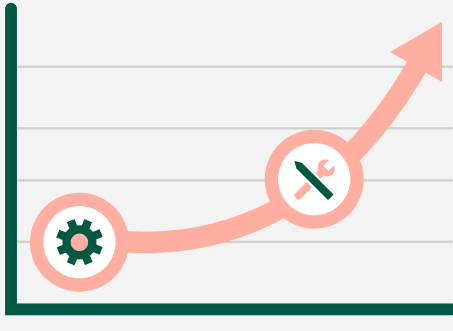


The State of Collaboration in Germany:

Retail

Independent market research company Vanson Bourne surveyed 2,500 IT and business decision makers on the state of collaboration in their organisations. These are the results from 100 respondents in the retail industry in Germany.

Employee productivity is a critical issue that needs addressing in the retail industry



26%

place increasing employee productivity among the main priorities for their team in the next year

But other challenges also need to be addressed, including...

30%

...poor team alignment

41%

...limited tool and technology availability

38%

...difficulties with collaborative working on files and content

21%

...problems accessing, managing and locating content

Promoting a collaborative working culture and providing the tools for this to work, will benefit employees, consumers and businesses as a whole

88%

say to maximise productivity they need to meet the varying collaborative working needs of different teams. Many also predict that similar collaborative improvements will help...

90%

...create a good customer experience

83%

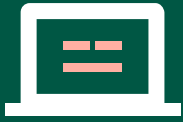
...create and deliver products that customers love

91%

...promote innovation

What ties all of the above together? A connected workspace

84%

 believe a connected workspace for all your content, tools and teams, will improve the way teams work, and boost business results by...

50%

...increasing employee productivity



42%

...improving employee satisfaction



48%

...improving customer service

For more information on the survey and to explore the results, please visit stateofcollaboration.com

Dropbox commissioned independent market research specialist Vanson Bourne to undertake the research upon which this infographic is based. A total of 2,500 business and IT decision makers were interviewed during July and August 2019. All respondents are from organisations with 250 or more employees, and they must collaborate with at least one person on a daily basis, and also use software and applications to get their work done. The results shown here are based on the total sample of respondents from the retail industry in Germany.