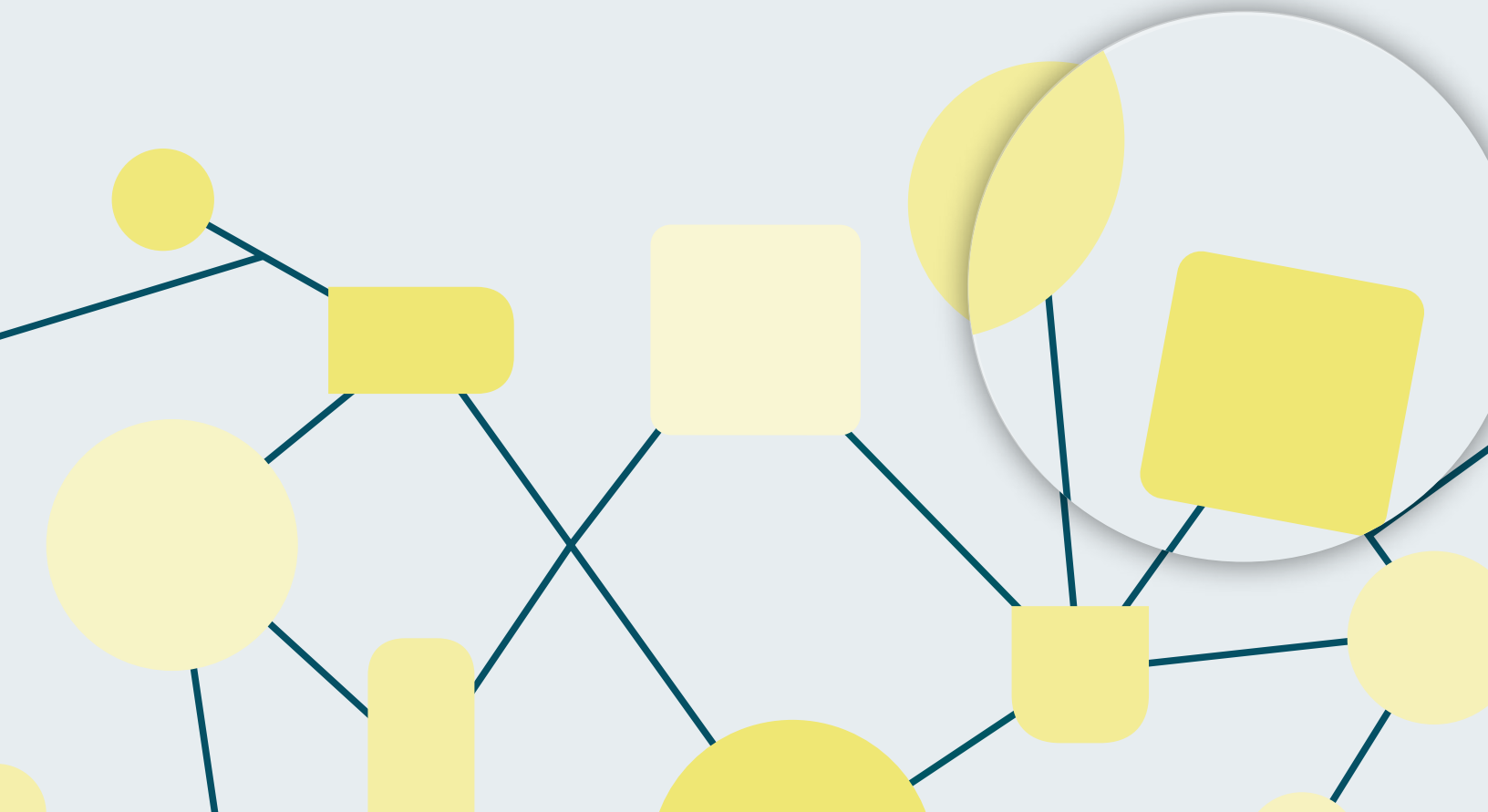




# Retail Industry Insights Report 2022

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*Learn what hard-working businesses really need  
from their retail management solutions partnerships.*



# A Deeper Look into the Point of Sale Journey

*With most businesses now running hybrid Point of Sale (POS) solution, the Retail Insights Report reveals what hard-working businesses really require from their system, partners, and solutions.*

This year's report digs deeper into the customer journey. We asked retail decision makers how they feel about their POS journey, what's important to them, and how their POS partner can accelerate value at every stage. It's packed with powerful findings about today's POS landscape, and full of essential insights about the future of retail business.

At Epicor, we've built our reputation by knowing exactly what retailers need. Working collaboratively to better understand your industry and your business, we deliver market-leading retail management solutions supported by seamless customer experiences.



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## Why Every Stage is Crucial in the Journey to Cloud

**LISA POPE**, EPICOR PRESIDENT

These last two years saw unprecedented challenges for hard-working retailers. From disrupted supply chains, to remote working and the need for greater flexibility, agility, and security, it was a period of huge upheaval. By some estimates, a decade's worth of change happened in just a couple of years. With this vastly transformed business landscape fully in focus, it's clear that switching to cloud-based systems helped thousands of retailers overcome challenges and come out stronger. Now's the perfect time to take stock of your retail technology journey while looking toward the future.

This year's report reveals that the pre-purchase stage of the buyer journey is a positive experience for most retailers. Crucially, retailers said they're looking for more support and better partnership throughout the entire process, but especially during the latter stages of the journey. They want a partner with deep expertise, providing a retail-focused solution that also meets their specific business needs. The participants reported they require practical support for critical processes such as interoperability, integration, and data migration. And they want greater transparency, support, and training that continues past go-live, so they can successfully onboard staff and get the most from their solution. As the report illustrates, if retailers aren't getting all of this from their current solutions provider, they're ready to look elsewhere.

We think you'll find plenty of fascinating insights in this year's report. If you take away one key idea, it's that businesses need a retail technology partner committed to supporting them through every step of the journey.

With best wishes,

**Lisa Pope**

President, Epicor

## Who We Talked to in 2022

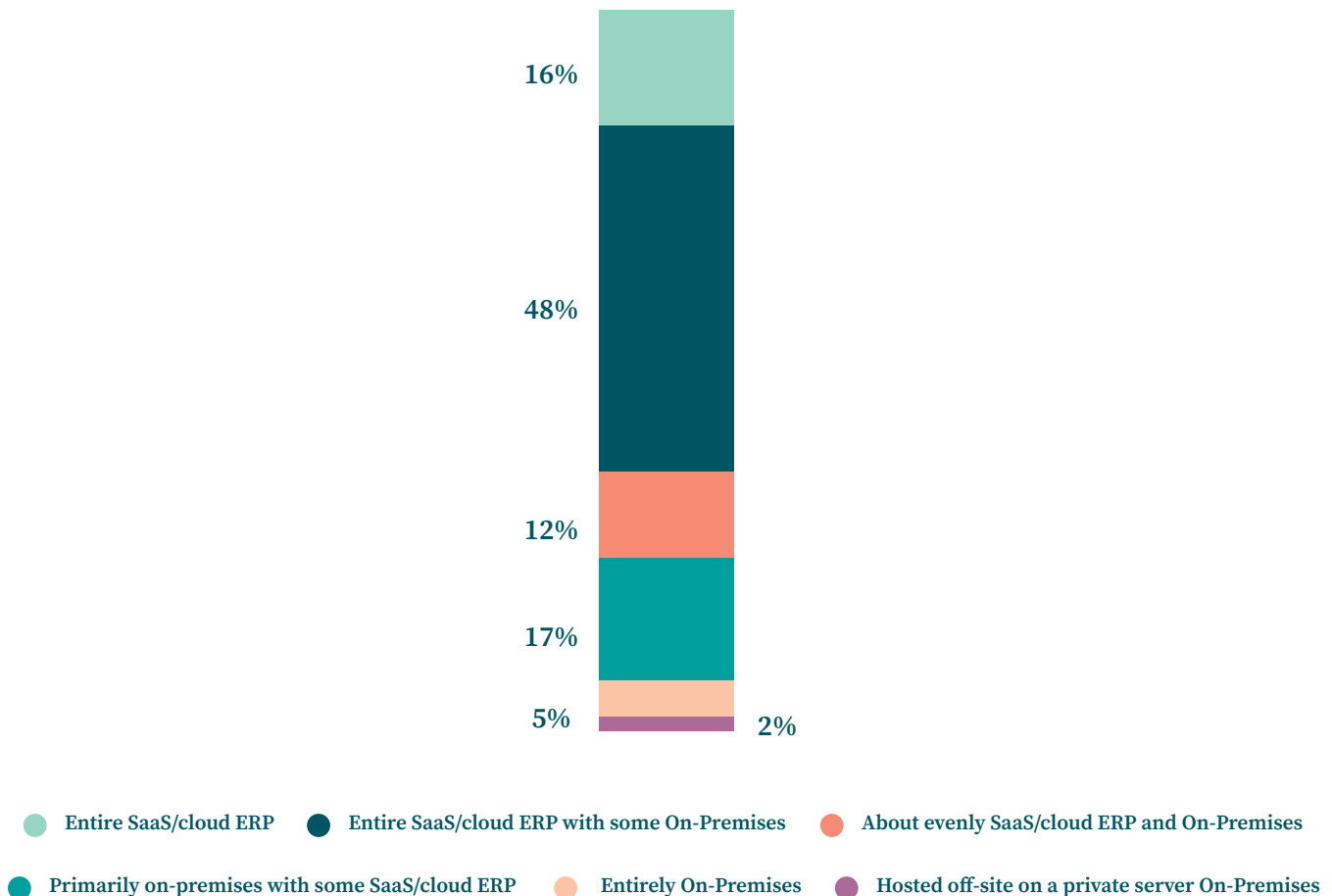
In early 2022, we contacted 125 retail decision makers in the U.S. about their retail management solution. We wanted to know how satisfied they are with their current system, and what they would look for in a new solution. We talked about their customer journey, and how their experience could be improved at every stage—from first contact through evaluation, implementation, go-live, and ongoing support.

We researched retail businesses across different geographies, and for all POS deployment types, from cloud to hybrid to on-premises. Our results revealed the most up-to-date picture of where cloud-based POS adoption is today, and where it needs to go tomorrow.

**77%**  
of retailers have a hybrid  
retail management solution.

When we looked at participant POS solution deployment type, the picture is largely unchanged from 2021. 93% of the businesses we contacted have some cloud-based solutions, with the vast majority of retailers operating a hybrid solution.

### Current Retail Management Systems Solution



**“We were really excited to move to Epicor Propello [cloud]. There’s always some risk in change, but the Epicor team made this an easy transition. Our staff picked it up quickly, and the improved processes allow us to better serve our customers and community.”**

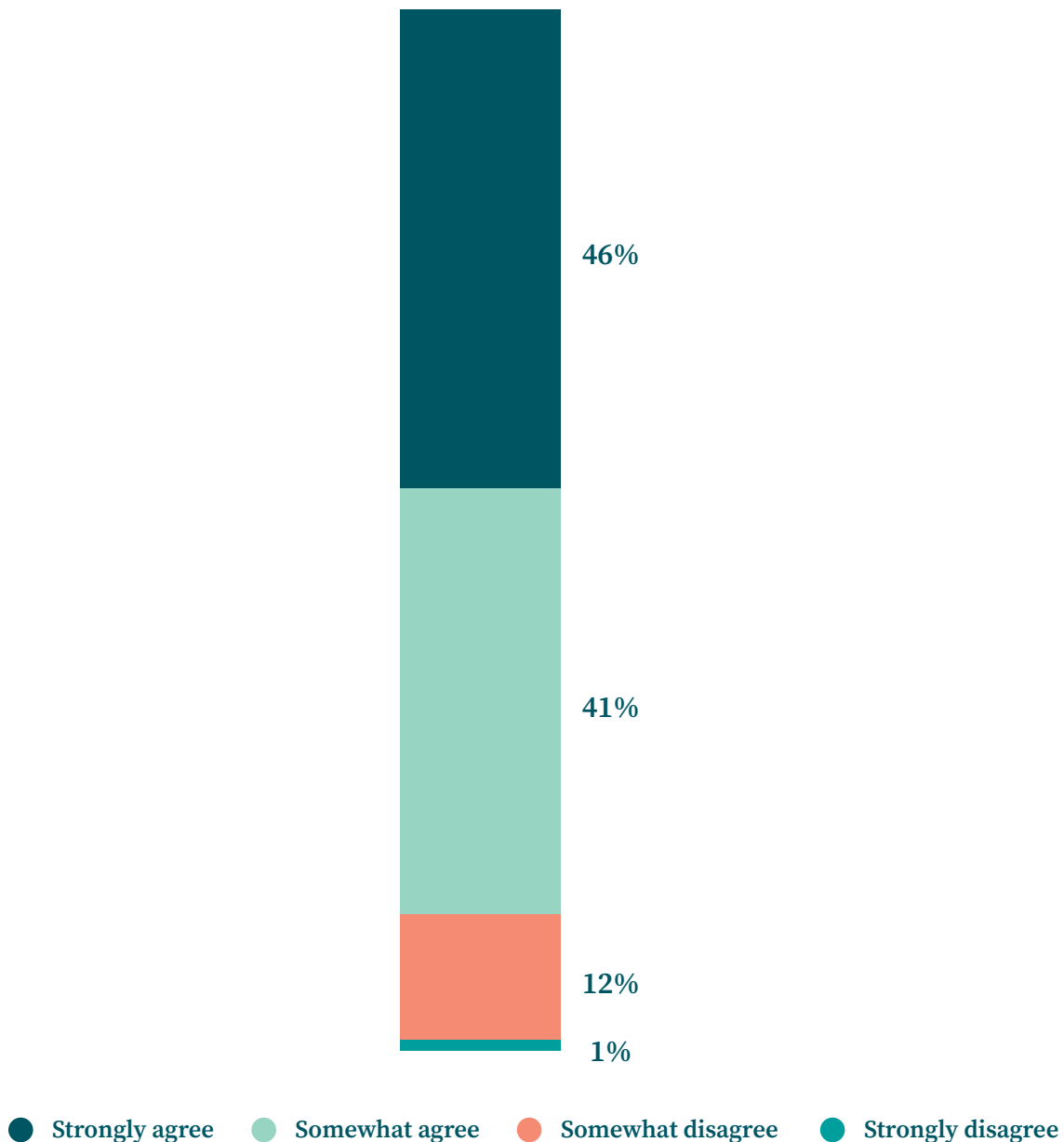
*Charlie Vandini, Owner | North Plymouth Hardware*

# Businesses Feel Loyal Yet Still Reconsider Their Options

*87% of businesses say they feel loyal to their current retail management system provider.*

The research says that retailers are staying put—for now. Most businesses say they feel loyal to their current provider. Many of them moved to a cloud-based POS solution recently, and they're now appreciating the benefits. Yet while most feel no urgency to move to a new provider, that's only part of the story.

## Loyalty to Solution Provider

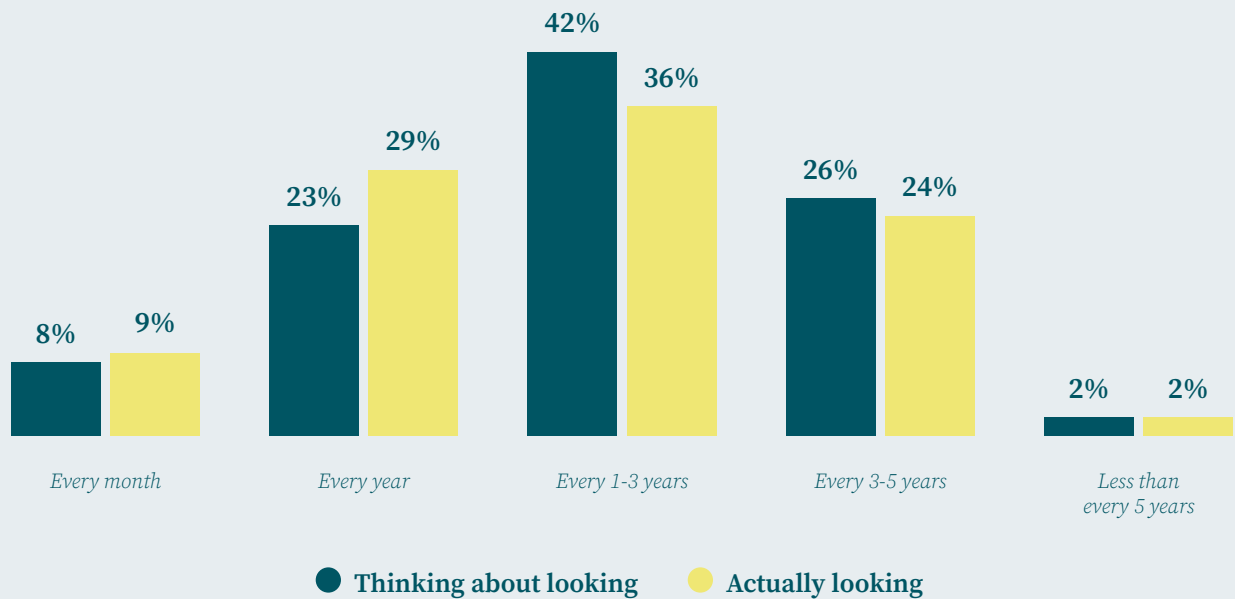


## UNDERSTANDING POS CUSTOMERS

That's right—POS providers shouldn't get too comfortable. The smartest retailers are always on the lookout for ways to improve their systems and boost their bottom line. They understand that cloud-based POS is a fast-changing landscape. With rapid digital transformation delivering a proliferation of new technology, retailers know that new opportunities are always on the horizon.

With that in mind, most retail decision makers say they actively consider moving to a new POS solution every 1 to 3 years.

### Frequency of Thinking vs. Actively Looking to Change POS Solutions



**“Epicor Propello is 100 percent cloud-based, which means all updates are made online rather than locally, removing the need for me to close a store and install new software on each PC.”**

*Tom Paik, Owner | Tweedy & Popp Hardware*



# Retailers Reconsider Their POS Solution And Partner for Many Reasons

What makes retailers think about changing their POS provider? The research shows a range of triggers that can encourage customers to contemplate switching—from seeing better functionality available elsewhere to discovering a potential retail management solution that integrates rapidly with emerging new technologies. Retailers might also feel frustrated with cost increases from their current provider, or

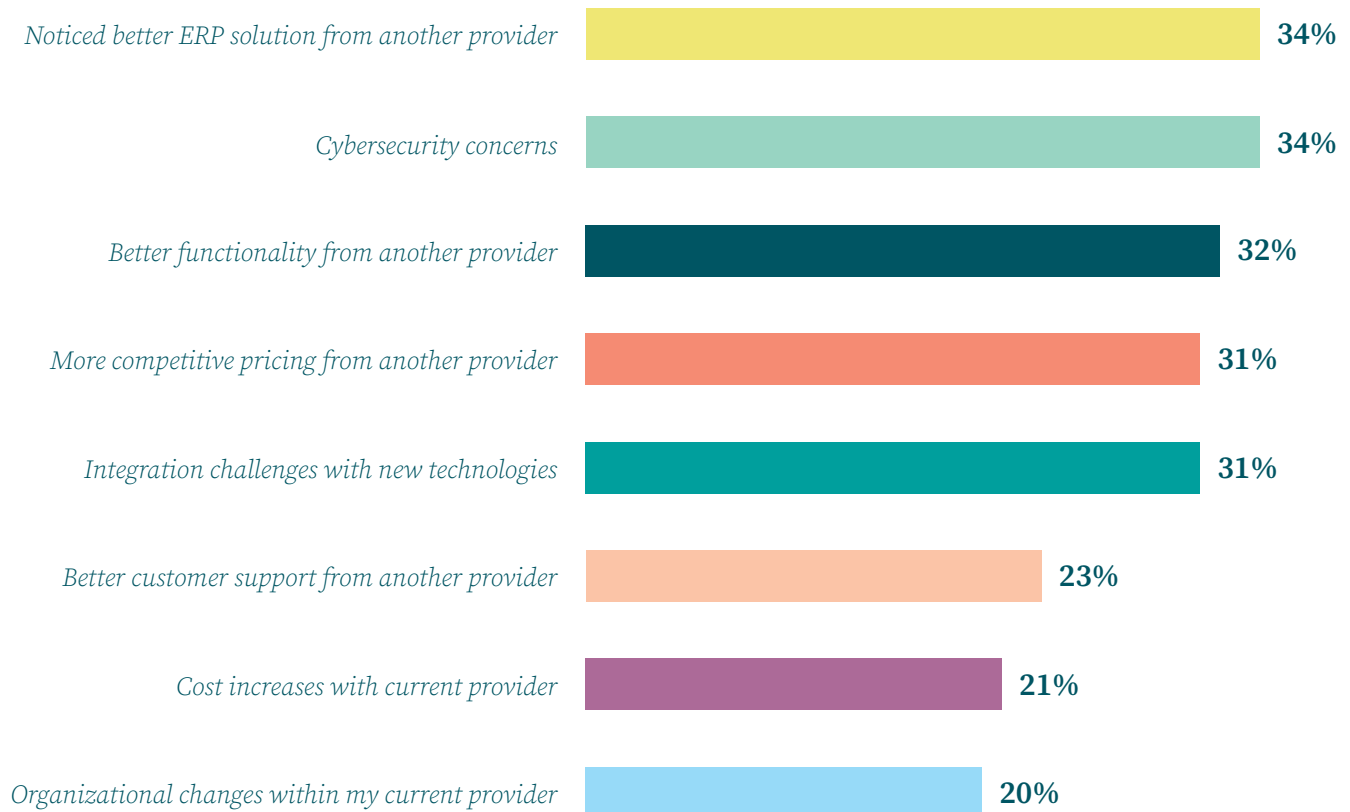
be tempted by more competitive pricing. Some retailers are searching for better ongoing support or looking for a partner that provides crucial cybersecurity protection.

Although there's no single concern that stands above the rest, the general conclusion is clear: Retailers value support through every stage of their technology transformation.

32%

*of businesses are looking for better functionality.*

## Top 8 Triggers for Re-Evaluating POS Solution

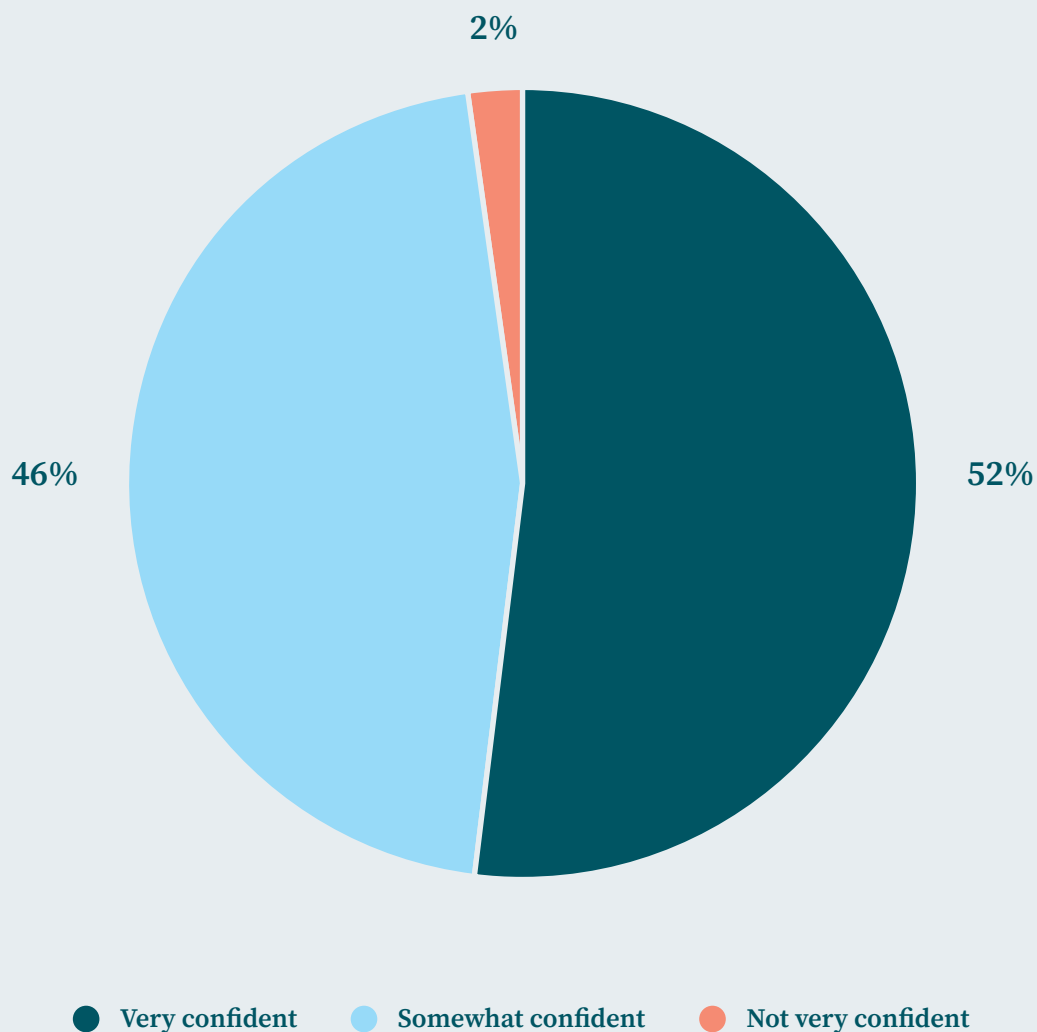


## Good Partnerships Deliver Business Confidence

*98% of retailers are confident in their ability to negotiate the purchase journey.*

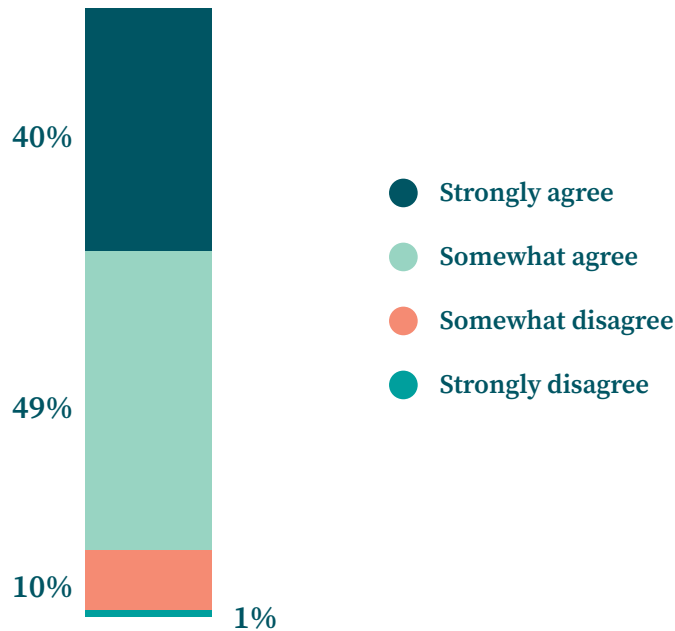
Almost every customer reported feeling confident in successfully navigating the purchasing journey of their new solution. This confidence remains consistent for different deployment types, whether cloud, hybrid, or on-premises.

Confidence in the POS Purchasing Journey



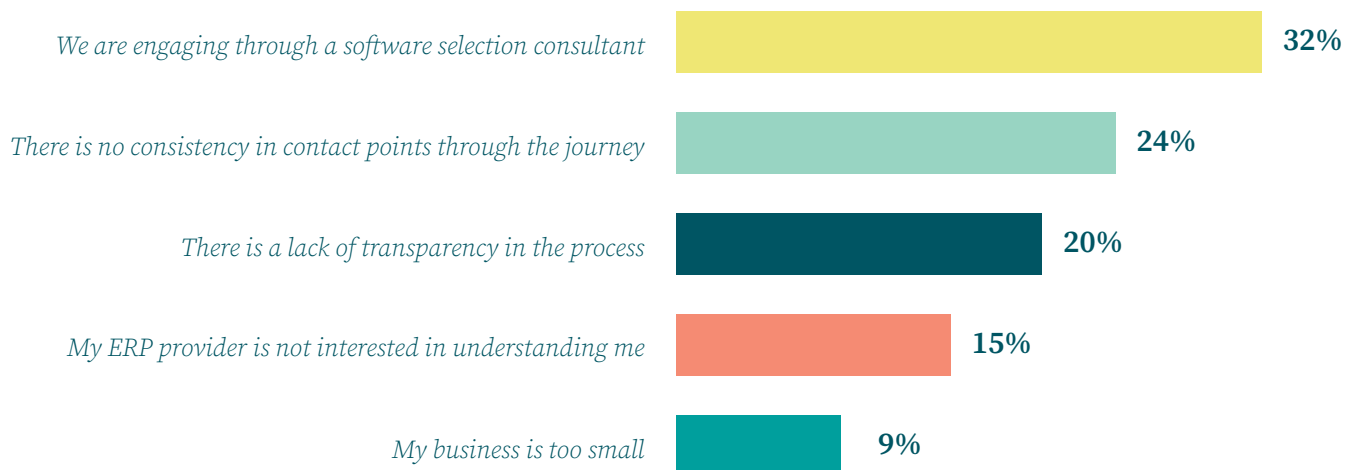
The research revealed that 89% of retailers feel like partners with their POS provider—at least, up until the go-live stage. For providers, it's a positive result that reflects the efforts many of them are putting into supporting their customers up to the point of purchase. But notice the caveat, because it's important—many retailers feel differently after the solution goes live. We'll explore that in more detail further along in this report.

### Confidence in Initial Purchases to Go-Live



When we spoke to retail decision makers who didn't feel a sense of partnership, they cited a range of factors. The most common was the use of selection consultants, closely followed by an inconsistent point of contact. Clearly, for customers using software selection consultants or intermediaries, POS partners should always go the extra mile to provide a consistent team that delivers a dedicated partnership at every stage.

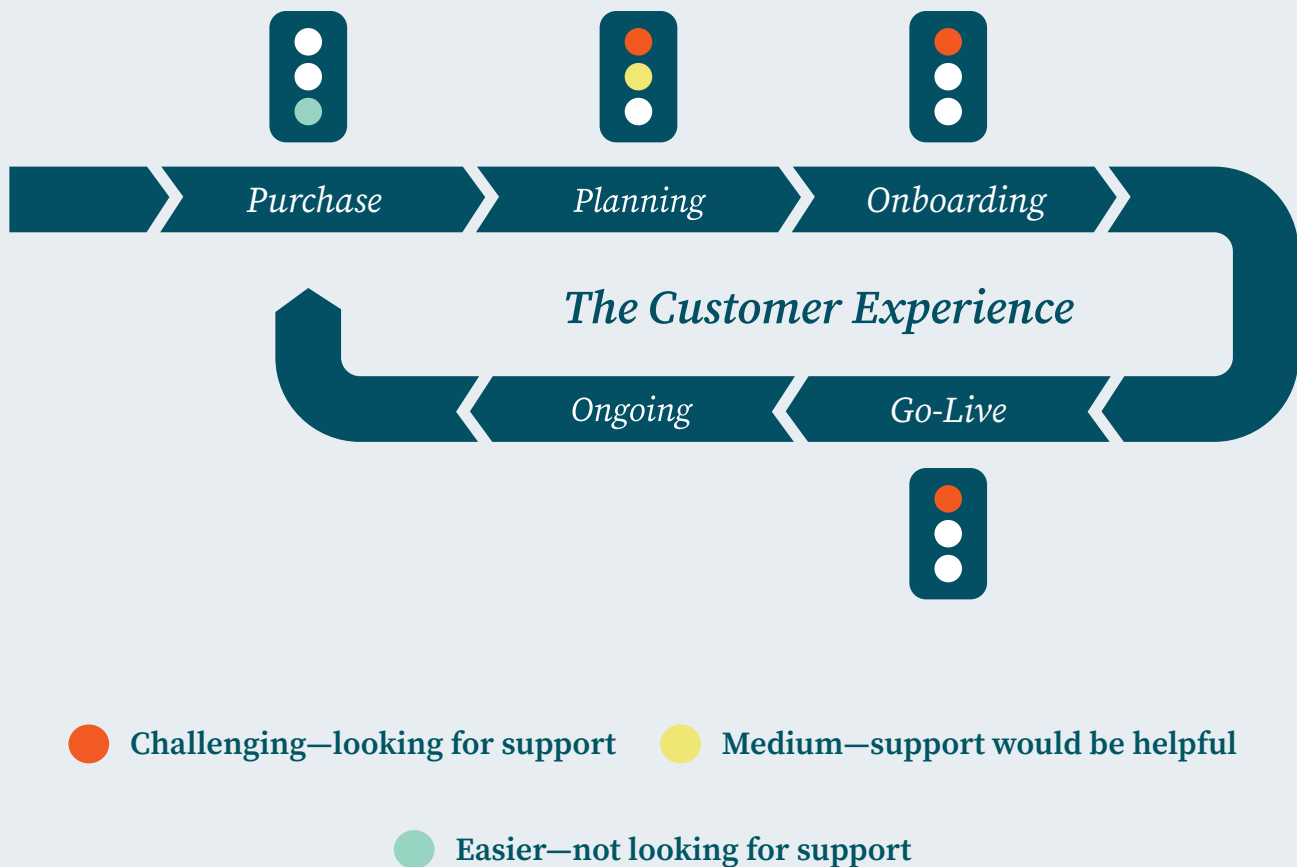
### Barriers to Partnership in the Purchase Process



## Partnership is Crucial In The Latter Phases

*56% of retailers find the implementation stage difficult.*

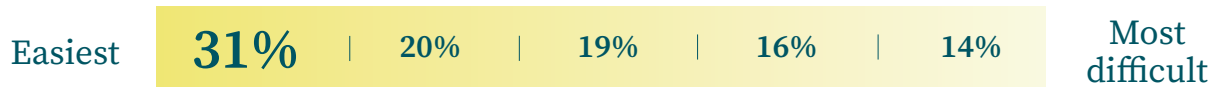
As the findings show, a strong sense of partnership helps most businesses feel confident in their ability to navigate the POS purchase process. Looking closely at different stages of the journey provides a more nuanced picture. The research says that for many customers, difficulty increased as they progressed further along the customer experience path.



In fact, 56% of retailers found the implementation phase difficult, while 45% found it difficult once their POS solution went live. Customers are clearly looking for more support and partnership during the crucial latter phases.

## The Ease and Difficulty of Each Phase of the POS Purchase Journey

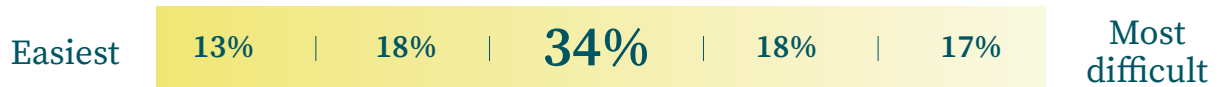
### *The initial approach*



### *The purchase phase*



### *The planning phase*



### *The onboarding phase*



### *The go-live phase*



# Moving to Cloud is Worth the Effort

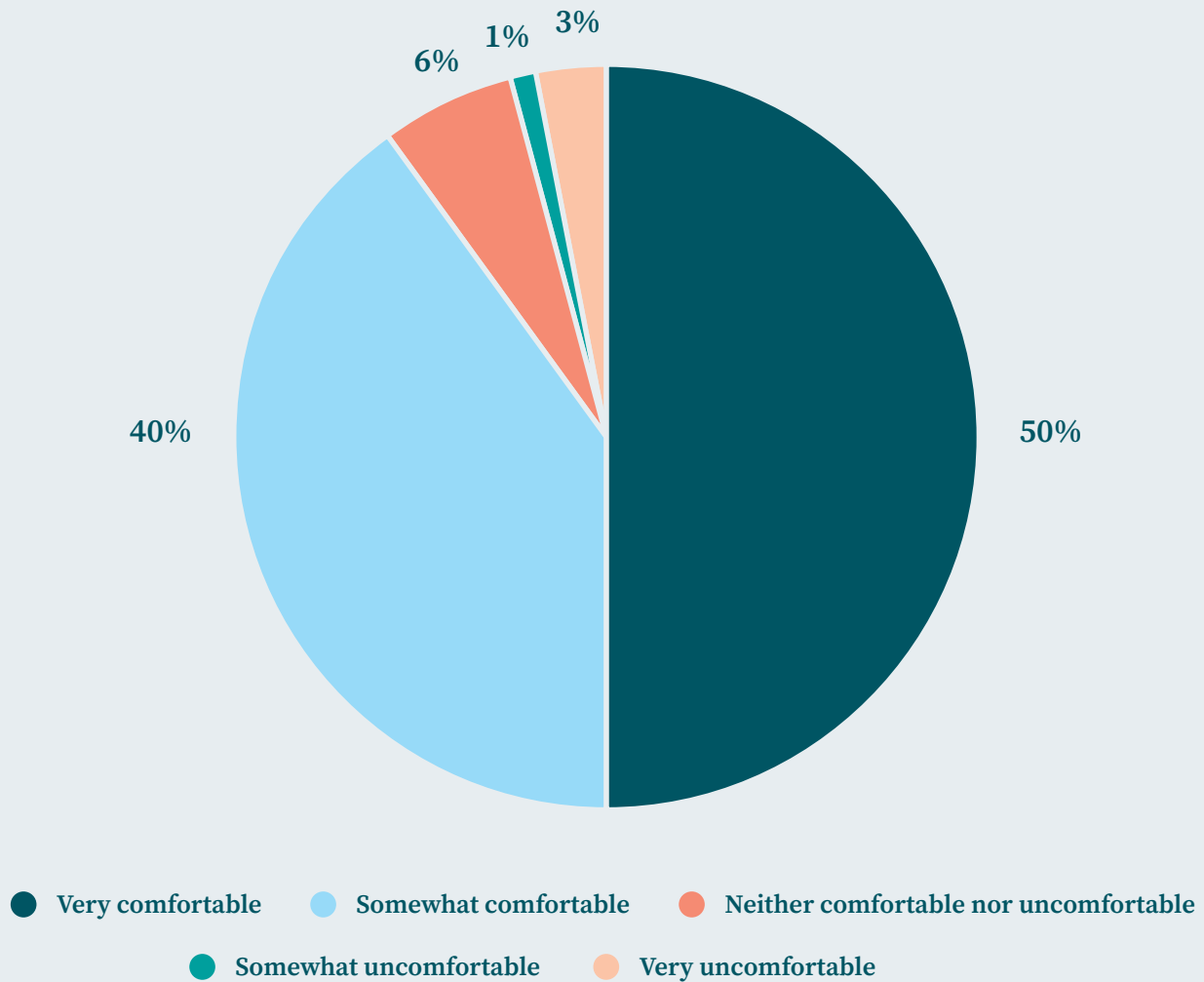
Cloud-based POS has been rapidly adopted over the past few years, with the vast majority of businesses now convinced of its many benefits. In fact, 90% of businesses are comfortable with cloud-based solutions.

Moving to cloud-based POS is transformational for retailers. In the [2021 Industry Insights Report](#), businesses associated cloud POS with growth and said it was crucial to their continuing success. Among the many benefits of the cloud, users especially valued improved flexibility and adaptability, better security, simple regulatory compliance, and enhanced business resilience.

# 90%

*of retailers are comfortable with having solutions in the cloud.*

Comfort With Cloud-Based Business Solutions



**“Being able to capture data and view analytics for our business has been a big game changer. Removing manual processes and streamlining our operation means we’re in a strong position to grow our business both in store and through eCommerce.”**

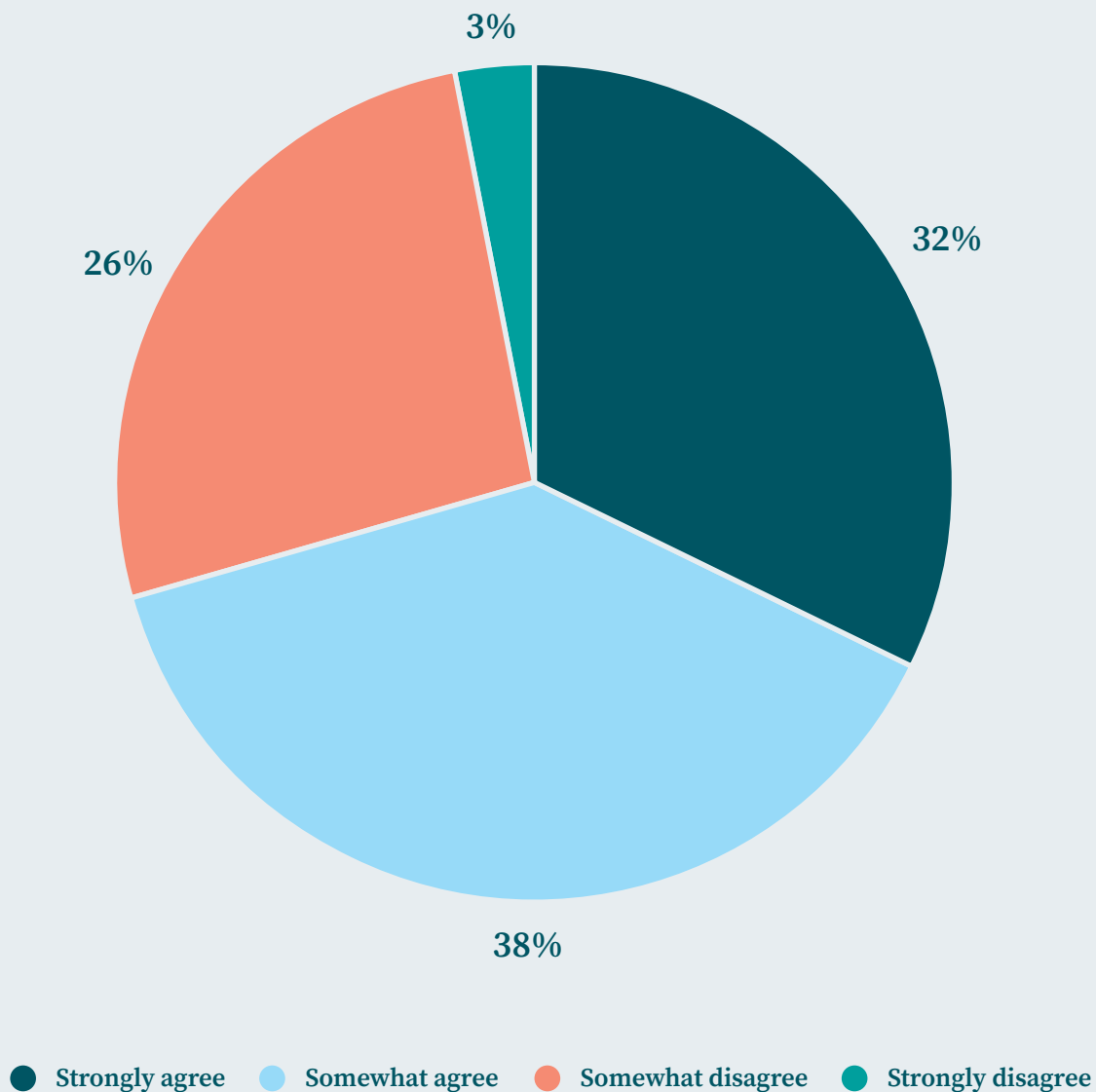
*Luke Venable, General Manager  
Forest Lake Greenhouses*

# Migration is Still a Concern for Many

*70% of retailers see migration to cloud POS as being disruptive.*

Although businesses are comfortable having POS solutions in the cloud, many decision makers are concerned about business disruption during the migration process. 70% of them agreed, “There’s a great deal of business disruption when migrating.”

**Business Disruption When Migrating**





There are other concerns too, with customers across all deployment types identifying a range of perceived drawbacks when migrating to the cloud. 72% of them are concerned about successful integration with other applications, while 76% are worried about security during the migration process.

### Drawbacks With Migrating to Cloud

#### *Top 11 concerns for retailers*



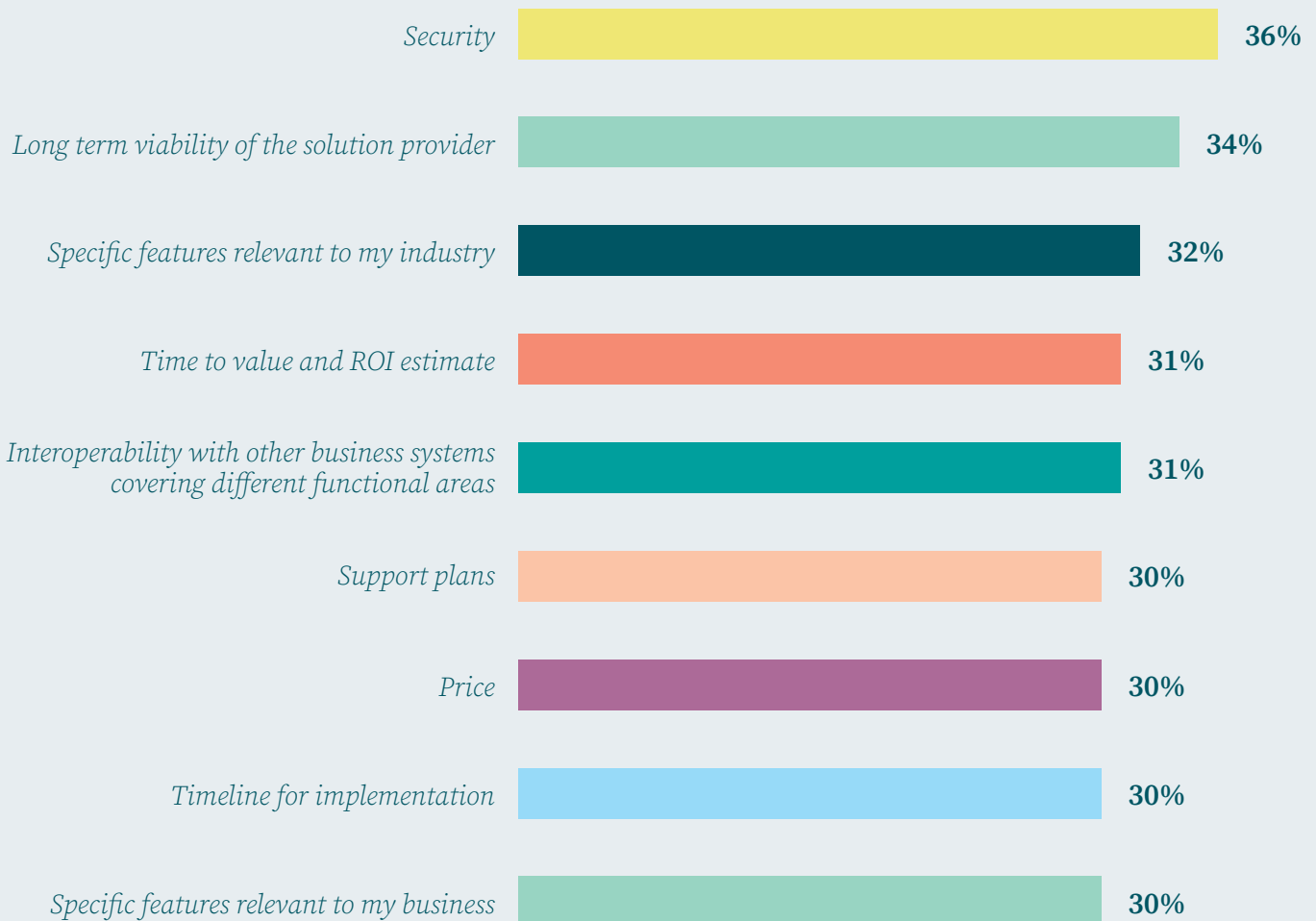
Because they feel they're in a strong partnership, retailers expect their solution provider to help them tackle these issues. In fact, we found that 66% of businesses feel the responsibility to solve these challenges should sit fully or partly with their POS provider. Evidently, these concerns are alleviated when you choose a partner that is laser focused on ensuring a safe, secure, and successful migration, as well as on providing dedicated ongoing support after go-live.

# What Customers Want From Their Partners

*Here's what retailers look for on their purchase journey.*

Business decision makers reported a range of areas they felt needed to be addressed before purchasing cloud POS. Security was cited as the most crucial factor, followed by their POS partner's long-term viability, followed by the need for industry-specific features.

## Top 9 Areas to Address Before the Purchase of Cloud Solutions



# What Customers Want

*The report's collective insight shows a clear picture of what retailers expect from their ERP partner.*

1

## *Industry-Specific Knowledge and Guidance*

Retailers need to be confident that their POS partner knows the industry and understands their business. They want guidance and solutions curated to their specific needs, especially during the implementation and go-live phases.

2

## *Interoperability and Data Support*

For successful migration and integration, having a dedicated support team is a must. From supporting backup and data hygiene issues, to ensuring successful interoperability across applications, expert support delivers a better experience for retailers.

3

## *Staff Training and Materials*

Migrating to a new POS solution can feel daunting, so it's essential that retailers get staff up to speed as quickly and seamlessly as possible. Businesses need thorough staff training and clear onboarding materials to make the switch successfully.

4

## *Greater Transparency*

Businesses changing POS systems seek transparency and clarity, especially during evaluation and planning. If there's a lack of transparency around pricing and security, or a lack of clarity around training during migration, it's a big concern for retailers.

5

## *Better Partnership*

Teamwork and partnership are crucial. Retailers need a solid support team at every stage. From initial contact, to on-the-ground support for go live and beyond, companies consistently want to feel like a priority.

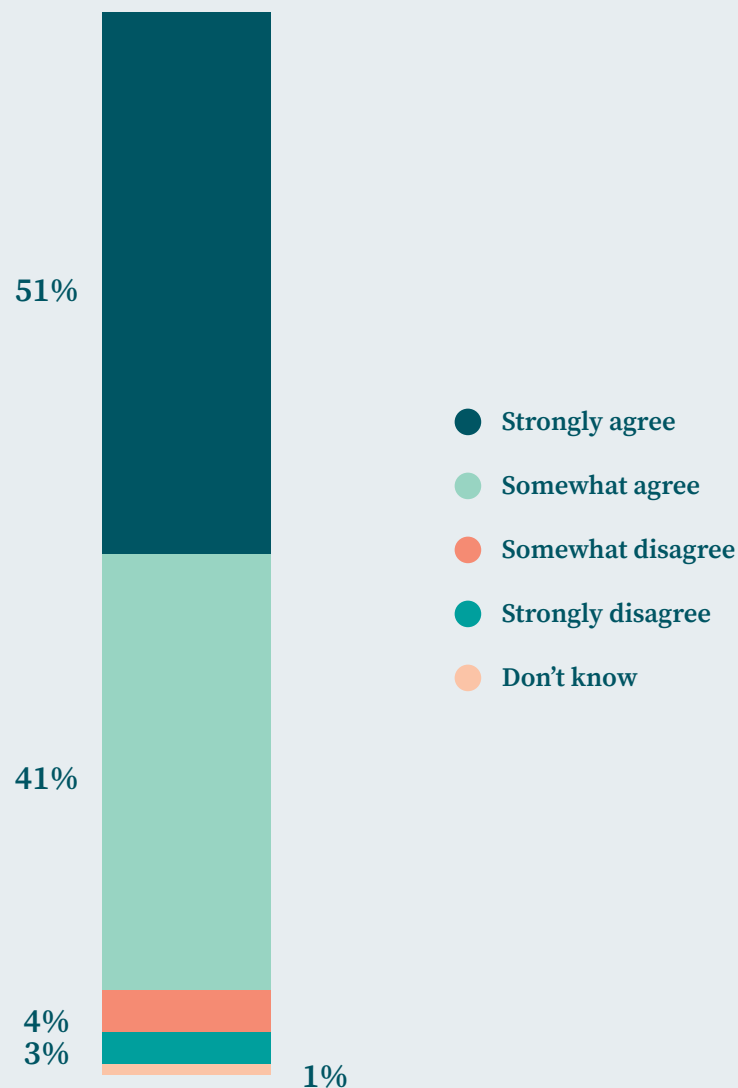
*Let's look at some of these areas in more detail.*

# Deeper Industry Expertise Delivers More Specific Solutions

*93% of retailers think their POS solution should be specific to their business.*

With myriad options to navigate, successful migration to cloud POS requires dedicated support from genuine industry experts. 92% of retailers told us they need a partner with deep industry experience, that understands their specific needs, offers customer-driven products and innovation, and that can guide them towards their ideal solution. Choosing the right partner is a critical decision.

## Importance of Industry Knowledge



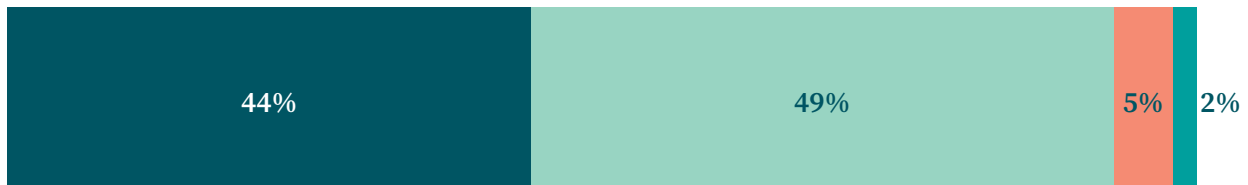
Just as the retail industry has unique aspects, your business also has its own nuances and specialties. Your POS solution should drive results not only in your industry, but in your business. 92% of the retail decision makers we spoke to want a retail-specific POS solution, with the same number seeking a business-specific POS.

### POS Solutions Specific to Industry and Business

*"I want to feel that my ERP solution is specific to the industry my business is in."*



*"I want to feel that my ERP solution is specific to my business."*



● Strongly agree    ● Somewhat agree    ● Somewhat disagree    ● Strongly disagree

Customers want deeper industry expertise from their POS provider. With a knowledgeable cloud partner in place, retailers know their technology solution is better suited to them, designed to accelerate their ambitions within the industry.

**"We had great training and excellent support from Epicor in each store."**

*Kent Backes, Inventory Control Manager | Pike Nurseries*

# Industry Expertise is Essential At Every Stage

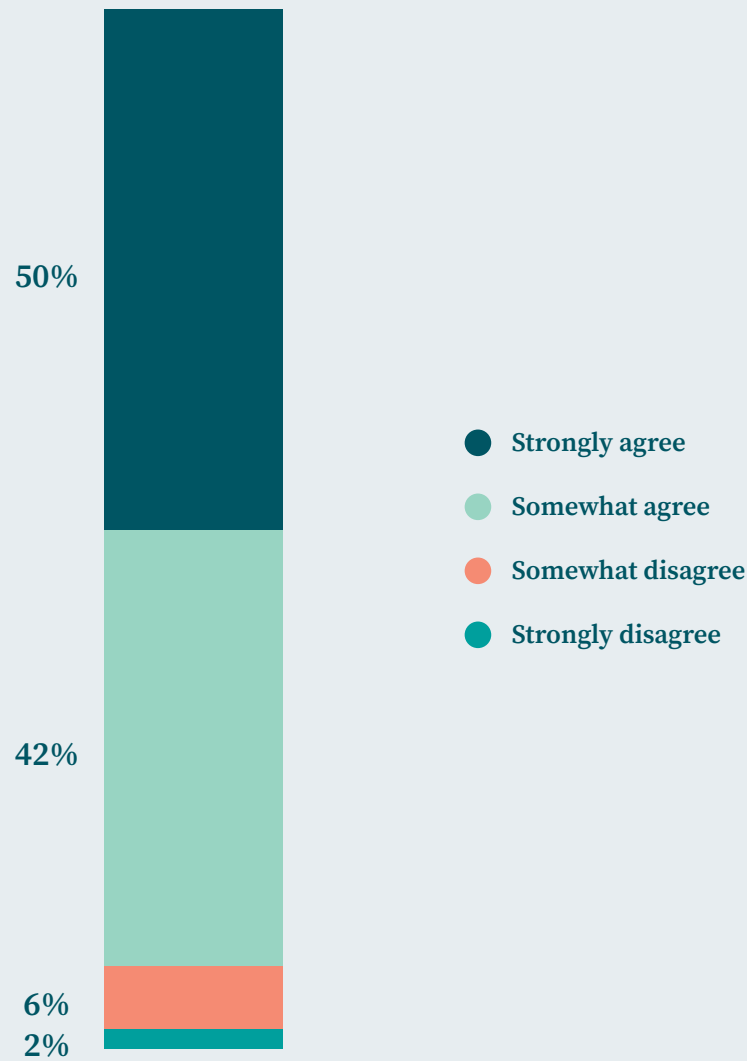
Because changing POS solutions is a major investment, preparation is fundamental and thorough research is imperative. We found a wide range of areas that customers want to address before purchase, many of them related to industry knowledge capabilities. Whether looking for

reassurance about interoperability, or features relevant to their specific industry and business, retailers need a POS partner that knows the industry inside out—and makes the effort to really understand their business.

## 32%

*of retailers need to know about industry-specific features before they purchase a new system.*

## 92% of Retailers Say Sales Teams Understand Business Challenges

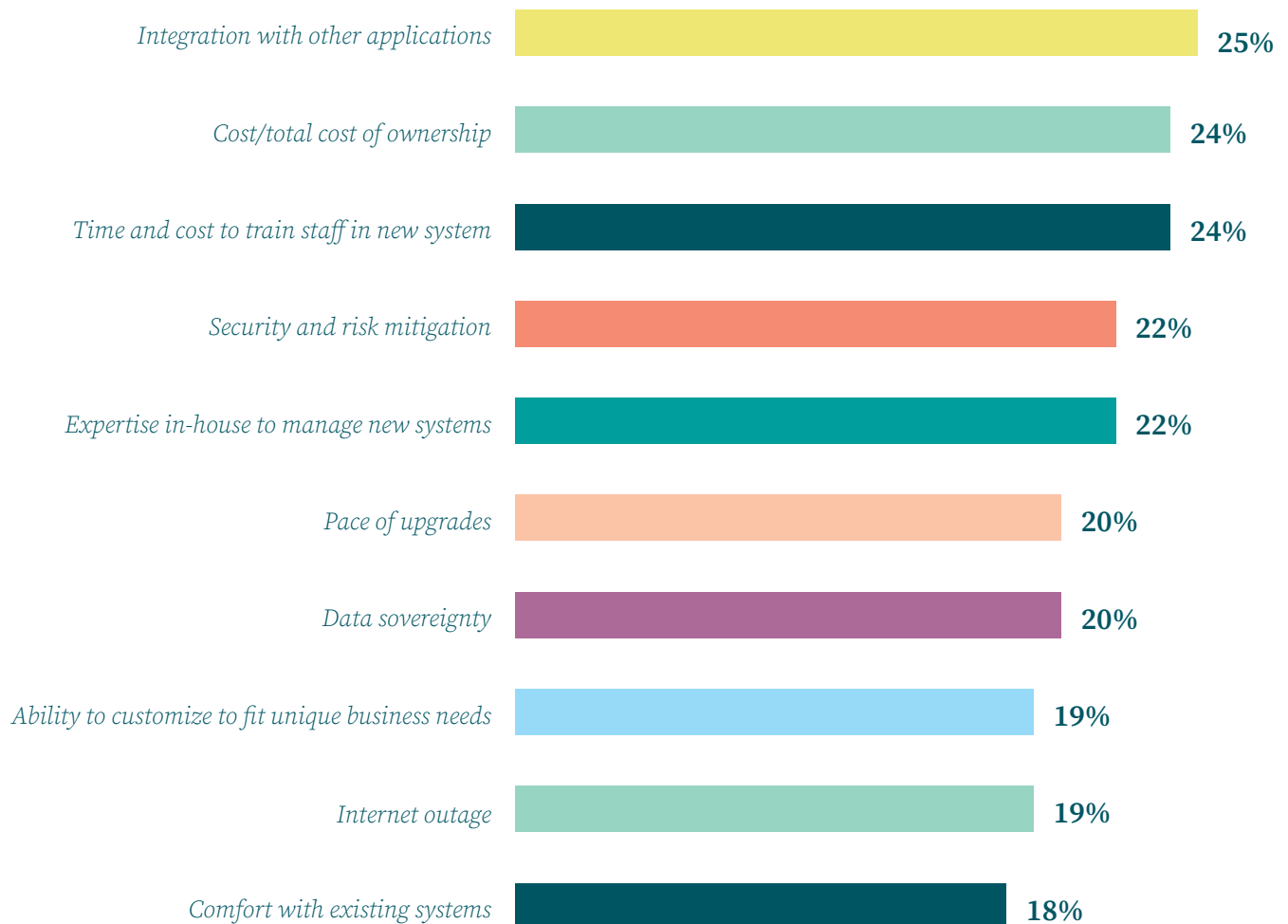


# Integrating Existing Functionality Is a Crucial Challenge

*25% of retailers said integration with other applications is their key onboarding challenge with cloud-based POS solutions*

With retailers using a large and ever-growing number of applications across their businesses, successful interoperability is crucial. They need to know that the new cloud-based POS solution can work seamlessly with all their applications. In fact, 25% of retailers cited integration as their biggest onboarding concern.

## Top 10 Challenges of Onboarding Cloud Solutions



Retailers need to access data across many applications, so it's essential they choose a POS provider with strong integration capabilities.

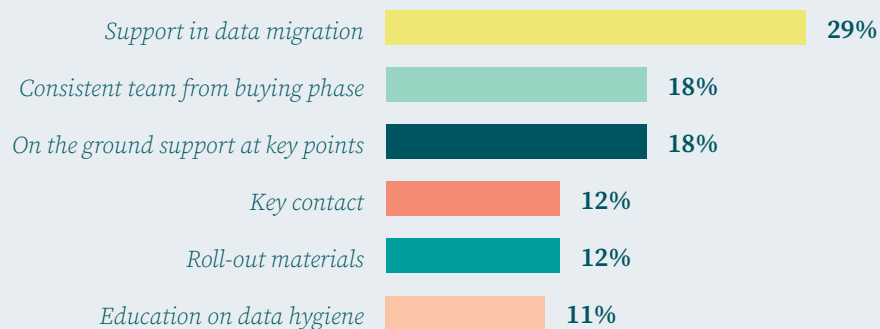
# Businesses Need Data Support During Migration

Data is at the heart of modern business. Today's retailers generate huge amounts of information and rely on it to keep their business running smoothly and growing successfully. Migrating this key data that drives business decisions to the cloud can feel like unknown territory, making the right level of support even more crucial.

# 29%

*said data migration support would provide the most comfort during configuration and planning.*

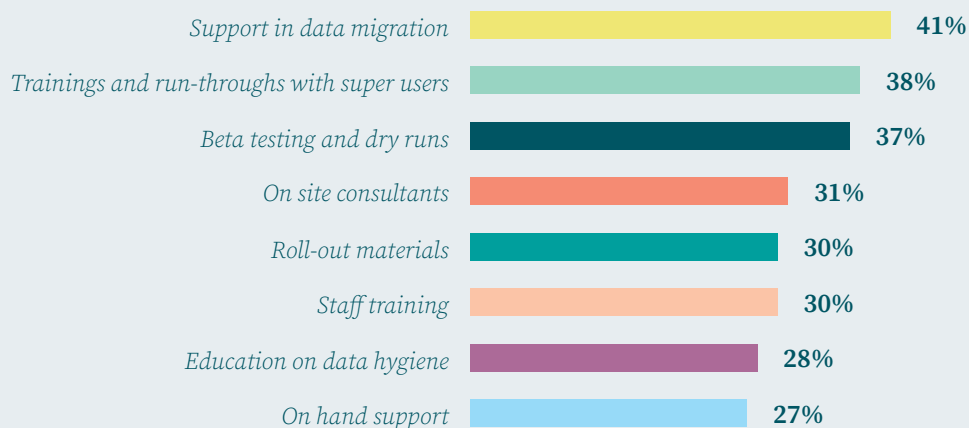
## Top 6 Areas That Increase Comfort in the Configuration and Planning Phase



Interestingly, this need for data migration support is not limited to the configuration and planning stages. 41% of retail decision makers also chose it as the most useful support when onboarding and implementing their new retail management solution.

## Useful Support When Onboarding

### Top 8 areas of support



There's a lesson here for decision makers: Choose a POS partner who takes your concerns about data migration seriously, at every phase of the journey.



**“We can create different customer profiles and accounts, and the system allows us to offer the customer to purchase items on account and pay later. There are just so many features that can help with different areas of the business.”**

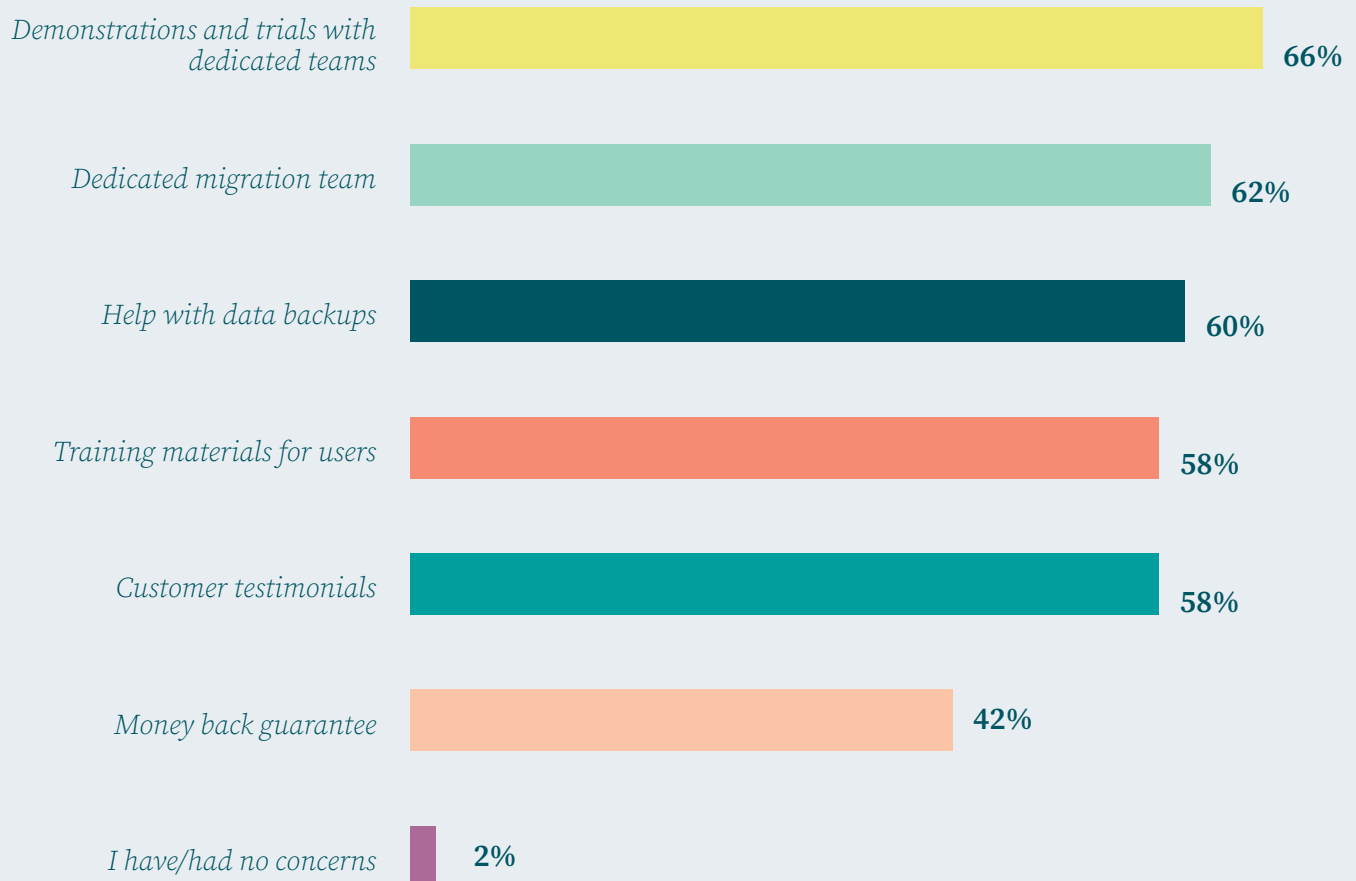
*Rebecca Iseldyke, Administrative Assistant  
Kalleco Nursey*

# A Dedicated Migration Team Is a Must-Have

*62% of businesses say having a dedicated migration team would ease their journey.*

Data support is a critical component for retailers contemplating the move to cloud-based POS. 60% of participants want help with data backups during migration. Equally important is how they get that support—62% of businesses said that having a dedicated migration team would increase their comfort in the journey to the cloud.

## Support That Increases Comfort in the Journey to Cloud



# Transparency is Crucial at Every Stage

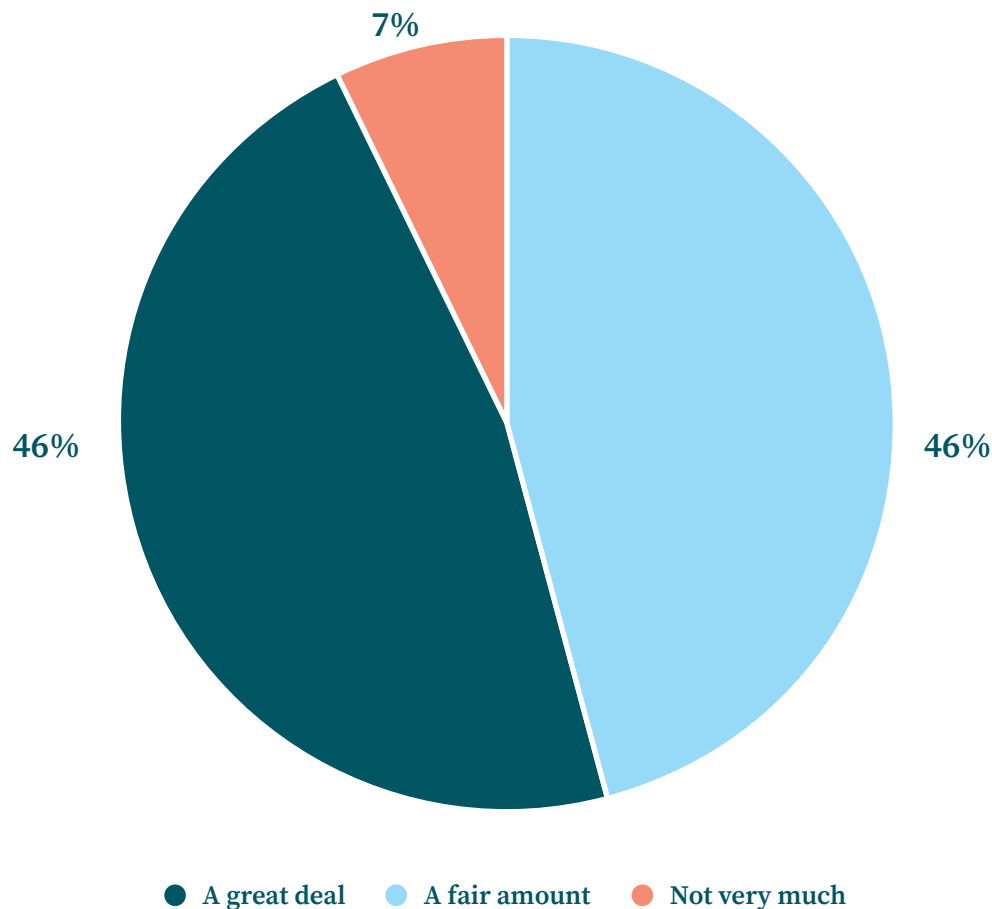
Clarity delivers confidence. 92% of retailers agreed on the need for greater transparency. When asked at which stage of the journey they feel transparency is most important, 40% cited the configuration and planning phase, while 26% said evaluation. They also expressed concern about a lack of transparency around pricing and security when evaluating a POS provider's solution. In the implementation phase, they worry about a lack of clarity around staff training during migration.

When researching POS providers, retail decision makers are looking for transparency around total cost, along with robust security features. They want world-class training and support, from the post-purchase stage all the way through implementation.

## 92%

*of retailers say greater transparency would help them feel more confident in the POS solutions journey.*

## Greater Transparency Increases Confidence in the Process



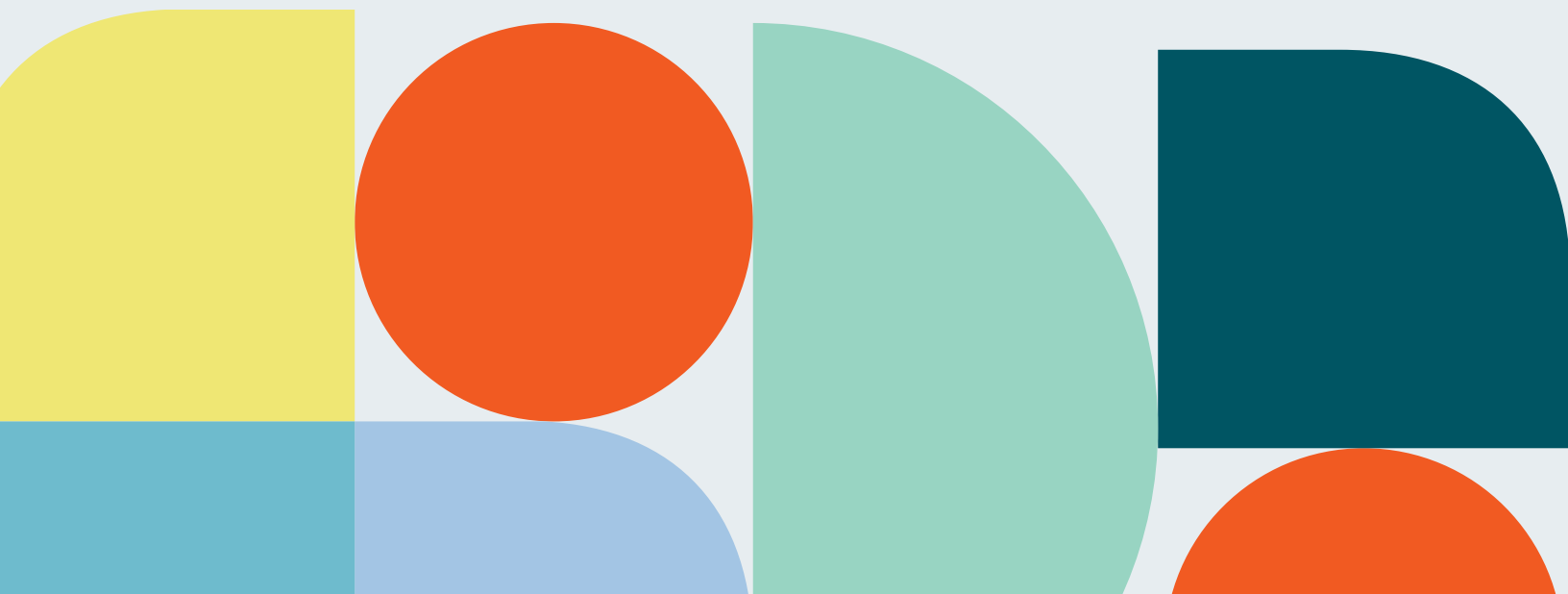
## With Better Training, Everyone Wins

*Staff training and run-throughs are perceived as useful support during implementation.*

56% of businesses find the implementation stage difficult. When asked what support would be most useful during implementation and onboarding, 38% of retailers said training and run-throughs with super users, while 30% said staff training. With 27% mentioning on-hand support, 30% citing on-site consultants, and 28% choosing education on data hygiene, the broader truth becomes clear. Hardworking retailers need better training and support during the crucial implementation phase.

If employees are well-trained, they can respond successfully to future challenges, reducing the need for greater support further down the line.

**38%**  
*said training and run-throughs  
during implementation would be  
most useful.*



# Post Go-Live Training Materials are Essential

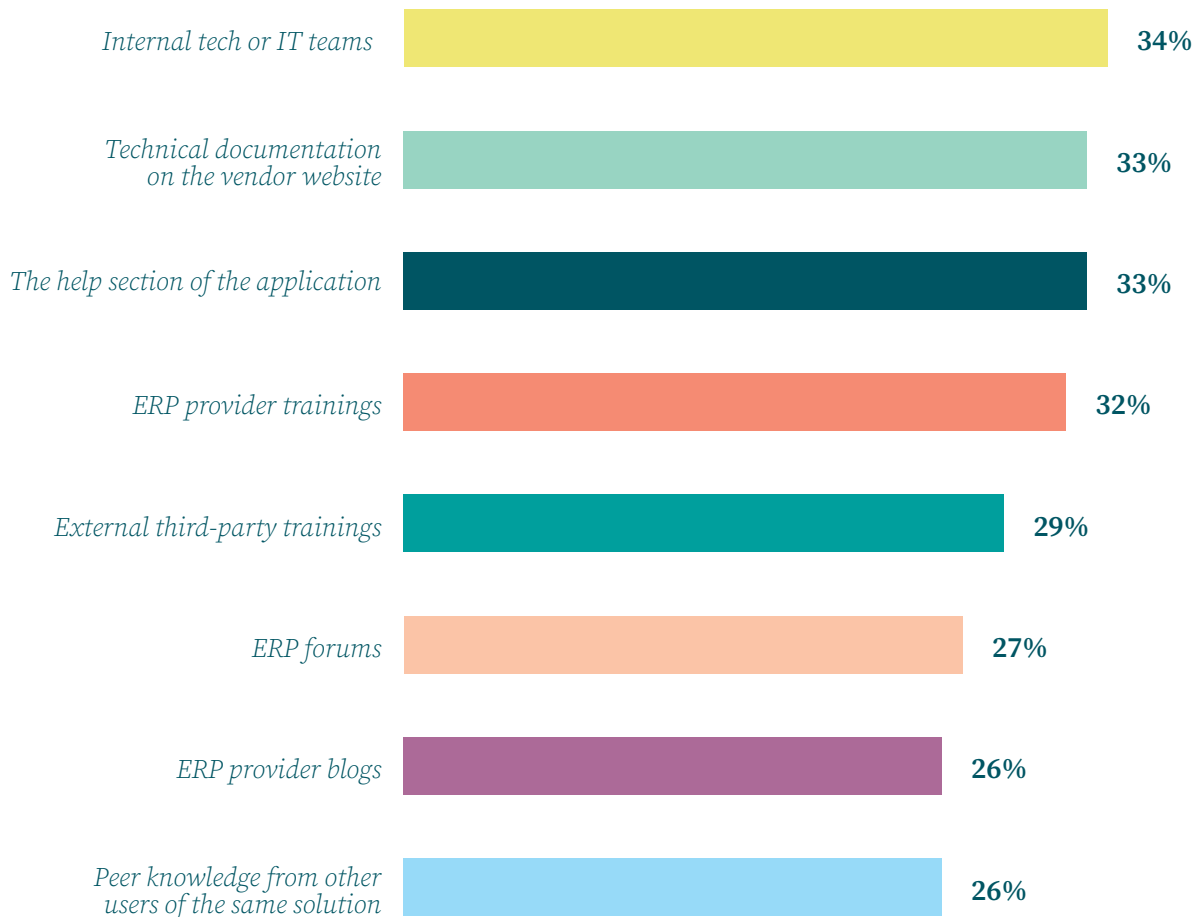
Even after a new POS system goes live, retailers need ongoing help. When asked where they look for support, decision makers named a range of sources. 34% cited internal tech or IT teams, while 33% mentioned technical documentation on their vendor's website. Other useful sources of support included POS provider training, informative blogs, and the application help section. Some even seek out peer knowledge from other users of the same solution.

Retailers who receive post-go-live support get more from their POS solution, with the added benefits of bolstering partnerships and increasing customer retention.

## 33%

*of retailers look to technical documentation for ongoing support.*

### Top 8 Sources of Support When POS is Live



# Customer Wish List for The Journey to Cloud

*This year's research underscores the importance that customers put on trusted relationships with their ERP providers. The findings indicate they want a partnership that delivers success across the entire journey.*

1

A consistent partnership through the purchase. Customers want consistency in the team supporting them from purchase through go-live.

---

2

Specific industry knowledge and guidance. Customers are looking for guidance, especially in the onboarding and go-live stages as well as industry knowledge to help them all the way through the journey.

---

3

Data support for multiple needs. Having a dedicated migration team was widely cited for help solving data backup issues, data hygiene, migration, and integrating applications.

---

4

Training materials and availability for staff training. POS training and materials from POS providers are a high priority to make the switch to cloud as painless as possible.

---

5

Greater transparency. Customers value transparency and clarity, and feel it's lacking—particularly in the evaluation and planning stages. This is linked to concerns about pricing, security, and overall training when migrating.

# Meet a Cloud Partner Dedicated to Adding Value Every Step of the Way

*Choose an expert partner who supports you throughout the buyer experience, so you'll get the most from your new retail management system.*

Epicor is all about delivering full support to maximize the effectiveness of your journey to cloud POS, at all stages where retailers indicated they needed help and guidance:

## *Data Support*

Migration data support is provided by a dedicated, single point of contact with online resources, chat, and by phone so you can quickly resolve issues and get back to business.

## *Industry Knowledge*

Deep knowledge and expertise. It's who we are. Our brand promise, "made with you, for you," emphasizes our commitment and focus on customers. We get to know you better than anyone else.

## *Transparency and Training*

You know that learning and implementation success go hand in hand. Unlock more value by developing skills and confidence that leads to deeper product adoption. Epicor Learning resources are fully integrated into every cloud POS solution—and included in the price. There are training tools and support for role-specific tasks curated to individual learning paths. It's the foundation you need for users to stay productive and extend their knowledge.

## *A Better Partnership*

Your POS journey doesn't end at purchase. In many ways, your go-live is just the beginning. We work with hardworking businesses to deliver operational efficiency, agility, and security with expert care and knowledge.

Epicor is the leading provider of industry productivity solutions for small and medium-sized businesses, and the trusted partner to 120,000 of the world's makers, movers, and sellers. We empower a world of better business.

# GET TO KNOW EPICOR

*Talk to our experts today.*

*Find out how our leading industry productivity solutions offer a more valuable experience on your journey to cloud—and beyond.*

***[Epicor.com/retail](https://www.epicor.com/retail)***

## EPICOR

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