

CORRALLING AND CULTIVATING YOUR DATA

► Data can be incredibly valuable for restaurants and retailers. But storing and managing it all, from customer information to product inventories, is no easy task. The cloud offers incredible scalability, and the right partner can help you use it to take your infrastructure, and your organization, to the next level.

BIG POTENTIAL IS GOING UNTAPPED.

68%

The percentage of retail CIOs who report they collect data, but do not maximize its value.¹

40%



DATA IS GROWING

The estimated increase in data storage requirements each year.²

26%

DISPARATE SYSTEMS LIMIT CAPABILITIES

The percentage of retailers that say a lack of integrated information systems is holding them back from delivering a better customer experience.³

48%

THE CLOUD CAN DELIVER INSIGHTS

The percentage of retailers and restaurants that are using cloud to better leverage data to provide insights.⁴

32%

CLOUD EXPERTISE IS CRITICAL

The percentage of IT professionals who say a lack of resources and expertise makes the cloud challenging, making it the most-cited cloud issue.⁵

EMC²

Symantec.

► For expert assistance in the cloud, turn to the professionals at CDW. We have experience working with retailers and restaurants and offer a range of services to make your cloud transition as seamless as possible. From implementation and migration to security and management, we're available every step of the way. We'll help you make the most of your data and focus on your customers.

SOURCES:

¹tcs.com, "The Global Agenda of Retail CIOs: Get Out Of The Back Office And Innovate," December 2013

²strongboxdata.com, "Clear Skies Ahead for Hybrid Cloud and Tape Solutions," March 2015

³eiuperspectives.com, "Creating a Seamless Customer Experience," March 2015

⁴kpmginfo.com, "Elevating Business in the Cloud," December 2014

⁵rightscale.com, "Cloud Computing Trends: 2016 State of the Cloud Survey," February 2016

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