Costco TIV Report

Score: 13.56% (61/450)
Category: Technology Laggard
Assessment Date: 2025-09-01

Section Summary

Section	TIV Score	Category
Part 1: Business & Strategy	5.56%	Technology Laggard
Part 2: Apps & Data	24%	Technology Follower
Part 3: Infrastructure	0%	Technology Laggard
Total TIV Score	13.56%	Technology Laggard

Business & Strategy Analysis

Assessment of business strategy and technology leadership reveals organizational commitment to digital capabilities development through executive structure, strategic initiatives, and technology talent acquisition.

• Management structure and leadership details: No evidence of a dedicated CDO or CTO role found on Costco's executive leadership page or in their annual reports.

• Strategic capabilities and initiatives: Costco mentions technology investments as supporting business objectives in their annual reports, but lacks specific multi-year technology roadmaps or detailed strategic initiatives.

• Technology transformation programs: No specific evidence of recent hiring activity for data and tech roles found.

• AI/ML initiatives and cloud strategy: No evidence of a dedicated Head of AI role found in Costco's leadership structure or announcements.

• Hiring velocity and tech talent acquisition: No specific evidence of recent hiring activity for data and tech roles found.

• Development opportunities and gaps: No reports of layoffs or redundancies in tech or data roles.

Applications & Data Analysis

Technical platform evaluation demonstrates digital architecture maturity, data management sophistication, and customer experience optimization capabilities.

- Technology stack and architecture details: Costco's website uses modern HTML, CSS, and JavaScript frameworks.
- Platform strengths and capabilities: The website utilizes a modern CDN and monitoring tools.
- Website technology and performance: PageSpeed Insights scores indicate performance metrics in the 50-89 range.
- Customer data and personalization: No evidence of AI-driven recommendations.
- Security features and implementations: Basic privacy policy found, but no enterprise-level consent management platform.
- Enhancement areas and technical debt: Some minor errors noted in website performance.

Infrastructure Analysis

Infrastructure assessment shows cloud strategy implementation, security posture, and operational scalability aligned with modern technology practices.

- Cloud partnerships and services: No evidence of a primary cloud partnership.
- AI/ML infrastructure capabilities: No evidence of AI cloud partnerships.
- Data strategy and analytics platforms: No evidence of a modern data stack.
- CI/CD and deployment practices: No evidence of CI/CD maturity.
- Security and compliance measures: No evidence of modern security practices.
- Modernization focus and opportunities: No evidence of modern orchestration tools.

Evidence Gaps & Assumptions

Areas with insufficient evidence:
- Detailed technology strategy
- Hiring activity for tech roles
- AI/ML initiatives
- Cloud partnerships
- CI/CD practices
- Security measures

Recommendations

Key improvement areas based on gaps identified:
1. Establish dedicated CDO and CTO roles to drive technology strategy.
2. Develop a clear, multi-year technology roadmap.
3. Increase hiring activity for tech roles.
4. Establish partnerships with cloud providers.
5. Implement modern CI/CD practices.

6. Enhance security measures.

Overall Assessment

Costco demonstrates a low level of technology infrastructure value. The company shows some strengths in website technology and performance but has opportunities to improve in areas such as leadership roles, technology strategy, and infrastructure.

Evidence Sources

Leadership & Management:

- Company website: https://www.costco.com/leadership.html
- Costco leadership URLs: https://www.costco.com/leadership.html

Financial & Investment:

- Company investor relations: https://investor.costco.com
- Annual reports: https://investor.costco.com

Technical & Performance:

- Company website: https://www.costco.com
- Performance tools: https://developers.google.com/speed/pagespeed/insights/
- Indeed Reviews: https://www.indeed.com/cmp/Costco-Wholesale/reviews