

# How The Home Depot Became a Digital Powerhouse

## A Blueprint For Pragmatic Digital Transformation: The Home Depot Story

Mike Chirokas, Researcher      JUL 30 2019  
Allen Bonde, VP, Research Director

Traditional retailers have been impacted more than most when it comes to digital disruption. Even retailers and brands that have embraced the urgency to transform often struggle to prioritize investments and create the right culture. Fortunately, we can learn from organizations that are embracing a *pragmatic* approach to transformation. They often start with focused innovation efforts and partnerships that help to launch new digital products and services, such as a new mobile app, and then use those efforts to build momentum for larger omnichannel efforts. One such firm is The Home Depot.



To thrive in the dynamic retail sector, traditional retailers have to combine real- world and digital experiences to attract, delight, and retain customers. According to Forrester Research, the degree to which this type of omni-channel approach works depends on five key elements: strategy, culture, structure, talent, and technology.

In this report, digital business strategy and customer experience executives can learn how The Home Depot embraced omni-channel from the top down to execute its digital transformation, and become a digital powerhouse