INFOSYS AGILE RADAR 2021
Drive Business Value. Faster.
CPG, Retail and Logistics Industry

Agile has spread beyond IT

We found that **doing Agile well leads to increased business growth and better business and IT outcomes.**

In fact, there's a **63%** chance of growth ahead of peers using a seven-lever Agile approach.

We surveyed

1000
Business and IT executives

07
Industries and countries

These are: Customer insights | Customer-centric teams | Collaboration across boundaries | Self-organized teams | Upskilling | Agile workspaces with open layouts | Go remote

When it comes to CPG, Retail and Logistics

Firms showed adequate Agile capability with business misalignment as a top concern.

Business performance is also lacking.

However

The industry has more Marathoners than average – mature Agile firms with high Agile adoption.

Business investments in product management and reimagining customer journeys will also help in the future!

How does CPG, Retail and Logistics compare to other industries?

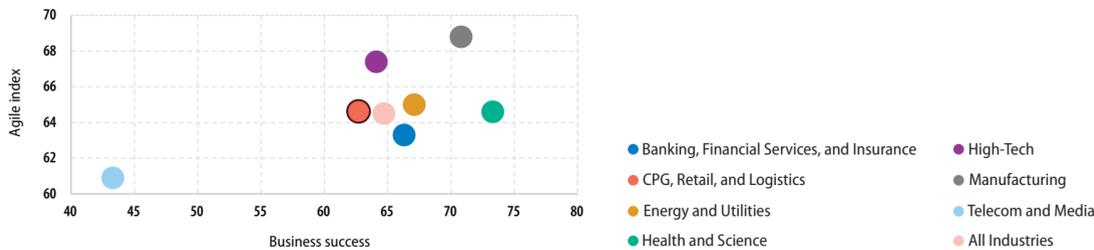**Agile index:** Refers to a firm's holistic Agile capability, as measured by the effectual working of 13 Agile levers

Business success: How effective a firm's Agile behaviors are at driving business outcomes

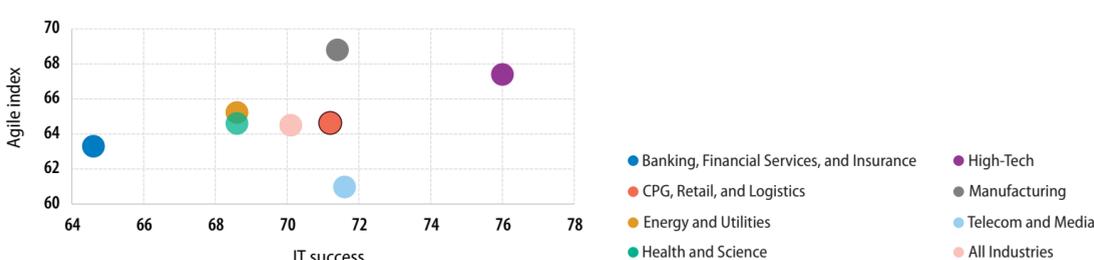**IT success:** How effective a firm's Agile behaviors are at driving IT outcomes

CPG, Retail and Logistics
- Agile index: 64.2
- Business success: 62.7
- IT success: 71.2

All Industries
- Agile index: 64.5
- Business success: 64.7
- IT success: 70.1

● Agile index ● Business success ● IT success

Industry comparisons

Agile index versus business success

- ● Banking, Financial Services, and Insurance
- ● CPG, Retail, and Logistics
- ● Energy and Utilities
- ● Health and Science
- ● High-Tech
- ● Manufacturing
- ● Telecom and Media
- ● All Industries

Agile index versus IT success

- ● Banking, Financial Services, and Insurance
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And when it comes to:

CPG, Retail and Logistics

Top business investments
- Product management
- Reimagining customer journeys

Top IT investments
- Product management
- DevSecOps

Top concerns
- Legacy systems and thinking
- Business misalignment

Agile presence beyond IT

52% CPG, Retail and Logistics

VS

54% All Industries

All Industries

Top business investments
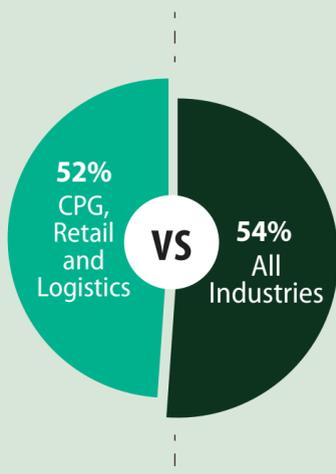- Product management
- Reimagining customer journeys

Top IT investments
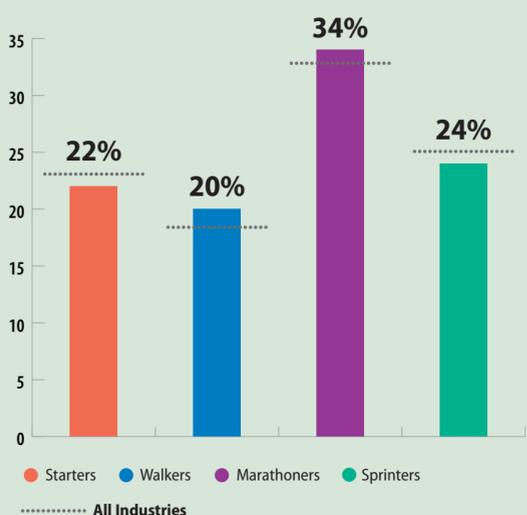- Product management
- DevSecOps

Top concerns
- Cross-functional collaboration
- Business misalignment

Based on the survey

- We found **four Agile Archetypes**
- With **Sprinters** ahead of all, in our Agile Index

- Starters: 22%
- Walkers: 20%
- Marathoners: 34%
- Sprinters: 24%

● Starters ● Walkers ● Marathoners ● Sprinters
---- All Industries

CPG, Retail and Logistics had a relatively lower number of Sprinters than average, and more Walkers

- Starters
- Walkers
- Marathoners
- Sprinters
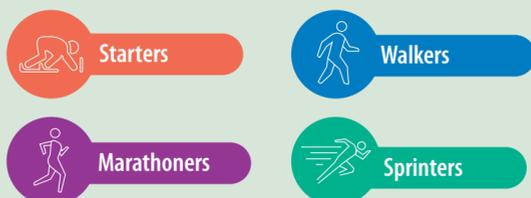
To do better and sprint ahead of the competition, firms in CPG, Retail and Logistics should:

1. Invest in Agile workspaces and collaborative working infrastructure
2. Take a product-centric approach to value delivery, and use incremental MVP funding
3. Ensure teams are self-organized

Learn more!

Have you taken the Agile Radar Experience yet? If not, go to **www.infosys.com/agileradar**

Connect with us at **agile_devops@infosys.com** so we can help you move up your game!