

Navigating Digital Pressure in Retail for 2021

Retailers need real-time digital operations to innovate faster and handle growing demand

With retailers doubling down on digital customer experiences, this has resulted in greater complexity across tech stacks, increased alert noise, and higher risk of incidents. In fact, [data](#) from PagerDuty finds that digital incidents in retail increased 37% year-on-year in 2020.

For retailers, every second of downtime can have a huge impact on revenue and reputation, and optimizing real-time work has emerged as a requirement to keep services online and minimize downtime.


To understand the unprecedented dependence on digital services last year, PagerDuty surveyed ITOps and DevOps professionals about the challenges they face on the front line.* The key findings from this research are as follows:

Digital Dependency in Retail Hitting New Heights

Research [published](#) by the UN finds that the pandemic has “forever changed online shopping habits,” with emerging economies seeing the greatest shift to online retail. In 2021, more than 2.14 billion people are [expected](#) to buy goods and services online.

Retail technology teams surveyed reported that:

- 58% of retailers face “unprecedented levels of pressure” to keep digital services running perfectly
- 46% say the pressure to keep digital services running perfectly will grow
- 80% believe digital acceleration must be their company’s number one priority in 2021


 Hear directly from UK Retailer John Lewis on how they manage their systems through peak traffic periods: [Webinar – Retailer John Lewis & Delivering Always-On Digital Customer Experiences in Retail](#)

Digital Transformation Falls by the Wayside

As customers increasingly lean on online retail, addressing digital incidents in real-time needs to be top priority.


Unfortunately, traditional incident management processes leave technical teams stuck in reactive mode, with many hours lost to “firefighting”. There is a direct trade-off between unplanned work and driving the business forward, and it shows:

- Retailers have had an average of seven projects delayed or canceled
- 42% are working an additional 10+ hours per week

 [eBook – Impact of Downtime on Retailers in 2020](#)

Scaling Up Response to Handle Peak Traffic Periods


To maintain system availability and performance, retailers need to adopt a hypercare strategy that builds in elevated support for peak periods. It ensures that retailers equip ITOps and DevOps teams with the tools and solutions that help them work smarter, not harder.

 This [Hypercare Readiness Checklist](#) outlines the steps to think through preparing for peak traffic periods.

Automation is Critical to Relieving Pressure

To remove toil from manual tasks, retailers should embrace the next generation of AIOps platforms that deliver rapid ROI.

- 82% said automated on-call and incident management does or will reduce the number of people required to resolve business and customer-impacting incidents
- 59% said removing basic manual processes is critical to their ability to do their job
- 54% said intelligent data and insights make it easier to prioritize where to spend time


 [eBook – The CIO’s Pocket Guide to AIOps](#)

“You Build It, You Own It” Streamlines Incident Response

As more retailers move to the cloud and spin up hundreds of microservices traditional operating models can’t keep pace.

- 65% of DevOps and IT Ops teams struggle with an increase in alert noise on a daily basis
- 57% say finding the root cause of issues is harder due to app and infrastructure monitoring complexity

Decentralizing teams into lines of business, each with their own toolchains and workflows, can make it difficult to maintain visibility and collaboration when incidents arise. Full-service ownership model can help teams better adapt to cloud and hybrid environments.

 [See this Full-Service Ownership Ops Guide to learn more.](#)

“Before, our development teams would deliver their code to production with little transparency to their service’s health and availability. But as we architect and deploy new services, managing these services using PagerDuty has allowed development teams to see their code all the way through deployment and take ownership when incidents arise.”

Andy Domeier

Senior Director of Technology at SPS Commerce

Why PagerDuty?

Retail organizations must accelerate innovation to meet increasing customer demand. For the teams who build and run digital systems, PagerDuty’s platform for digital operations management is the best way to manage urgent, mission-critical work. Simply put, we make it easy to handle any unplanned task, event, or opportunity—right away.

The platform can be set up in minutes, it’s intuitive to use, works at cloud scale, and delivers immediate value. Teams who use PagerDuty spend less time dealing with frustrating tasks and more time focused on building better digital experiences.

In a recent study with IDC**, PagerDuty customers gained a \$3.48 million annual average benefit due to revenue protection from reduced downtime, increased productivity, and risk mitigation. The result is a three-year, 795% ROI with a payback period of 2.1 months.

Learn more at www.pagerduty.com/industries/retail or get in touch to request a demo.

PagerDuty is trusted by leading innovators in retail, including 37% of Fortune 500 retailers and companies like:



* PagerDuty commissioned Coleman Parkes to conduct an independent survey of 600 developers and IT operations professionals around the globe, at organizations with more than 1,000 employees. 112 of these respondents reported working in the retail industry. <https://www.pagerduty.com/digital-pressure/>

** IDC Business Value White Paper, sponsored by Pager Duty, PagerDuty Helps Organizations Optimize Their Digital Operations Management, doc ##US47011820, January 2021