



HARD DATA, **SMART** DECISIONS

Retail Executive Advisory Program

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Key Advantages of Other Advisory Relationships.

- **Enterprise level subscription to all research** - No seat games, one price gets access to everyone in your firm.
- Each of the **Advisory Research Studies** is backed by the **IHL Sophia Data Service** that tracks **individual installs for over 3,500 retailers** and the **IHL WorldView IT Forecasting Model** that tracks and forecasts **over 300 different technologies**.
- **Advisory Inquiries** can be made from anyone on your staff (according to your subscription level)
- **Platinum Subscription** includes unlimited advisory inquiries for a year.
- **Analyst Briefings and IHL State of the Industry Briefings** **can include your entire team, not limited to select individual**

Retail Executive Advisory Program Components

- **Combination of Executive Level Research or More Detailed Studies for Product Line Executives**
- **Advisory Inquiries, Analyst Briefings (with entire team)**
- **IHL State of the Industry Briefings for your entire team**
- **Webinars, On-site Days and Presentations**
- **Sophia and WorldView at Certain Levels**
- **Enterprise License, No Seat License Games**

Retail Executive Advisory Program Comparison

	Entry \$25,000	Bronze \$40,000	Silver \$55,000	Gold \$80,000	Platinum \$130,000
License Type	Enterprise (unlimited seats)	Enterprise (unlimited seats)	Enterprise (unlimited seats)	Enterprise (unlimited seats)	Enterprise (unlimited seats)
Analyst Advisory Inquiries	10	12	15	25	Unlimited
# Research Studies	5 <i>(pages 2 and 10 for list of studies)</i>	7 <i>(pages 2 and 10 for list of studies)</i>	10 <i>(pages 2 and 10 for list of studies)</i>	16 <i>(pages 2 and 10 for list of studies)</i>	All Current and Any New
Analyst Briefings	2	3	4	4	6
OnSite Days/Customer Presentation		1	2	3	4
IHL State of Industry Briefings		1	2	2	4
Webinars				1	2
Sophia Lead Generation*				1 Region	All Sophia
WorldView Retail IT Forecast Model*					WorldView, 4 yr Forecast

Current Studies

- Retail in Flux – Tech Spending, AI Benefits and IT Priorities*
- Retail 2025 and Beyond*
- Fixing Inventory Distortion – Are We There Yet*
- The Order Management Software Market*
- Feeding the Future – Transforming Fast Moving Consumer Goods with Data Driven Intelligence*
- Retail Reinvented – Navigating the New Era of Managed Services*
- Strategic Outsourcing – Cybersecurity and IT for Midmarket Companies*
- How Computer Vision will Shape the Future of Retail*
- Total Retail Software and SaaS Market*
- North American ISV Market Share and Gross Payment Volume*
- Europe POS ISV Market Share and Gross Payment Volume*
- Asia POS/MPOS ISV Market Share and Gross Payment Volume*
- North American Store Printer Market*
- EMEA Store Printer Market*
- Mobile First: How Retailers are Shifting POS Priorities*
- The Retail Analytics Advantage*
- Challenges and Opportunities – Unified Commerce for Independent Hardgoods for Retailers*
- Retailers Get Religion on Returns*
- Total Retail Loss*
- Securing the Future of Grocery*
- Retail Reinvented – Navigating the New Era of Managed Services*

Can get country level data

Detailed Studies for Product Line Executives

These can be additional or instead of Advisory Reports

- These are detailed studies by retail segment designed for product managers
- Detail in as many as 13 retail segments
- ❑ **POS Vendor Hardware Share** (each region = 1 Study)
 - North America, EMEA, LATAM, Asia/Pacific
- ❑ **Mobile POS Hardware Share** (each region = 1 Study)
 - North America, EMEA, LATAM, Asia/Pacific
- ❑ **Mobile POS Software Share – North America**
- ❑ **North American and Europe POS ISV Market Share** (each region = 1 Study)
- ❑ **POS Software Share – North America**
- ❑ **POS Terminal Studies** (each region = 1 Study)
 - North America, EMEA, LATAM, Asia/Pacific
- ❑ **SMB – Retail Sizing by Region** (each region = 1 Study)
 - North America, EMEA, LATAM, Asia/Pacific
- ❑ **Mobile POS: Mainstream and Moving Up**

Can get country level data

AI Forecast and Profiles

□ *Retail AI Readiness Index*

- Detailed readiness rankings for 185 top public retailers rated on 9 different characteristics of AI Readiness

□ *AI Readiness Profiles*

- Deep dive view of each individual retailer or restaurant and the systems that will drive AI benefits through the end of decade

□ *Retail AI Revolution Forecast Model*

- 7 yr forecast of AI impact by segment across the world. Over 120 technologies forecast at region and segment and year level.

Worldview IT Forecast

- IHL provides a 5-year forecast for 300 Retail/Hospitality IT Technologies.
- By segment, region, Line of Business

Retail and Hospitality Segments for North America and EMEA

- Food/Grocery
- Drug Stores
- Supercenter/Warehouse/Hypermarkets
- Mass Merchants
- Department Stores
- Specialty Hard Goods
- Specialty Soft Goods
- Convenience/Gas/Forecourt
- Fast Food
- Bar/Restaurant
- Entertainment/ Lodging

Line of Business Areas

- Business Intelligence/Analytics
- Commerce Solutions
- Marketing/Sales
- Merchandise/Supply Chain Management
- Store Systems
- Infrastructure
- Collaboration
- Applications Development
- Enterprise Accounting, Finance and HR
- Legal and Real Estate

Region

- North America
- Europe/Middle East/Africa
- Latin/South America
- Asia/Pacific

Sophia Lead Generation – *w/Ask Sophia AI*

Sophia is IHL's Intelligent Lead Generation System

- IHL tracks the installs of 300 different technologies across over 7,500 retail, hospitality, pure play ecommerce and manufacturing companies.
- Includes contact information of key decision makers.

Retail and Hospitality Segments for North America and EMEA

- Food/Grocery
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- Department Stores
- Specialty Hard Goods
- Specialty Soft Goods
- Convenience/Gas/Forecourt
- Fast Food
- Bar/Restaurant
- Lodging
- Entertainment: Casinos and Cruises
- Entertainment: Museums, Theme Parks, Theaters, Other

Pure Play Ecommerce

- Food/Grocery
- Drug Stores
- Supercenter/Warehouse/Hypermarkets
- Mass Merchants
- Department Stores
- Specialty Hard Goods
- Specialty Soft Goods
- Fast Food
- Bar/Restaurant

Manufacturing/CPG Segments

- Food/Beverage
- Apparel, Shoes, Jewelry
- Electronics, Recreation
- Hard Goods
- Pharmaceuticals
- Automotive

Other Advisory Components

○ Advisory Inquiries

- These are email or 30 minute call inquiries with IHL Analysts to review questions, data or strategies

○ Analyst Briefings

- IHL provides briefings for free for vendors at trade shows we attend to clients and non-clients
- Outside of trade events we will do more detailed briefings on your products and services with interaction with your team with up to 5 analysts. These allow us to be fully briefed so that when we speak to end users we are more familiar with your strategy.

○ IHL State of the Industry Briefings

- IHL does briefings to your entire team via webinar with our latest research findings

○ Onsite Days

- IHL analysts do strategy days at your site or customer presentation at user event

○ Webinars

- IHL produced webinar with speaking opportunity for your company. We get audience , promote, record, and share with our mailing list