

# Abercrombie & Fitch (Parent Company)

6301 Fitch Path New Albany, OH 43054

**Phone:** (614) 283-6500

**Fax:** 614-577-6710

**Sales:** \$4,280,676,999

**Segment:** Specialty Soft

**Industry:** Apparel Stores

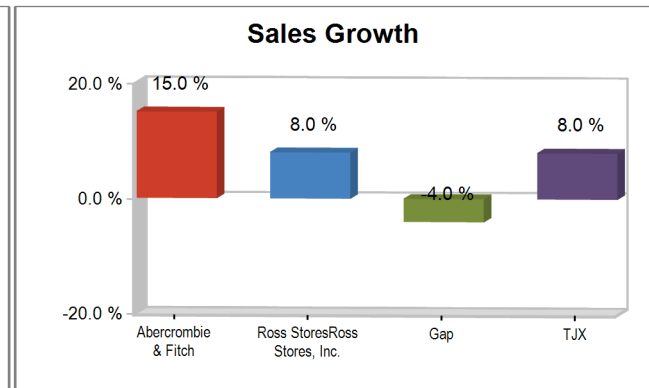
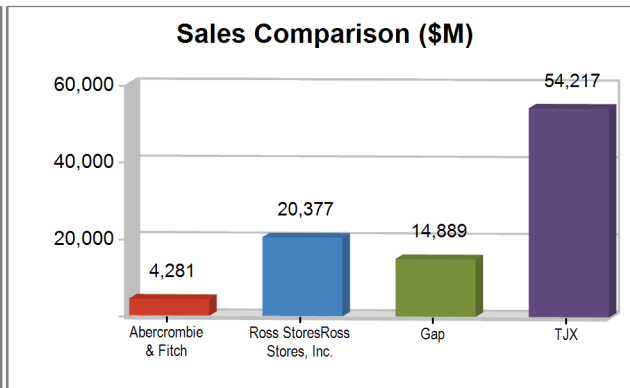
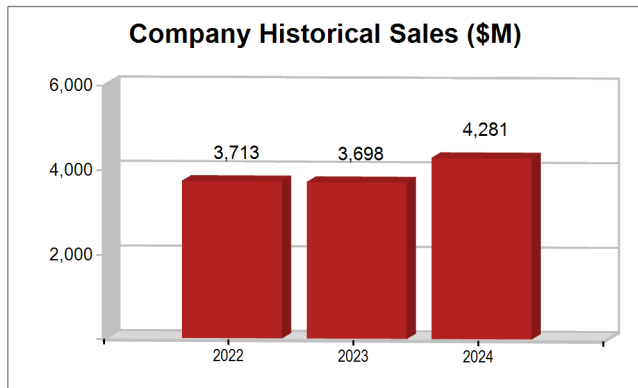
**Stock Symbol:** ANF

**URL:** [www.bercrombie.com](http://www.bercrombie.com)

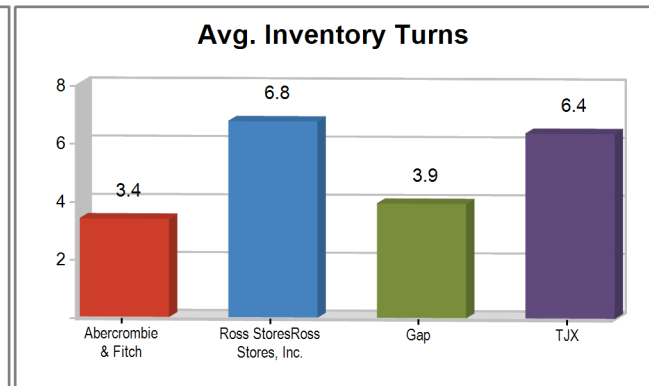
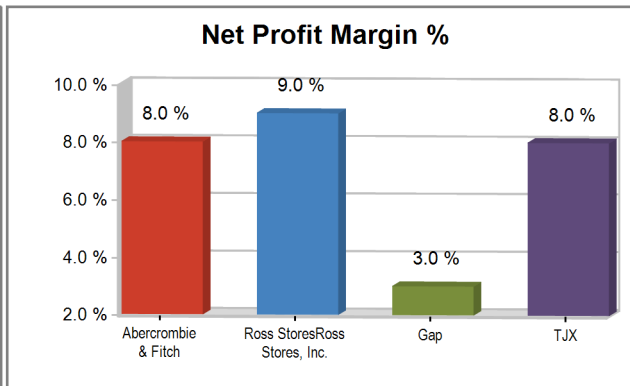
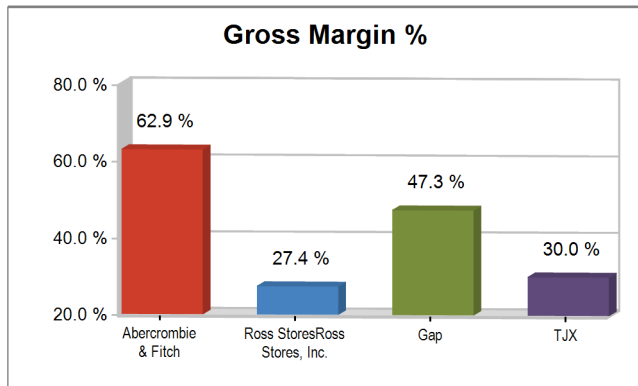
**Total Locations:** 858

## Company Comments and Comparisons:

Abercrombie & Fitch Co. (NYSE: ANF) is a leading, global specialty retailer of apparel and accessories for men, women and kids through five renowned brands. The iconic Abercrombie & Fitch brand was born in 1892 and aims to make every day feel as exceptional as the start of a long weekend. abercrombie kids sees the world through kids’ eyes, where play is life and every day is an opportunity to be anything and better anything. The Hollister brand believes in liberating the spirit of an endless summer inside everyone and making teens feel celebrated and comfortable in their own skin. Gilly Hicks, offering intimates, loungewear and sleepwear, is designed to invite everyone to embrace who they are underneath it all. Social Tourist, the creative vision of Hollister and social media personalities, Dixie and Charli D’Amelio, offers trend forward apparel that allows teens to experiment with their style, while exploring the duality of who they are both on social media and in real life.



(click on the charts for more detail if necessary)

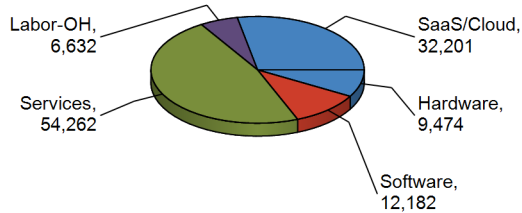


## Estimated IT Spend

The following IT Spend estimates are based on industry estimates for the market segment in which this retailer operates. These figures ARE NOT the result of direct interviews with this retailer as to their IT Spend, they are only estimates based on industry surveys and other publicly available information. Please use as estimates only for an average year.

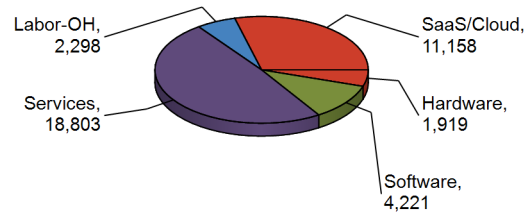
### Total IT Spend (\$Thousands): 114,751

#### Total IT Spend (\$ Thousands)



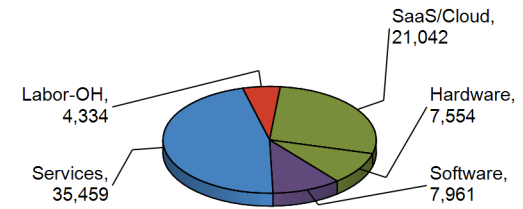
### Capitalized IT Spend (\$Thousands): 38,400

#### Capitalized IT Spend (\$ Thousands)



### Expensed IT Spend (\$Thousands): 76,350

#### Expensed IT Spend (\$ Thousands)



### Hardware Spend Categories

Category	\$
Infrastructure	5,244,052
Store Systems	2,778,850
Enterprise Collaboration	1,707
Merch/SC Mgt.	1,433,394
BI	3,517
Sales & Mktg	2,638
Enterprise Acc. Fin, and HR	2,689
Enterprise App Dev	2,638
Commerce	1,758
Legal & Real Estate	2,638

### Software Spend

Category	\$
Infrastructure	3,535,028
Store Systems	3,529,836
Merch/SC Mgt.	1,871,882
Enterprise Collaboration	207,698
Enterprise Acc. Fin, and HR	224,314
BI	855,717
Enterprise App Dev	106,964
Sales & Mktg	695,270
Commerce	1,101,736
Legal & Real Estate	53,482

### Services Spend

Category	\$
Infrastructure	18,365,344
Store Systems	11,464,031
Enterprise Acc. Fin, and HR	665,597
Enterprise App Dev	222,676
Enterprise Collaboration	604,294
Merch/SC Mgt.	5,802,564
Commerce	12,346,125
BI	2,628,939
Sales & Mktg	2,012,109
Legal & Real Estate	150,481

Source: IHL WorldView

**Company is a Segment Leader in the Following Technologies:**

Based on analysis of the Sophia system in the retailer's primary segment as well as other industry surveys, the company is considered a leader in the following technologies:

- Supply Chain Management Software
- Inventory Management
- Logistics Management
- CRM/Loyalty
- Production Management

**Company is Likely to Invest in the Following Technologies in the Next Two Years:**

Based on analysis of the Sophia system of publicly available data in the retailer's primary segment as well as other industry surveys, the company is considered behind others in their segment and likely to make investments in the following technologies in the next two years:

- Business Intelligence
- ERP
- Inventory Management
- Merchandise Planning
- POS Base Unit
- POS Software
- Supply Chain Management Software
- Warehouse Management

**Key Vendors Who Have a Heavy Installation Footprint (and Likely Technology Influence) in Company:**

- IBM
- Infor Global Solutions
- Microsoft
- Oracle
- RPE Solutions
- Toshiba Global Commerce Solutions
- Ultimate Kronos Group

**Hardware Systems: Checkout Systems**

<i>System Name</i>	<i>Mfg. and Model Description</i>	<i>Install Date</i>
EFT Credit Card or Signature Capture	<a href="#">VeriFone Unknown</a>	6/14/2016
Handheld Scanner/Terminal-POS	<a href="#">Honeywell Unknown</a>	6/14/2016
Handheld Scanner/Terminal-POS	<a href="#">Zebra Technologies Unknown</a>	11/23/2017
POS	<a href="#">Toshiba Global Commerce Solutions Unkno</a>	2/15/2019
Scanner/Scale	<a href="#">Datalogic Unknown</a>	6/23/2017
Scanner/Scale	<a href="#">Honeywell Unknown</a>	5/12/2018

**Home Office Systems**

<i>System Name</i>	<i>Mfg. and Model Description</i>	<i>Install Date</i>
WAN Communications	<a href="#">Zebra Technologies Unknown</a>	7/26/2016

**Store Level Systems**

<i>System Name</i>	<i>Mfg. and Model Description</i>	<i>Install Date</i>
Bar Code Printer	<a href="#">Paxar (Avery Dennison) Unknown</a>	5/17/2018
Bar Code Printer	<a href="#">Zebra Technologies Unknown</a>	7/26/2016
Cash Management	<a href="#">Tidel Tidel Series 4 System</a>	11/15/2016
CCTV	<a href="#">Sentry Technology Corporation Unknown</a>	4/15/2017
Loss Prevention	<a href="#">Johnson Controls ADT Microwave (80 stores)</a>	4/15/2017
Loss Prevention	<a href="#">Johnson Controls ADT Ultra*Max (170 store)</a>	4/15/2017
Mobile POS	<a href="#">Apple iPad - Various Models</a>	9/15/2016
Traffic Counter	<a href="#">Johnson Controls ShopperTrak Unknown</a>	1/24/2017
Traffic Counter	<a href="#">SenSource Inc. Unknown</a>	6/15/2018

**Software Systems: Distribution & Supply Chain**

<i>Software</i>	<i>Vendor</i>	<i>Package Name</i>	<i>Install Date</i>
Category Management	<a href="#">Internal</a>	Unknown	7/5/2017
Financials	<a href="#">ToolsGroup</a>	JustEnough Financial Planning	9/23/2017
Forecasting	<a href="#">American Software</a>	Logility-Demand Chain Voyager	9/8/2020
Forecasting	<a href="#">SAS</a>	Forecast Server	3/15/2018
Fulfillment	<a href="#">Radial</a>	Radial Fulfillment	1/26/2013
Inventory Management	<a href="#">Oracle</a>	Unknown	3/15/2017
Inventory Management	<a href="#">ToolsGroup</a>	JustEnough Inventory Planning	9/12/2022
Labeling	<a href="#">Paxar (Avery Dennison)</a>	ComplyLine	7/7/2012
Logistics Management	<a href="#">Oracle</a>	Unknown	3/15/2017
Logistics Management	<a href="#">Postmates</a>	Unknown	11/30/2021
Merchandise Allocation	<a href="#">American Software</a>	Logility-Advanced Allocation Appl	7/8/2019
Merchandise Allocation	<a href="#">Oracle</a>	Allocation	1/25/2017
Merchandise Planning	<a href="#">American Software</a>	Logility-Advanced Merchandising PI	7/8/2019
Merchandise Planning	<a href="#">Oracle</a>	Oracle Retail Merchandising	9/3/2018
Merchandise Planning	<a href="#">ToolsGroup</a>	JustEnough Assortment Planning-It	9/23/2017
Order Management	<a href="#">Oracle</a>	Order Management	3/23/2021
Product Lifecycle Management	<a href="#">E2Open</a>	Amber Road ecVision Suite	9/20/2012
Product Lifecycle Management	<a href="#">Gerber Technology</a>	PLM	9/18/2013
Production Management	<a href="#">Centric Software</a>	Centric Visual Boards	12/11/2024
Purchasing	<a href="#">Ariba</a>	Ariba Sourcing	4/18/2017
Purchasing	<a href="#">Oracle</a>	Sourcing	4/18/2017
Replenishment	<a href="#">ToolsGroup</a>	JustEnough Order Planning & Repl	12/11/2024
Shipping	<a href="#">Canada Post</a>	Unknown	12/7/2024
Supply Chain Management	<a href="#">BluJay Solutions</a>	Kewill Unknown	7/7/2012
Supply Chain Management	<a href="#">E2Open</a>	Amber Road ecVision XpressCom	4/23/2021
Supply Chain Management	<a href="#">GXO Logistics</a>	Unknown	12/11/2024
Supply Chain Management	<a href="#">Infor Global Solutions</a>	GT Nexus-Cloud Supply Chain Dat	12/11/2024
Supply Chain Management	<a href="#">OpenText GXS</a>	GXS - Shipper Solution	5/14/2018
Supply Chain Management	<a href="#">Oracle</a>	Unknown	3/15/2017
Transportation Management	<a href="#">AFMS</a>	Unknown	3/20/2014
Vendor Management	<a href="#">Perfect Commerce</a>	Xpress Messenger	7/7/2012

Warehouse Management

[Oracle](#)

Unknown

3/15/2017

**Store Systems****Software****Vendor****Package Name****Install Date**

Analytics

[Oracle](#)

MICROS - XBR

9/24/2018

Credit Processing

[Accel/Exchange Network](#)

Unknown

6/12/2013

Credit Processing

[Alliance Data Systems](#)

Credit Cards

9/14/2013

Credit Processing

[Fifth Third Bank](#)

Unknown

9/14/2013

EDI

[SPS Commerce](#)

EDI Services

4/15/2017

Labor Scheduling

[Ultimate Kronos Group](#)

Kronos Timelink

6/27/2019

Labor Scheduling

[Ultimate Kronos Group](#)

Kronos WORKFORCE TIMEKEE

6/27/2019

Loss Prevention/Sales Audit

[Accertify](#)

Interceptas

3/23/2011

Loss Prevention/Sales Audit

[Agilence, Inc.](#)

Agilence Retail 20/20

4/25/2023

Loss Prevention/Sales Audit

[Oracle](#)

MICROS - XBR

5/14/2018

Loss Prevention/Sales Audit

[Profitect](#)

Unknown

9/1/2014

Loss Prevention/Sales Audit

[Zebra Technologies](#)

Zebra Prescriptive Analytics

11/18/2022

Mobile Payment

[Paypal](#)

PayPal Mobile Express Checkout

5/25/2012

Mobile POS

[Infor Global Solutions](#)

Starmount Connect

3/11/2019

Mobile POS

[Infor Global Solutions](#)

Starmount Engage

3/11/2019

POS

[Oracle](#)

Oracle Retail Point of Service

6/16/2023

POS

[Oracle](#)

Oracle RPOS

9/8/2019

Signage/Ticketing

[Newgistics](#)

Unknown

7/1/2011

Time &amp; Attendance

[Ultimate Kronos Group](#)

Kronos Timelink

6/27/2019

Time &amp; Attendance

[Ultimate Kronos Group](#)

Kronos WORKFORCE TIMEKEE

6/27/2019

Traffic Counting Systems

[Axper](#)

Vision II

3/1/2021

Traffic Counting Systems

[IRISYS \(InfraRed Integrated Systems\)](#)

Queue Management System

2/23/2014

Traffic Counting Systems

[SenSource Inc.](#)

Unknown

1/7/2011

Workforce Management

[Ultimate Kronos Group](#)

Kronos Timelink

6/27/2019

Workforce Management

[Ultimate Kronos Group](#)

Kronos WORKFORCE TIMEKEE

6/27/2019

### Sales & Service

<i>Software</i>	<i>Vendor</i>	<i>Package Name</i>	<i>Install Date</i>
Credit Processing	<a href="#">Klarna</a>	Pay in 4	10/24/2019
Credit Processing	<a href="#">Klarna</a>	Payments Processor	7/10/2019
CRM/Loyalty	<a href="#">Kustomer</a>	unknown	11/1/2021
CRM/Loyalty	<a href="#">Oracle</a>	Unknown	9/30/2019
Loss Prevention/Sales Audit	<a href="#">LexisNexis Risk Solutions</a>	Emailage EmailRisk Score	12/12/2018
Marketing Automation	<a href="#">Adobe</a>	Marketing Automation - Marketing	7/28/2023
Marketing Automation	<a href="#">Adobe</a>	Marketing Automation - Omniture	6/5/2023
Marketing Automation	<a href="#">Adobe</a>	Marketing Automation - Omniture	8/14/2023
Web Advertising	<a href="#">DoubleClick</a>	Unknown	2/1/2023
Web Advertising	<a href="#">Google</a>	DoubleClick Bid Manager	9/9/2016
Web Advertising	<a href="#">Richrelevance</a>	Audience Targeting - Unknown	8/14/2023
Web Advertising	<a href="#">Richrelevance</a>	Dynamic Creative Optimization -	8/14/2023

### Commerce

<i>Software</i>	<i>Vendor</i>	<i>Package Name</i>	<i>Install Date</i>
Artificial Intelligence	<a href="#">Syrup Tech</a>	AI Forecast & Planning	4/26/2024
Artificial Intelligence	<a href="#">Voila</a>	AI social commerce platform	7/26/2023
B2C Ecommerce	<a href="#">Delivery Solutions</a>	Unknown	7/24/2022
B2C Ecommerce	<a href="#">Gophr</a>	Unknown	7/24/2022
B2C Ecommerce	<a href="#">IBM</a>	Enterprise - HCL Websphere Com	10/16/2023
B2C Ecommerce	<a href="#">Postmates</a>	Delivery Service	11/30/2021
B2C Ecommerce	<a href="#">Shipt</a>	Same-day Delivery	11/30/2021
B2C Ecommerce	<a href="#">Stuart</a>	last mile delivery	9/10/2022
Cloud Computing	<a href="#">RedHat</a>	OpenShift	12/11/2024
Content Management/Delivery	<a href="#">Adobe</a>	Enterprise - Experience Manager	4/2/2021
Content Management/Delivery	<a href="#">Akamai Technologies</a>	Edge Delivery Network - Edge	10/8/2023
Content Management/Delivery	<a href="#">Akamai Technologies</a>	Global Host	10/5/2023
Content Management/Delivery	<a href="#">Amazon Services</a>	AWS Cloudfront Dubai Edge	1/23/2025
Content Management/Delivery	<a href="#">Amazon Services</a>	AWS Cloudfront Helsinki Edge	1/21/2025
Content Management/Delivery	<a href="#">Asana</a>	Unknown	6/1/2022
Content Management/Delivery	<a href="#">CloudFlare</a>	Unknown	3/21/2023
Content Management/Delivery	<a href="#">Google</a>	Edge Delivery Network - Google C	7/16/2024

Content Management/Delivery	<a href="#">Jetpack Ads</a>	Site Accelerator	5/10/2023
Content Management/Delivery	<a href="#">Unknown</a>	Content Delivery Network	12/14/2023
Content Management/Delivery	<a href="#">Wordpress</a>	Blog	5/10/2023
Credit Processing	<a href="#">Adyen</a>	Payment - Payment - Payment - Pa	7/18/2023
Credit Processing	<a href="#">Amazon Services</a>	Checkout Buttons - Payments	7/18/2023
Credit Processing	<a href="#">Amazon Services</a>	Donation - Payments	7/18/2023
Credit Processing	<a href="#">Amazon Services</a>	Payments Processor - Payments	7/18/2023
Credit Processing	<a href="#">American Express</a>	Payment Acceptance	7/18/2023
Credit Processing	<a href="#">Apple</a>	Payment Acceptance - Apple Pay	7/18/2023
Credit Processing	<a href="#">ConvergePay</a>	Unknown	7/18/2023
Credit Processing	<a href="#">Euro</a>	Currency	4/1/2023
Credit Processing	<a href="#">Google</a>	Payments Processor - Pay	7/18/2023
Credit Processing	<a href="#">Israeli New Shekel</a>	Currency	5/14/2024
Credit Processing	<a href="#">Mastercard</a>	Payment Acceptance	7/18/2023
Credit Processing	<a href="#">Paypal</a>	Payment Acceptance	7/18/2023
Credit Processing	<a href="#">Paysafe</a>	Payments Processor	7/18/2023
Credit Processing	<a href="#">Pound Sterling</a>	Currency	7/11/2023
Credit Processing	<a href="#">UnionPay</a>	Payment Acceptance	7/18/2023
Credit Processing	<a href="#">Venmo</a>	Payment Acceptance	7/18/2023
Credit Processing	<a href="#">VISA</a>	Payment Acceptance	7/18/2023
Framework	<a href="#">Adobe</a>	ColdFusion	6/23/2017
Loss Prevention/Sales Audit	<a href="#">ProcessUnity</a>	Unknown	12/11/2024
Mobile Commerce	<a href="#">Internal</a>	Share2Pay	11/3/2022
Mobile Commerce	<a href="#">Uber</a>	Unknown	11/30/2021
Mobile Commerce	<a href="#">Venmo</a>	PayShare	8/15/2018
Product Lifecycle Management	<a href="#">Centric Software</a>	Centric PLM	12/11/2024
Web Hosting	<a href="#">Akamai Technologies</a>	US hosting - Hosted	11/21/2023
Web Hosting	<a href="#">Amazon Services</a>	Cloud Hosting - AWS Global Acce	9/19/2023
Web Hosting	<a href="#">Amazon Services</a>	Cloud Hosting - Unknown	9/21/2021
Web Hosting	<a href="#">Amazon Services</a>	Cloud PaaS - Unknown	9/21/2021
Web Hosting	<a href="#">Amazon Services</a>	Ireland Region	8/12/2024
Web Hosting	<a href="#">Amazon Services</a>	Singapore Region	9/26/2024
Web Hosting	<a href="#">Amazon Services</a>	US hosting - Oregon Region	12/22/2024
Web Hosting	<a href="#">Amazon Services</a>	US hosting - Virginia Region	5/20/2023
Web Hosting	<a href="#">Automatic</a>	Cloud PaaS	5/10/2023



Web Hosting	<a href="#">Automattic</a>	US hosting	5/10/2023
Web Hosting	<a href="#">CloudFlare</a>	Cloud Hosting - Hosting	3/21/2023
Web Hosting	<a href="#">CloudFlare</a>	Cloud PaaS - Hosting	3/21/2023
Web Hosting	<a href="#">CloudFlare</a>	US hosting - Hosting	3/21/2023
Web Hosting	<a href="#">CloudFlare</a>	US hosting - Network Error Loggin	10/9/2024
Web Hosting	<a href="#">Edgio</a>	US hosting	6/15/2021
Web Hosting	<a href="#">Fastly</a>	US hosting - Hosting	11/14/2023
Web Hosting	<a href="#">Fastly Load Balancer</a>	US hosting	11/14/2023
Web Hosting	<a href="#">Google</a>	Cloud Hosting - Cloud	7/16/2024
Web Hosting	<a href="#">Google</a>	Cloud PaaS	7/16/2024
Web Hosting	<a href="#">Google</a>	Indian hosting	7/16/2024
Web Hosting	<a href="#">Google</a>	Indian hosting - Cloud	7/16/2024
Web Hosting	<a href="#">Google</a>	Indian hosting - Google Cloud Glo	7/16/2024
Web Hosting	<a href="#">GTT Communications</a>	US hosting	12/11/2024
Web Hosting	<a href="#">Linode</a>	US hosting	6/16/2024
Web Hosting	<a href="#">Linode</a>	VPS Hosting	6/16/2024
Web Hosting	<a href="#">Microsoft</a>	Canadian hosting	10/14/2024
Web Hosting	<a href="#">Microsoft</a>	Canadian hosting - Azure	10/14/2024
Web Hosting	<a href="#">Microsoft</a>	Cloud Hosting - Azure	10/14/2024
Web Hosting	<a href="#">Microsoft</a>	Cloud PaaS - Azure	10/14/2024
Web Hosting	<a href="#">Telecom Argentina</a>	Argentinian hosting	8/12/2024
Web Hosting	<a href="#">Verizon</a>	US hosting	8/23/2023
Web Hosting	<a href="#">Wordpress</a>	Belgian hosting - Hosting	5/10/2023
Web Nameserver	<a href="#">Akamai Technologies</a>	DNS	8/1/2023
Web Nameserver	<a href="#">Amazon Services</a>	Enterprise DNS - Route 53	9/21/2021
Web Nameserver	<a href="#">DNSSEC</a>	Unknown	8/20/2024
Web Nameserver	<a href="#">Heroku DNS</a>	Unknown	11/2/2024
Web Nameserver	<a href="#">Microsoft</a>	Azure Traffic Manager	10/15/2024
Web Server	<a href="#">Stylitics</a>	Unknown	3/22/2023

**Data Warehouse**

<i>Software</i>	<i>Vendor</i>	<i>Package Name</i>	<i>Install Date</i>
Business Intelligence	<a href="#">IBM</a>	Netezza Corporation	9/15/2018
Business Intelligence	<a href="#">IBM</a>	Unknown	9/15/2018

Business Intelligence	<a href="#">Microsoft</a>	Microsoft Power BI	4/6/2023
Business Intelligence	<a href="#">Microstrategy Inc.</a>	Microstrategy 8	7/7/2017
Business Intelligence	<a href="#">Oracle</a>	Retail Release 13	9/24/2018
Business Intelligence	<a href="#">Teradata</a>	Unknown	7/7/2012
Cloud Computing	<a href="#">Microsoft</a>	Azure	4/6/2023
Data Center Operations	<a href="#">Oracle</a>	Unknown	9/30/2019
Data Mapping/Integration	<a href="#">Informatica</a>	Unknown	4/6/2023
Data Warehouse	<a href="#">IBM</a>	DB2	5/13/2018
Data Warehouse	<a href="#">IBM</a>	Netezza Corporation	5/13/2018
Data Warehouse	<a href="#">Snowflake Computing Inc.</a>	Snowflake Data Cloud	4/6/2023
Data Warehouse	<a href="#">Teradata</a>	Unknown	7/7/2012
Database	<a href="#">IBM</a>	DB2	6/5/2017
Database	<a href="#">Vmware, Inc.</a>	Virtual Server	12/11/2024
Reporting	<a href="#">Microstrategy Inc.</a>	Microstrategy 8	7/7/2017
Web Analytics	<a href="#">Adobe</a>	A/B Testing - Omniture Test and T	8/14/2023
Web Analytics	<a href="#">Adobe</a>	A/B Testing - Target Standard	8/14/2023
Web Analytics	<a href="#">Adobe</a>	Audience Measurement - Marketin	7/28/2023
Web Analytics	<a href="#">Adobe</a>	Audience Measurement - Omniture	8/14/2023
Web Analytics	<a href="#">Adobe</a>	Conversion Optimization - Omniture	8/14/2023
Web Analytics	<a href="#">Adobe</a>	Personalization - Omniture Test an	8/14/2023
Web Analytics	<a href="#">Adobe</a>	Product Recommendations - Omnit	8/14/2023
Web Analytics	<a href="#">Branch</a>	Unknown	4/2/2021
Web Analytics	<a href="#">Certona</a>	Product Recommendations	12/14/2023
Web Analytics	<a href="#">CleverTap</a>	Audience Measurement	12/14/2021
Web Analytics	<a href="#">CleverTap</a>	Conversion Optimization	12/14/2021
Web Analytics	<a href="#">Duel</a>	Unknown	5/14/2024
Web Analytics	<a href="#">Dynatrace</a>	Application Performance	11/2/2021
Web Analytics	<a href="#">Dynatrace</a>	Application Performance - Dynatra	8/14/2023
Web Analytics	<a href="#">Dynatrace</a>	Application Performance - Web M	11/20/2024
Web Analytics	<a href="#">Dynatrace OneAgent</a>	Error Tracking	10/14/2024
Web Analytics	<a href="#">Fastly</a>	Application Performance	11/14/2023
Web Analytics	<a href="#">Google</a>	Application Performance - Analytic	1/3/2023
Web Analytics	<a href="#">Google</a>	Audience Measurement - Analytics	1/3/2023
Web Analytics	<a href="#">Google</a>	Global Site Tag	8/14/2023
Web Analytics	<a href="#">Google</a>	Visitor Count Tracking - Analytics	1/3/2023

Web Analytics	<a href="#">New Relic</a>	Application Performance	9/21/2021
Web Analytics	<a href="#">Pingdom</a>	Application Performance - RUM	7/18/2023
Web Analytics	<a href="#">SpyCloud</a>	Fraud Prevention	9/22/2023
Web Analytics	<a href="#">Userpilot</a>	Personalization	4/9/2024
Web Analytics	<a href="#">WizRocket</a>	Audience Measurement	4/9/2024
Web Analytics	<a href="#">WizRocket</a>	Conversion Optimization	4/9/2024

### Home Office Systems

<i>Software</i>	<i>Vendor</i>	<i>Package Name</i>	<i>Install Date</i>
Analytics	<a href="#">Edited</a>	Marketing Platform	12/11/2024
Analytics	<a href="#">First Insight, Inc.</a>	Unknown	3/7/2014
Analytics	<a href="#">IBM</a>	Coremetrics	9/24/2018
Analytics	<a href="#">Mastercard</a>	Applied Predictive Technologies U	7/19/2017
Analytics	<a href="#">SAS</a>	Enterprise Miner	8/8/2017
Analytics	<a href="#">Tableau Software</a>	Data Insight	12/11/2024
Analytics	<a href="#">Zebra Technologies</a>	Zebra Prescriptive Analytics	11/18/2022
Business Process Management	<a href="#">Oracle</a>	Unknown	9/30/2019
Business Process Management	<a href="#">True</a>	True Live Network	1/5/2020
Call Center	<a href="#">Alpine Access</a>	Unknown	11/30/2011
Communications	<a href="#">Cisco</a>	IP Solutions	2/14/2013
HR/Benefits	<a href="#">Oracle</a>	Unknown	3/15/2017
HR/Benefits	<a href="#">Ultimate Kronos Group</a>	Kronos WORKFORCE TIMEKEE	6/27/2019
Middleware	<a href="#">HCL</a>	WebSphere Commerce	5/13/2019
Traffic Counting Systems	<a href="#">IRISYS (InfraRed Integrated Systems)</a>	Irisys Thermal People Counting	2/23/2014
Traffic Counting Systems	<a href="#">Johnson Controls</a>	ShopperTrak Orbit	2/14/2013

### Financial Systems

<i>Software</i>	<i>Vendor</i>	<i>Package Name</i>	<i>Install Date</i>
ERP	<a href="#">Oracle</a>	Unknown	3/15/2017
Financials	<a href="#">Oracle</a>	Unknown	9/30/2019
Sales Tax Software	<a href="#">Vertex</a>	Unknown	4/9/2017

<b>Services:</b>	<b><i>Service Type</i></b>	<b><i>Service Vendor</i></b>	<b><i>Service Area</i></b>	<b><i>Contract Date</i></b>
	Electronic Payment	<a href="#">Alliance Data Systems</a>	Commerce	1/24/2012
	Mobile Marketing	<a href="#">Retail Me Not Inc.</a>	Commerce	1/1/2013
	Consulting Services	<a href="#">Oracle</a>	Consulting	10/15/2011
	Consulting Services	<a href="#">RPE Solutions</a>	Consulting	10/15/2011
	IT Services	<a href="#">Cisco</a>	Consulting	12/11/2024
	Supply Chain Management	<a href="#">RPE Solutions</a>	Distribution & Supply Chain	10/15/2011
	Hardware Maintenance	<a href="#">Internal</a>	Home Office Systems	1/24/2012
	Network Services	<a href="#">GTT Communications</a>	Home Office Systems	12/11/2024
	inStore Audio/Video	<a href="#">Pro-Motion</a>	Sales & Service	1/24/2012
	Network Services	<a href="#">Comm-Works</a>	Store Systems	7/30/2021

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### Key Decision Makers:

Clicking a person's name will launch another window that searches LinkedIn in your network for updates on personnel and their career history

<b>C-Level (excludes CFO, CIO, CMO)</b>	<b>IT (including CIO)</b>	<b>Operations (excludes CIO)</b>
<a href="#">Fran Horowitz</a>	<a href="#">Chris McFarland</a>	<a href="#">Scott Lipesky</a>
<input type="checkbox"/> Chief Executive Officer	<input type="checkbox"/> Chief Information Security Officer	<input type="checkbox"/> Chief Operating Officer
<a href="#">Stephen Clough</a>	<a href="#">Samir Desai</a>	<a href="#">Shane Berry</a>
<input type="checkbox"/> Creative Director	<input type="checkbox"/> EVP, Chief Digital + Technology Officer	<input type="checkbox"/> Group VP Asset Protection
<a href="#">John Bureau</a>	<a href="#">Boppana Rao</a>	<a href="#">Stephen Kididis</a>
<input type="checkbox"/> Director Corporate Tech Services	<input type="checkbox"/> Head of Global Data and Integrations	<input type="checkbox"/> Manager, Asset Protection
<a href="#">Lauren Rakay</a>	<a href="#">Lauren Morr</a>	<a href="#">Kim Wilson</a>
<input type="checkbox"/> Director	<input type="checkbox"/> Senior Vice President, Digital Engineering & Architecture	<input type="checkbox"/> Director, IA Technology and Digital Risk
<a href="#">Abby Gerber</a>	<a href="#">Nicole Nelson</a>	<a href="#">Bonnie Rodgers</a>
<input type="checkbox"/> Director, Copywriting	<input type="checkbox"/> SVP, Data & Analytics	<input type="checkbox"/> Director of Stores
	<a href="#">Craig Olman</a>	
	<input type="checkbox"/> Head of Digital & Technology Talent Acquisition	
	<a href="#">Derek Colvin</a>	
	<input type="checkbox"/> Head of Digital Product Management	
	<a href="#">Whitney Kaczor</a>	
	<input type="checkbox"/> Vice President, Audience Marketing & Technology	
	<a href="#">Brandy Hansen</a>	
	<input type="checkbox"/> VP of Technical Design	
	<a href="#">June DeFabio</a>	
	<input type="checkbox"/> EVP of Global Strategy	
	<a href="#">Karla Dixon</a>	
	<input type="checkbox"/> Director Digital Decision Science	
	<a href="#">Laurel Stanley</a>	
	<input type="checkbox"/> Sr. Director, Digital Product Design	
	<a href="#">Kevin Heffernan</a>	
	<input type="checkbox"/> Information Security Director	
	<a href="#">Susan Santell</a>	
	<input type="checkbox"/> Director Solutions Delivery, IT	
	<a href="#">Rebecca Chuha</a>	
	<input type="checkbox"/> Senior Director IT, Digital, & Procurement Systems	
	<a href="#">Mohammed Rizwan</a>	
	<input type="checkbox"/> Sr. Director, IT Digital Product Engineering	
	<a href="#">Amy Pedela</a>	
	<input type="checkbox"/> Sr. Director IT Solutions Delivery	
	<a href="#">Todd Moyer</a>	
	<input type="checkbox"/> Senior Director, IT	
	<a href="#">Jay Summerlot</a>	
	<input type="checkbox"/> Senior Director IT - Systems Engineering	
	<a href="#">Donnie Franzen</a>	
	<input type="checkbox"/> Sr. Director, Digital, Omnichannel	
	<a href="#">Eric Buxton</a>	
	<input type="checkbox"/> Senior Director, Data & Analytics	
	<a href="#">Antonio Colicchio</a>	
	<input type="checkbox"/> Senior Director, Customer Service and Automation	
	<a href="#">Rachael Wagner</a>	
	<input type="checkbox"/> Director Marketing Technology	
	<a href="#">Patty Weinrick</a>	
	<input type="checkbox"/> Director IT	
	<a href="#">Wendi Earhart</a>	
	<input type="checkbox"/> Staff Engineer 2	

Operating Divisions	Merchandise/Supply Chain	Marketing and PR
<a href="#">Jordan Brodnik</a>	<a href="#">Jason Ambrose</a>	<a href="#">Carey Krug</a>
<input type="checkbox"/> Senior Director, Global Real Estate	<input type="checkbox"/> Vice President of Global Sourcing	<input type="checkbox"/> Chief Marketing Officer
<a href="#">Jay Lessard</a>	<a href="#">Larry Grischow</a>	<a href="#">Megan Brophy</a>
<input type="checkbox"/> Group Vice President - Global Real Estate	<input type="checkbox"/> Executive Vice President - Supply Chain & Procurement	<input type="checkbox"/> Vice President Marketing, Abercrombie & Fitch and Hollister brands
<a href="#">Claudette Hunter</a>	<a href="#">Steve Smieszek</a>	<a href="#">Kate Wagner</a>
<input type="checkbox"/> Sr. Director of Global Regulatory Affairs	<input type="checkbox"/> Group Vice President of Planning - Hollister Mens	<input type="checkbox"/> Vice President of Corporate Communications
<a href="#">Joe Frericks</a>	<a href="#">Kelly Hall</a>	<a href="#">Beau Gray</a>
<input type="checkbox"/> Group Vice President, Finance - Corporate Contoller	<input type="checkbox"/> Senior Vice President Merchandising & Visual, Hollister & Gilly Hicks	<input type="checkbox"/> Vice President - Experience & Digital Product
<a href="#">John Duffy</a>	<a href="#">Sunny Ruanphae</a>	<a href="#">Joanna Ewing</a>
<input type="checkbox"/> Senior Director, Global Real Estate Strategy - Abercrombie & Fitch Brands	<input type="checkbox"/> Group Vice President of Visual Merchandising	<a href="#">Tony Bradley</a>
	<a href="#">Erin Kamburowski</a>	<a href="#">Sarah Everett</a>
	<input type="checkbox"/> Vice President of Global Store Concept & Design	<input type="checkbox"/> Vice President of Business Development
	<a href="#">Allison Eckes</a>	<a href="#">Katie Adams</a>
	<input type="checkbox"/> Group Vice President Merchandise Planning	<input type="checkbox"/> Art Director, Hollister Marketing
	<a href="#">Chris McCann</a>	<input type="checkbox"/> Senior Marketing Director EMEA
	<input type="checkbox"/> Vice President Planning & Inventory Management	
	<a href="#">Jason Kramer</a>	
	<input type="checkbox"/> Director of Global Visual Merchandising	
	<a href="#">Billy Murray</a>	
	<input type="checkbox"/> VP- Enterprise Business Solutions	
	<a href="#">Joel Juday</a>	
	<input type="checkbox"/> Vice President Planning, Global Promotions, Analytics, and Testing	
	<a href="#">Kristen Kravitz</a>	
	<input type="checkbox"/> Vice President, Supply Chain	
	<a href="#">Todd Vallely</a>	
	<input type="checkbox"/> Group Vice President - Global Distribution & Fulfillment	
	<a href="#">Melanie Tolleson</a>	
	<input type="checkbox"/> Executive Vice President, Sourcing and Technical Design	
	<a href="#">Jake Seymour</a>	
	<input type="checkbox"/> Vice President of Merchandise Planning	
	<a href="#">Kylie Bentine</a>	
	<input type="checkbox"/> Vice President, Brand Operations	
	<a href="#">Martha Killam</a>	
	<input type="checkbox"/> Vice President Of Merchandising	
	<a href="#">Rachel Danziger</a>	
	<input type="checkbox"/> Vice President of Merchandising - A&F Womens	
	<a href="#">Adrienne Snead</a>	
	<input type="checkbox"/> Director of Sourcing	
	<a href="#">Tommy Johnson</a>	
	<input type="checkbox"/> Director Of Merchandise Planning	
	<a href="#">Ed Lundberg</a>	
	<input type="checkbox"/> Procurement Director / Corporate Services	
	<a href="#">Daniel Gutnayer</a>	
	<input type="checkbox"/> Sourcing Director	
	<a href="#">Seth Dixon</a>	
	<input type="checkbox"/> Director of Fulfillment Operations	



<a href="#">Sofia Khan</a>	<input type="checkbox"/> Senior Director, Merchandise Planning
<a href="#">Ashley Fr Lytle</a>	<input type="checkbox"/> Senior Director- Abercrombie Brands Product Channel Merchandising
<a href="#">Craig Francis</a>	<input type="checkbox"/> Senior Director of Operations
<a href="#">Lennie Fuchs</a>	<input type="checkbox"/> Director of Planning
<a href="#">Sharon Steinfurth</a>	<input type="checkbox"/> Senior Director of Allocation
<a href="#">Ippolito Fusco</a>	<input type="checkbox"/> Director Supply Chain
<a href="#">Corby Ward</a>	<input type="checkbox"/> Director, Supply Chain Engineering
<a href="#">Lauren Stanko</a>	<input type="checkbox"/> Director Of Visual Merchandising
<a href="#">JT Rogers</a>	<input type="checkbox"/> Director Of Merchandising
<a href="#">Tony Cerasi</a>	<input type="checkbox"/> Senior Director - Real Estate Accounting, Capital Asset Accounting, and Inventory Control
<a href="#">Dru Dominici</a>	<input type="checkbox"/> Director of Merchandising, Corporate Development
<a href="#">Molly Kozar</a>	<input type="checkbox"/> Senior Director Omni Location Planning

**Finance and Investor Relations**

<a href="#">Sarah Martin</a>	<input type="checkbox"/> Chief Audit Executive
<a href="#">Greg Henchel</a>	<input type="checkbox"/> EVP, General Counsel and Secretary
<a href="#">Mohit Gupta</a>	<input type="checkbox"/> Vice President of Investor Relations
<a href="#">Nate Eick</a>	<input type="checkbox"/> Vice President Corporate Finance
<a href="#">Robert Ball</a>	<input type="checkbox"/> Vice President Corporate Finance
<a href="#">Anthony Braun</a>	<input type="checkbox"/> Vice President Finance

**HR and Legal**

<a href="#">Christopher Gasset</a>	<input type="checkbox"/> Chief Ethics and Compliance Officer
<a href="#">Jim Bierbower</a>	<input type="checkbox"/> EVP, Human Resources
<a href="#">Grace Fudge</a>	<input type="checkbox"/> Vice President of Global Inclusion & Diversity, Human Resources
<a href="#">Jay Rust</a>	<input type="checkbox"/> EVP, Global Human Resources
<a href="#">Ronald Grzymkowski</a>	<input type="checkbox"/> SVP-HR
<a href="#">Aubree Bi Jones</a>	<input type="checkbox"/> Vice President, Human Resources
<a href="#">Tim McKinsey</a>	<input type="checkbox"/> Senior Director of HR Strategy and Operations
<a href="#">Erin Crotty</a>	<input type="checkbox"/> Group Vice President - Human Resources
<a href="#">Lyndon Dreven</a>	<input type="checkbox"/> Vice President, Strategy and Insights
<a href="#">Monique Britton</a>	<input type="checkbox"/> Vice President, Associate General Counsel
<a href="#">Emily Savage</a>	<input type="checkbox"/> Director of Social Strategy, Abercrombie & Fitch and Hollister brands

**Other Personnel**

<a href="#">Corey Robinson</a>	<input type="checkbox"/> Chief Product Officer, EVP
<a href="#">Krista Mobley</a>	<input type="checkbox"/> Group Vice President, Store Operations
<a href="#">Lisa Lowman</a>	<input type="checkbox"/> Senior Vice President of Design for Hollister and Social Tourist
<a href="#">Nadeem Khokhar</a>	<input type="checkbox"/> Senior Director - Global Store Systems
<a href="#">Steve Keyes</a>	<input type="checkbox"/> Vice President - Compensation & Benefits
<a href="#">Dan Gilligan</a>	<input type="checkbox"/> Vice President Men's Design
<a href="#">Patrick McColgan</a>	<input type="checkbox"/> Sr. Director of Health and Safety
<a href="#">Lauren Heidlebaugh</a>	<input type="checkbox"/> Director of Store Design
<a href="#">Jillian Kmet</a>	<input type="checkbox"/> Director of Stores



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