

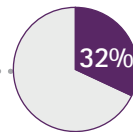
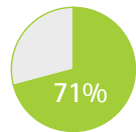
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The Omni-Channel Commerce Gap

A significant disconnect exists between what consumers want and the experience that retailers are providing them today, according to new research* from Accenture (NYSE: ACN) and hybris software, an SAP company.

Omni-Channel Ideal vs. Retailer Realities

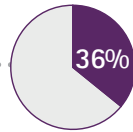
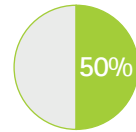
Nearly three-quarters of customers regard in-store stock level information as critical for their purchase decision.



But only about a third of retailers offer in-store stock-level information today.



Half want to collect orders in store.



But less than half of retailers offer in-store pickup.

Many expect orders to be ready for pickup within 1 hour.



Only slightly more than half of retailers fulfill that expectation.



39% of consumers say that they are unlikely or very unlikely to visit a retailer's store if its website does not provide physical store inventory information.

But 40% of retailers reported that they are having difficulty integrating back-office technology across all of their channels.



Nearly half of companies already have a dedicated omni-channel team.



But nearly all reported barriers to successful execution.



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*Accenture and hybris commissioned Forrester Consulting to conduct an online survey of 1,503 omni-channel shoppers and 256 retail and manufacturing organizations in the US, UK, France, and Germany. The study (Customer Desires Vs. Retailer Capabilities: Minding the Omni-Channel Commerce Gap) was completed in December 2013.