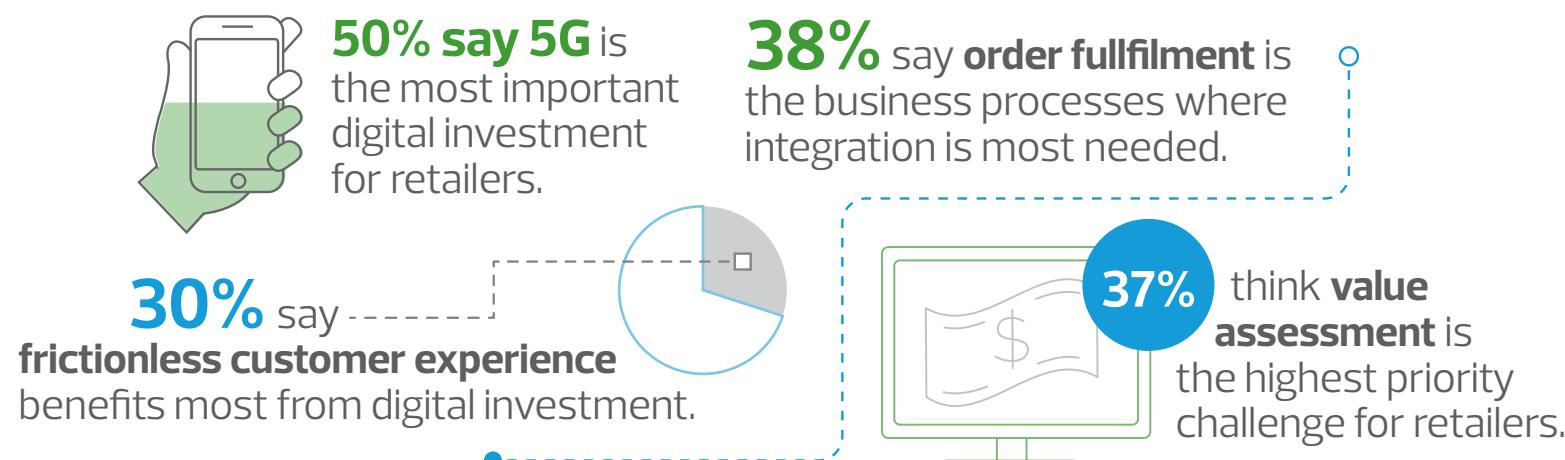


Digital transformation is a **top priority** for middle market retailers, but executives fear their companies won't achieve digital objectives, according to RSM's Digital Transformation Survey.

- **98%** say digital investments are most important or among their most important strategic priorities.
- **100%** say digital investment has stayed the same or increased over the past three years.
- **81%** are extremely or significantly concerned about their company's ability to reach digital goals.

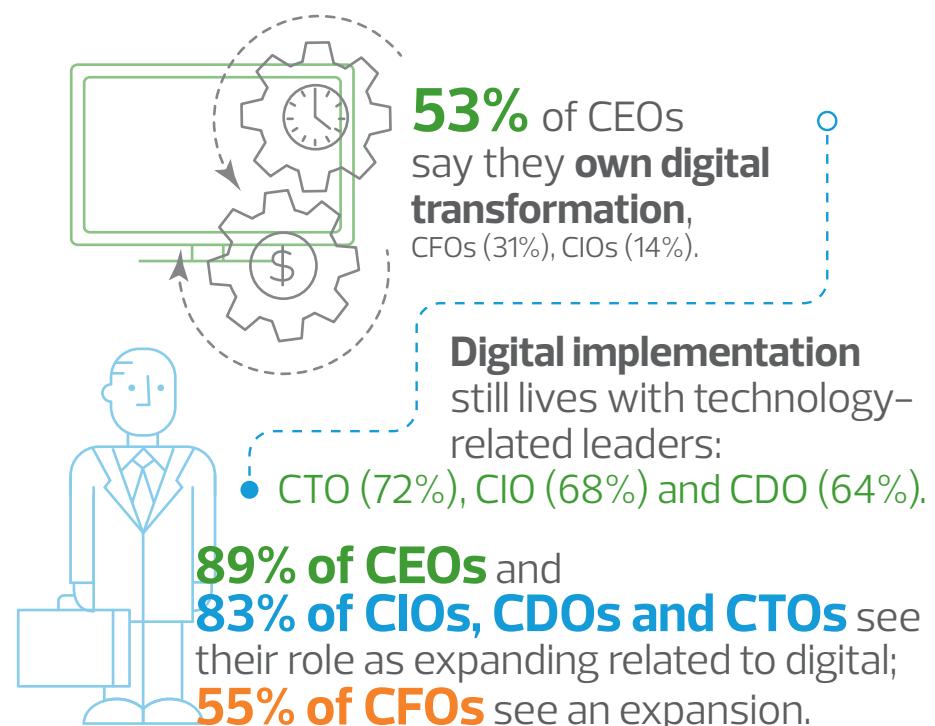
Dollars and sense

Retailers are considering a variety of **digital investments and strategies**.



Driving digital

Retail CEOs often **lead digital strategy**, while CIOs and other IT leaders are charged with implementation.



Pro tip

Retailers outpacing their competition attribute their **digital transformation success** to the following:



Questions about your business' digital strategy? [Contact us](#).

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