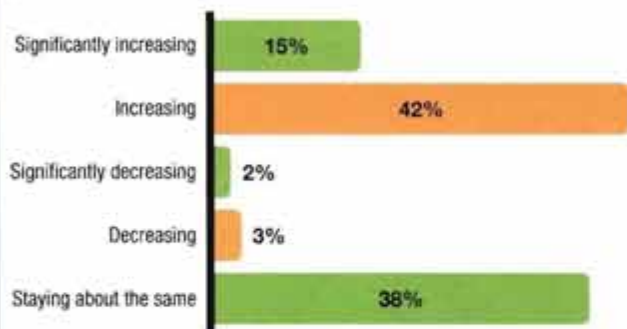


E-retailers boost their technology budgets

57% of online retailers plan to spend more on e-commerce technology in 2010, including 49% whose investment priorities cover new or upgraded e-commerce technology platforms, Forrester Research Inc. says in the study, "2010 U.S. Online Retail Technology Investment Outlook." The report is based on a survey of 291 online retailers in the fourth quarter of 2009. Other popular areas of technology investment this year include content management tools, multichannel order management integration, system security and mobile commerce. Among the goals underlying many investment plans this year are improved marketing capabilities, including a strong focus on social marketing as well as search and other forms of online marketing, the study says.

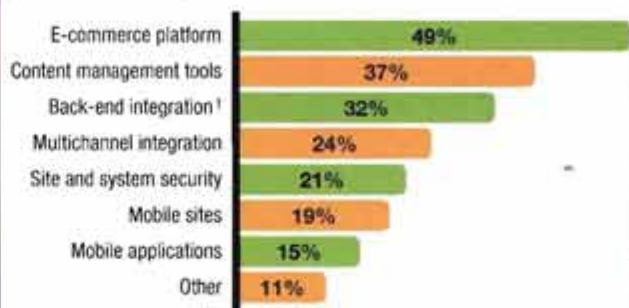
Spending plans on the way up in 2010

(Percent of e-retailers)



Technology spending priorities

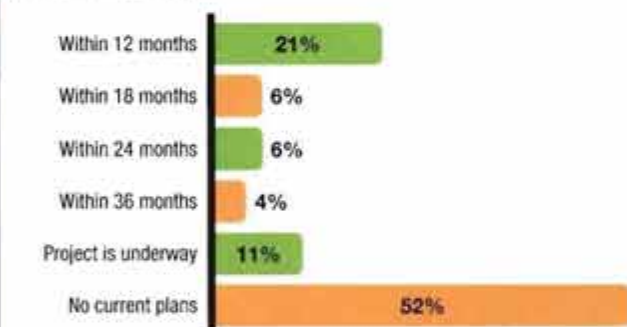
(Percent of retailers)



† Including order management, ERP, financial reporting.

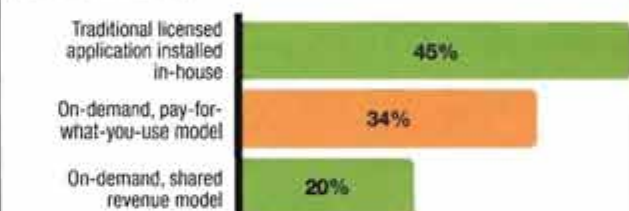
Schedule for changing e-commerce platform

(Percent of retailers)



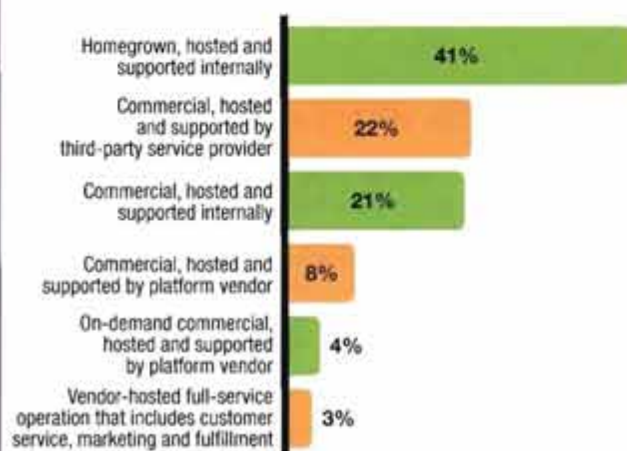
Preferred type of vendor contract

(Percent of retailers*)

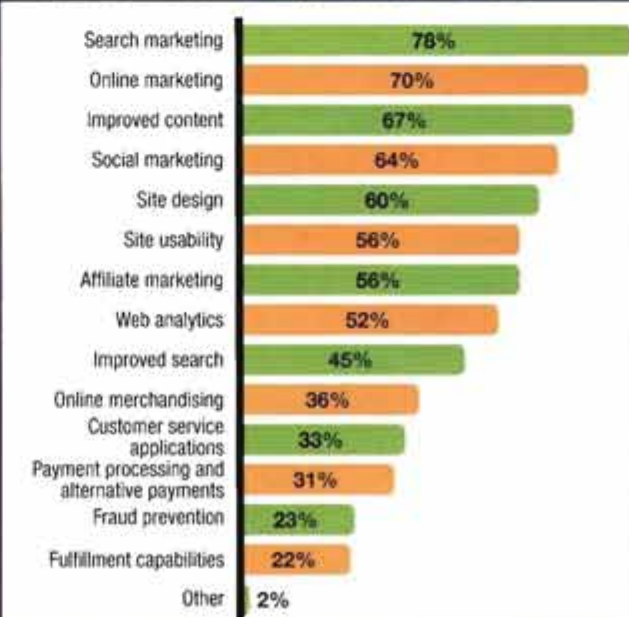


Type of e-commerce platform and support

(Percent of retailers*)



Web site investment priorities in 2010



* Figures don't add up to 100% because of rounding.

Source: Forrester Research Inc.