

Retail Software BuyerView Report

Insight into today's software buyer

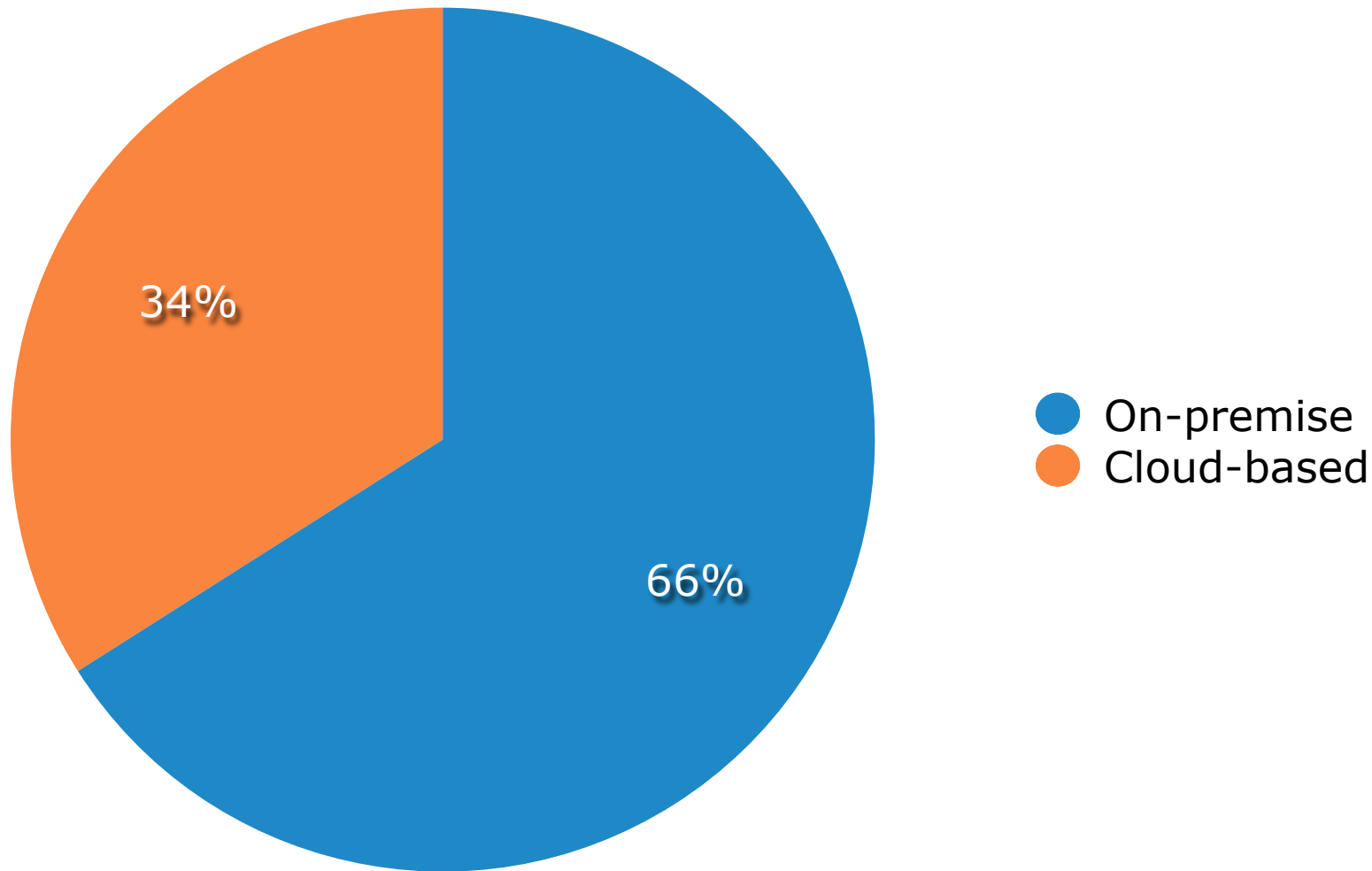
Abstract

Every year, Software Advice talks with thousands of retailers looking for the right software for their businesses. This provides us with unparalleled insight into the needs of retail software buyers. We recently analyzed a random selection of 385 of these interactions to uncover buyers' most common pain points and their reasons for purchasing new software.

Key findings:

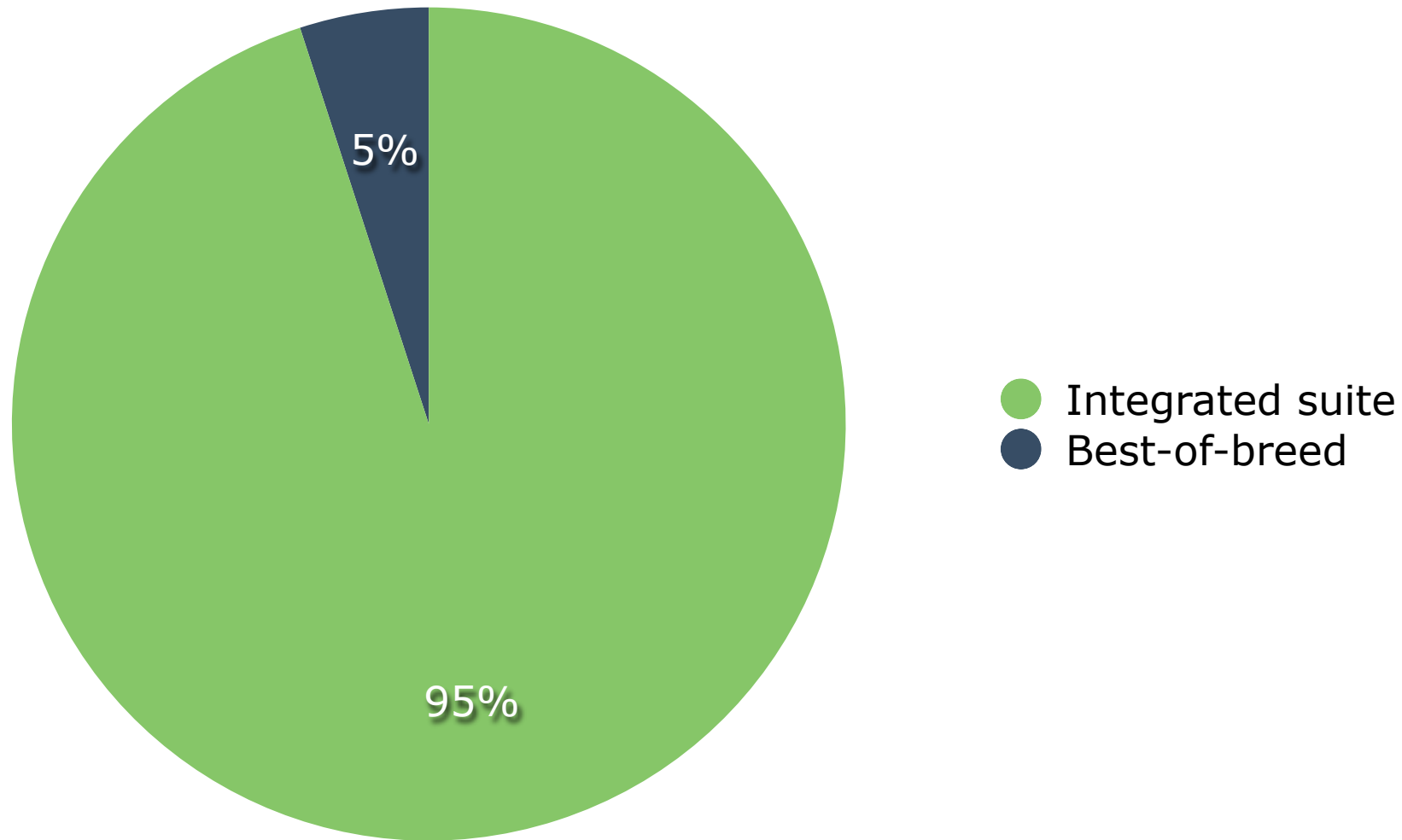
- The majority of retail software buyers are searching for on-premise, integrated software suites.
- Thirty-three percent of buyers currently use point-of-sale (POS) software to manage business processes.
- Thirty-nine percent of retailers say improving efficiency is the main reason for evaluating new retail systems.

Buyers Want On-Premise Applications



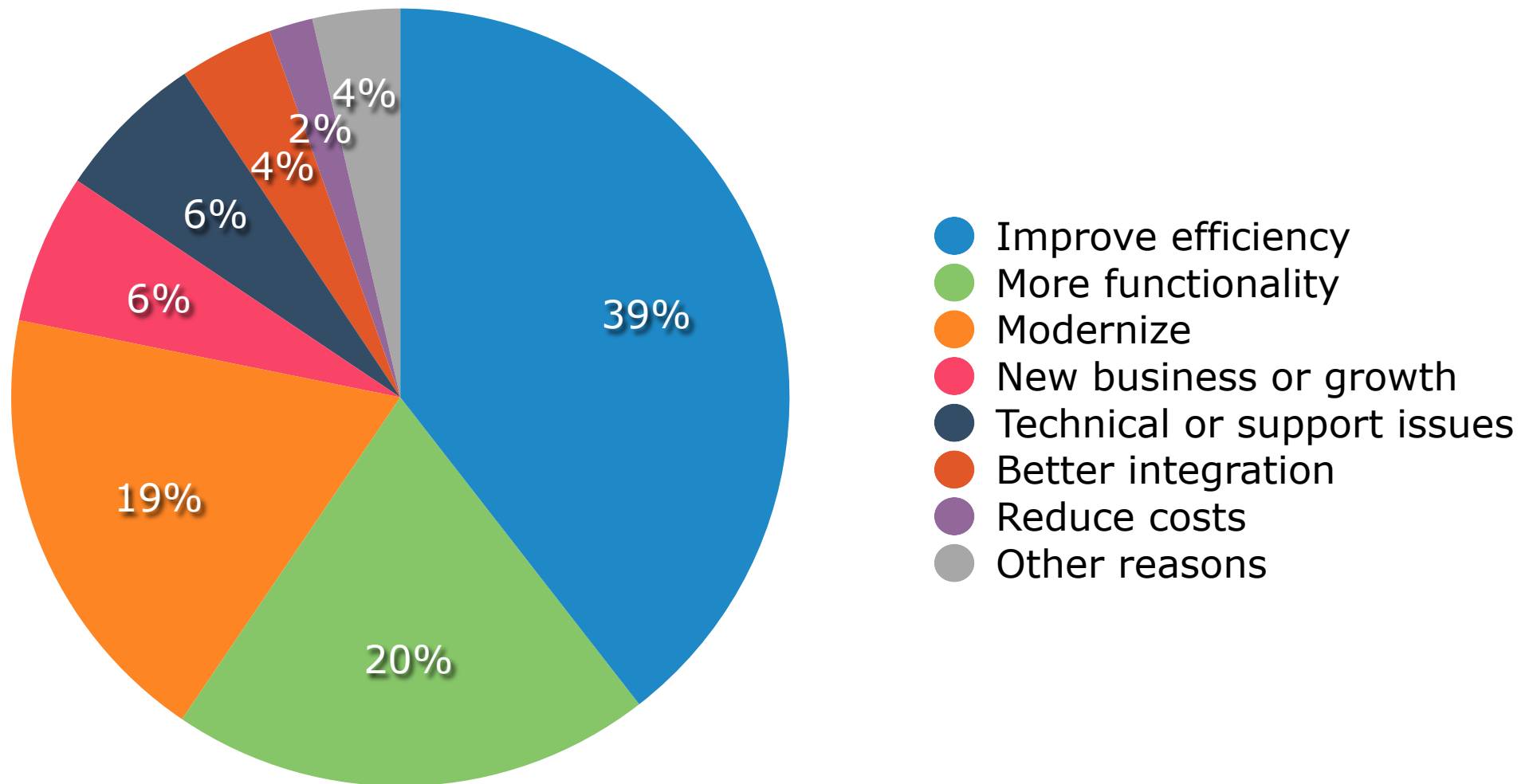
Retail software buyers have a strong preference for on-premise applications, which is different from most other markets where Cloud apps are the top choice.

Integrated Software Suites Are Buyers' Top-Choice



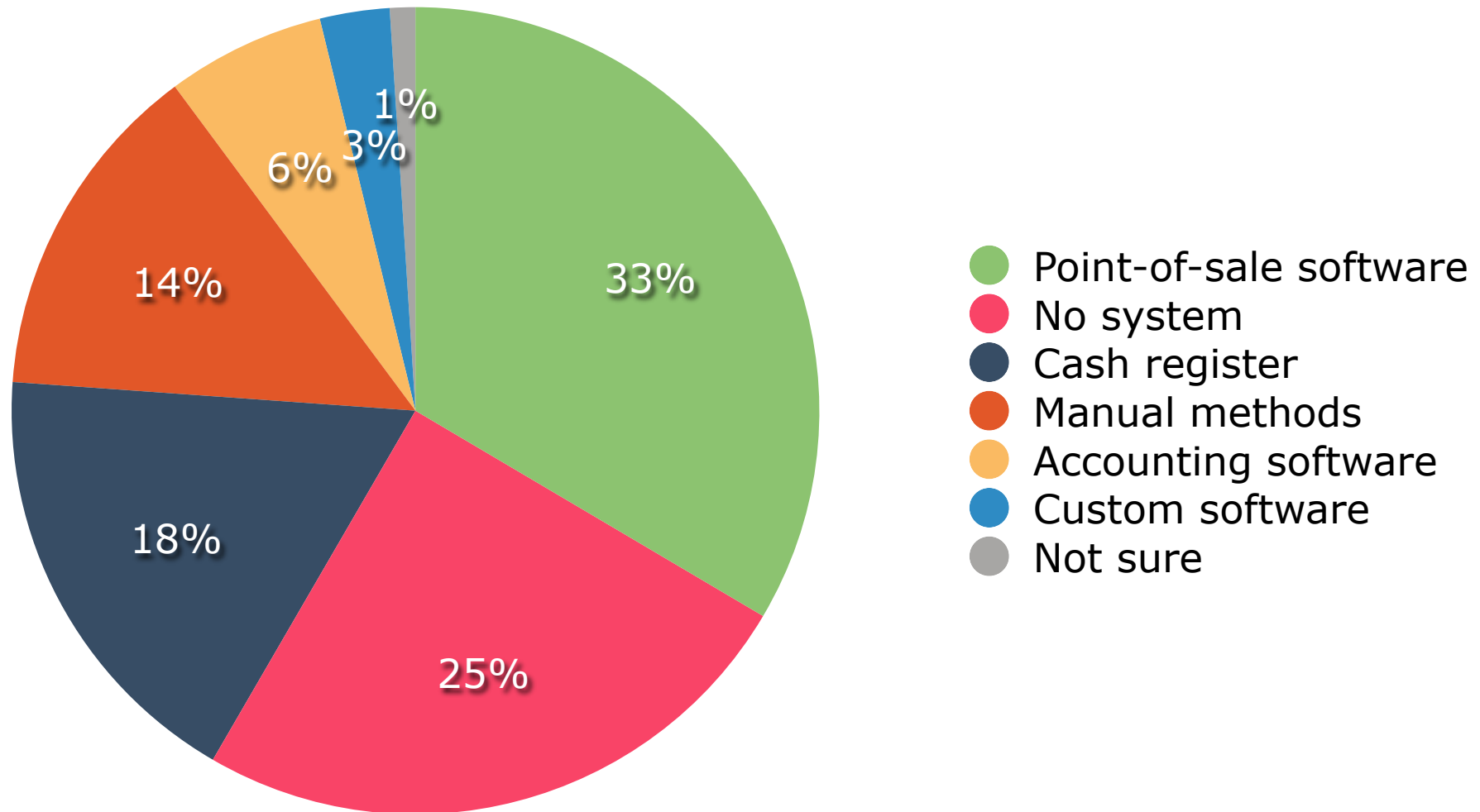
Retail software buyers greatly favor integrated software suites which support multiple business processes over best-of-breed solutions.

Retailers Want to Improve Efficiency



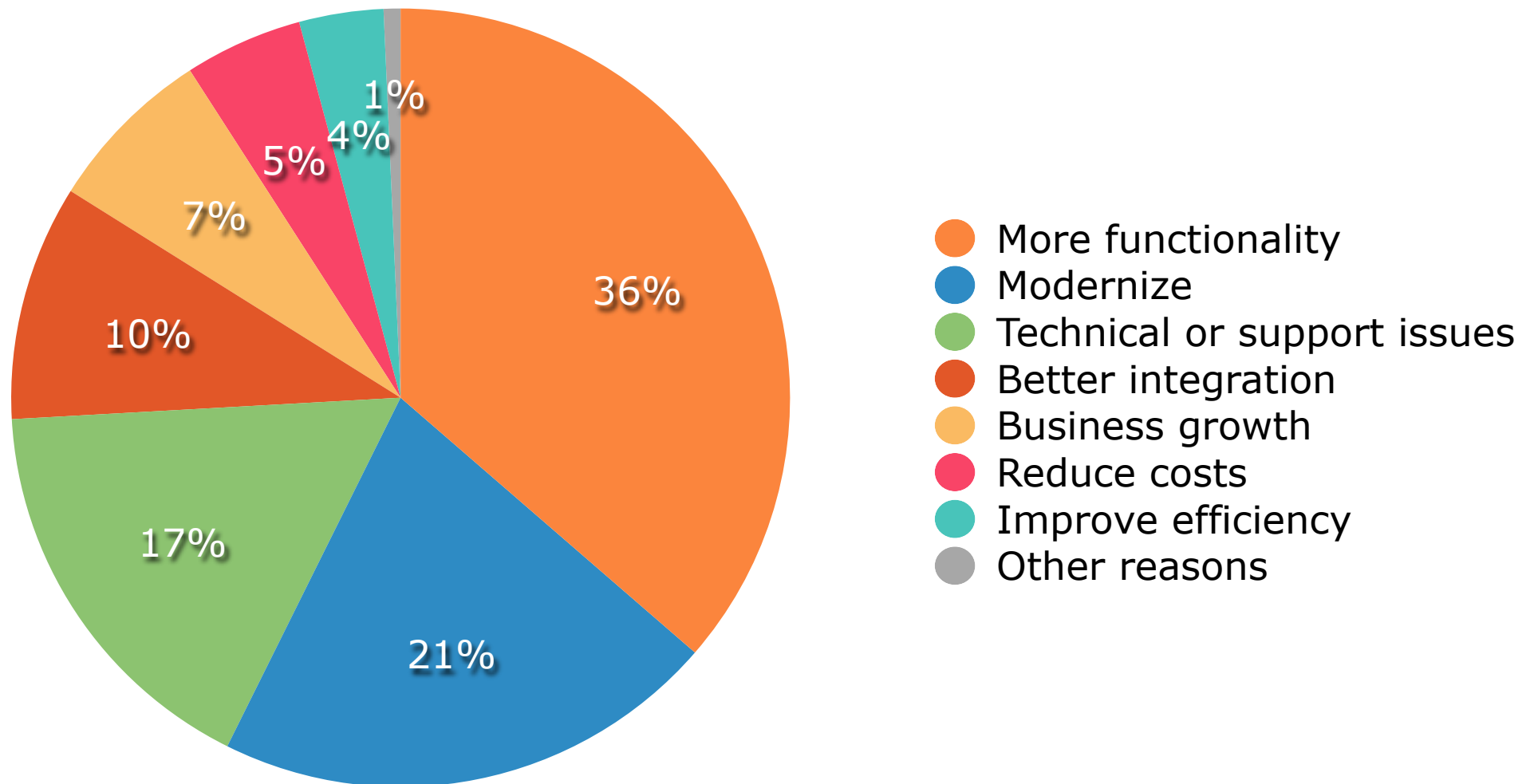
Because many retailers use manual methods to track data, it's not surprising that improving efficiency is the most-cited reason for evaluating new software.

Most Buyers Currently Use POS Software



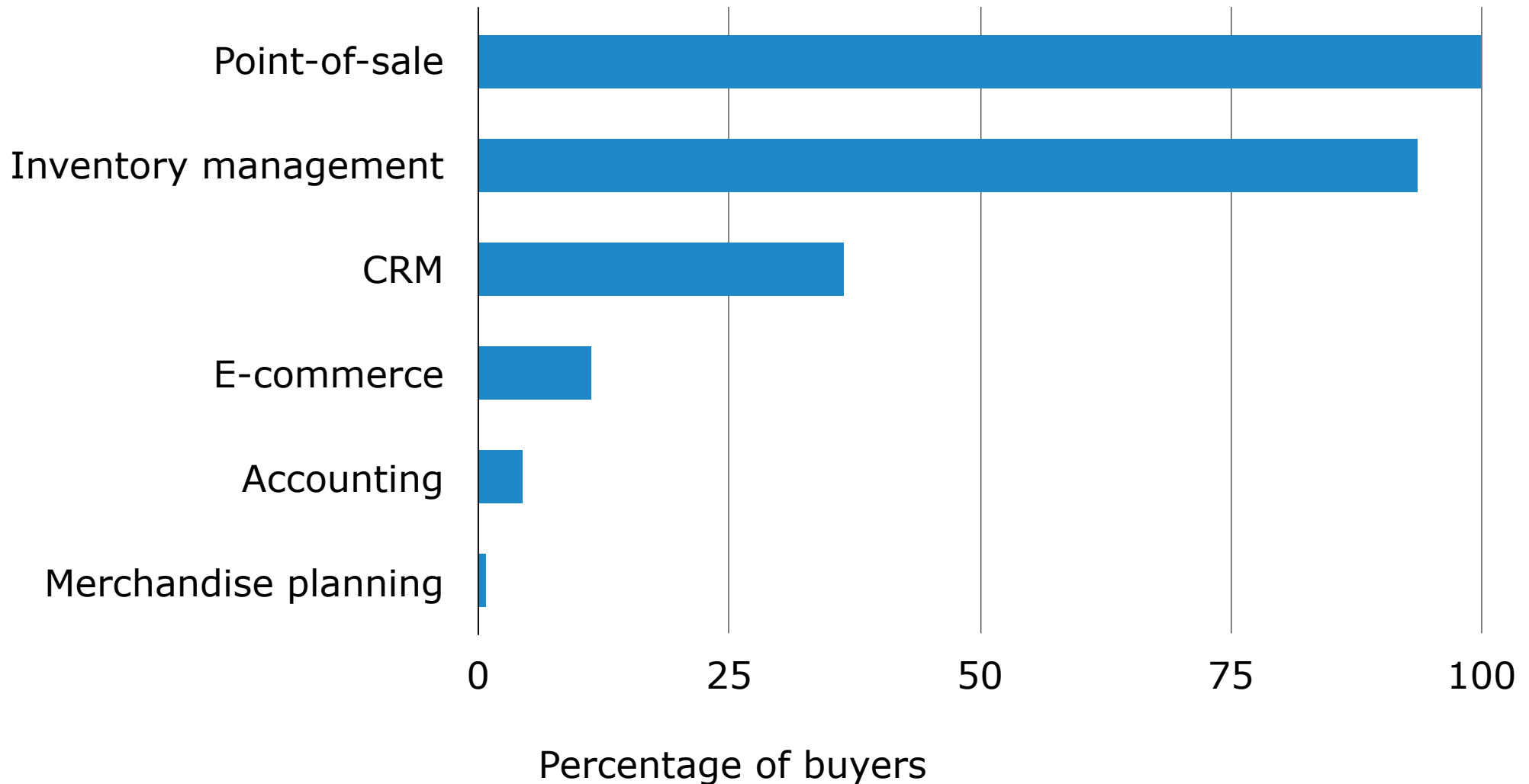
Thirty-three percent of buyers currently use a POS system, but a greater number have no system in place (25 percent) or track records manually (14 percent).

Buyers Replace POS Systems for More Features



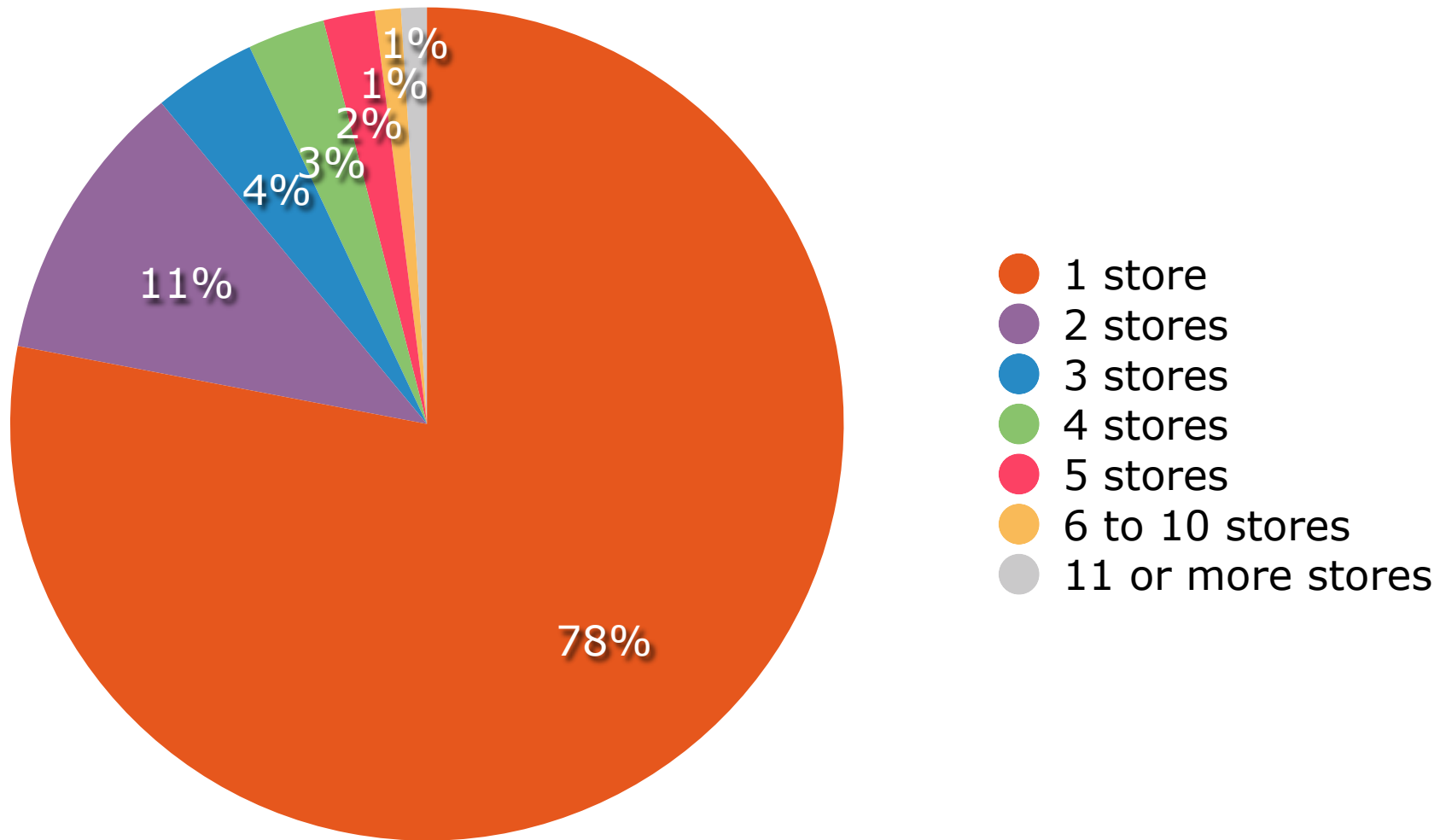
Among buyers replacing POS systems, the need for greater functionality and upgrades to outdated software most frequently motivate the decision to buy.

Point-of-Sale is the Top-Requested Retail Application



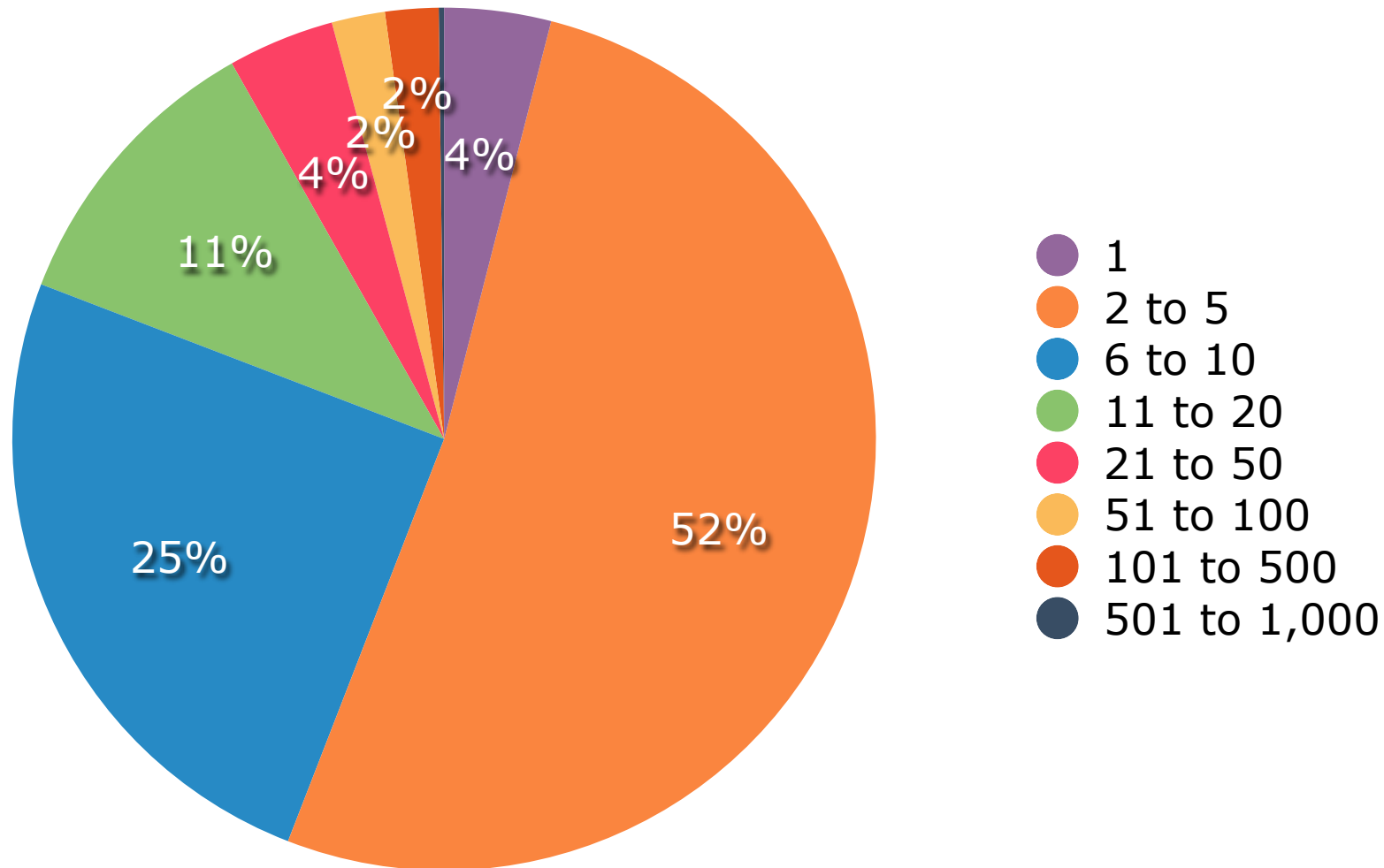
All buyers in our sample wanted to evaluate new point-of-sale solutions. A large number, 93 percent, also wanted to evaluate inventory management solutions.

Most Buyers Operate Small Businesses



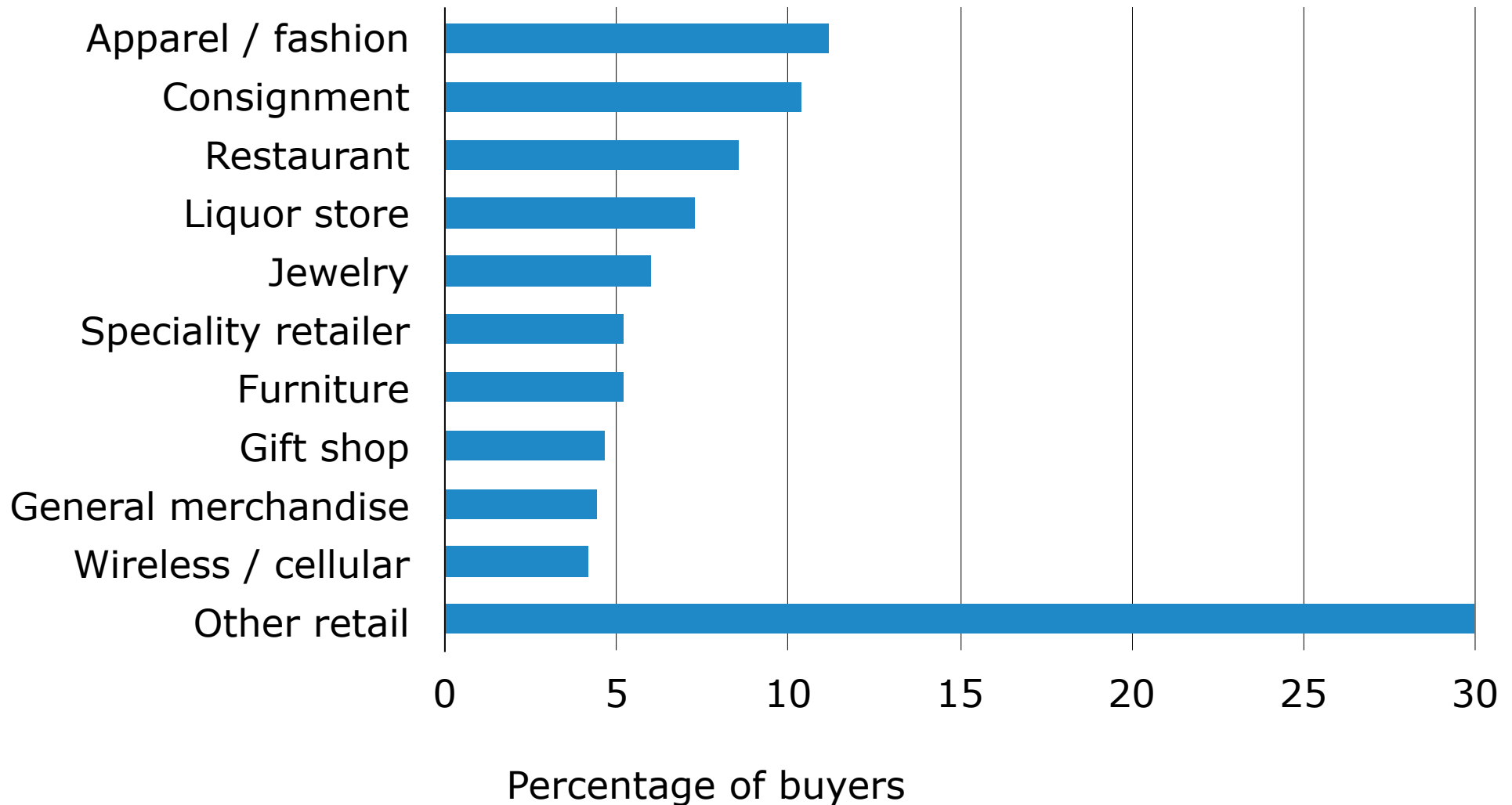
The majority of buyers we spoke to represent small businesses operating a single retail location.

Over Half of Buyers Have Five or Fewer Employees



Furthermore, 56 percent of software buyers are evaluating solutions for retail establishments with five or fewer employees.

Apparel Stores Are the Top Buyer Segment



Eleven percent of buyers requested to evaluate software for use in apparel stores. Consignment shops (10 percent) and restaurants (8.5 percent) followed.

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