Rimini Street

In Retail, the Next Normal is Now



Pat, like **3/4** of U.S. consumers, tried new shopping channels in 2020^{1.4}

Pat increased her online shopping by nearly

22% like the rest of the country in 2020³





Pat tried **BOPIS** (Buy online, pick up in store) and loved it, helping increase it by +40% in 2020⁴

In Q1 2020, Pat did her part in contributing as e-commerce volumes grew to an equivalent amount of the past

combined²

The next normal in retail technology:



81% of retail CFOs say Digital Transformation is a Top 5 Priority.⁵



2X EBIT margins are attainable for retailers.[°]



And the tech already exists.[®]



Cost optimization: "It's becoming a major pillar in many retailers' 'reopening playbooks' and operating models." – Gartner⁷



Keep your hard-working ERP and achieve significant savings by using independent, third-party software support. Use the newly-realized funds to spur retail digital transformation to ring in the next normal.

View the complimentary full Gartner report **"Top Trends in Retail Digital Transformation and** Innovation for 2021"

¹ "Survey: US Consumer Sentiment During the Coronavirus Crisis," retrieved 13 May 2021 from https://www.mckinsey.com/business-functions/marketing-and-sales/our-insights/survey-us-consumer-sentiment-during-the-coronavirus-crisis

- ² "The Quickening," retrieved 12 May 2021 from https://www.mckinsey.com/business-functions/strategy-and-corporate-finance/our-insights/five-fifty-the-quickening
- ³ "2021 Could See Record Retail Sales Growth But Economy Still Hinges on Coronavirus," retrieved 12 March 2021 from https://nrf.com/media-center/press-releases/2021-could-see-record-retail-sales-growth-economy-still-hinges
- ⁴ "Retail Speaks: Seven Imperatives for the Industry," retrieved 10 March 2021 from https://www.mckinsey.com/indus-tries/retail/our-insights/retail-speaks-seven-imperatives-for-the-industry
- ⁵ "2021 CFO Peer Insights: Digital Transformation and IT Spending Priorities, A Global CFO Survey," Dimensional Research and Rimini Street, April 2021.
- ⁶ "The Next Normal: The Future of Shopping: Technology Everywhere, retrieved 9 April 2021 from https://www.mck-insey.com/featured-insights/the-next-normal/shopping
- ⁷ Kelsie Marian, Miriam Burt, Max Hammond, Hanna Karki, Robert Hetu, Sandeep Unni, "Top Trends in Retail Digital Transformation and Innovation for 2021," Gartner, 5 February 2021

© 2021 Rimini Street, Inc. All rights reserved. "Rimini Street" is a registered trademark of Rimini Street, Inc. in the United States and other countries, and Rimini Street, the Rimini Street logo, and combinations thereof, and other marks marked by TM are trademarks of Rimini Street, Inc. All other trademarks remain the property of their respective owners, and unless otherwise specified, Rimini Street claims no affiliation, endorsement, or association with any such trademark holder or other companies referenced herein. This document was created by Rimini Street, Inc. ("Rimini Street") and is not sponsored by, endorsed by, or affiliated with Oracle Corporation, SAP SE or any other party. Except as otherwise expressly provided in writing, Rimini Street assumes no liability whatsoever and disclaims any express, implied or statutory warranty relating to the information presented, including, without limitation, any implied warranty of merchantability or fitness for a particular purpose. Rimini Street shall not be liable for any direct, indirect, consequential, punitive, special, or incidental damages arising out of the use or inability to use the information. Rimini Street makes no representations or warranties with respect to the accuracy or completeness of the information provided by third parties and reserves the right to make changes to the information, services or products, at any time. LR- 82801 | US-060821