



Hard Data, Smart Decisions *For Retail*

IHL Group is a global research and advisory firm for technologies deployed in the retail and hospitality industries. With our core research and data services we are the world leader in tracking who uses what systems in retail technology. We are able to help retailers and restaurants evaluate those technologies that are working and those that are not before they spend the money on costly systems. With researchers on five continents we also provide market analysis and opportunity assessment for technology vendors. Retailers use our services for solution research, contract negotiations, and competitive intelligence. Vendors use our services for market opportunity and partnerships.

After six years as a Product Development Manager for two Fortune 500 retail technology suppliers, Greg Buzek founded IHL in 1996 to cater to the needs of marketing and product development professionals in the retail technology market. An ongoing frustration in this arena is the lack of reliable data on which to base decisions. When material is available, the research organization is rarely able to provide information on where and how the statistics were gathered, or defend its validity. The marketing and product managers are faced with making recommendations to upper management based on unsubstantiated market information.

IHL Group is designed to address this issue: the need for quality market research on retail technology where the methods and assumptions are clearly spelled out for the end user. We serve as an outsourced market research department for clients who find that hiring, training, and retaining knowledgeable market research people is nearly impossible with the high turnover of personnel in this growing economy. We also serve as a partner to in-house research departments that need to augment their own research with targeted outside assistance. Our services provide a win-win solution for our clients because they enjoy the benefits of our years of experience in the retail industry, while not having to incur the recruiting, hiring, training, retention, and overhead expenses of another person in the market research department

At IHL, we avoid the "mystique" that is created by research firms who are unwilling or unable to explain the methodology used in their market research. That kind of approach leaves the end user making decisions based on expensive research in which one can have little confidence. We believe that full explanation of our methodology not only removes some of the mystery, but also provides a better understanding of the data itself and its origins. By exposing our data points and assumptions to our clients, the information can be discussed by the users within an organization,

fully understood, (even knowledgeably adjusted) and defended between various levels of management. We believe, and our clients believe, that this is added value. Our data improves the process, since it can be used with deeper knowledge, confidence, and with a level of comfort, to make informed decisions.

We have the most extensive and up-to-date retail information database in the industry, with some 300 types of hardware, software, and services across over 4,000 retailers in North America and EMEA. We can use that database to augment our prepackaged research reports for market sizing, for custom projects for customers, or as a sales force support tool for our clients. Knowing who is installed in what capacity helps both vendors and retailers alike.

Key areas of expertise include:

- Market Sizing and Growth
- Market Analysis and Sizing for Store Automation, EFT/Payment, Kiosks, B2C and B2B E-Commerce Systems, Traditional and Web Enabled Merchandising and Inventory Control Systems, Supply Chain Software and Home Office Systems.
- Contract Negotiations
- Retail Sales Force Education
- Marketing Strategy Formulation and Execution
- Systems Analysis and Design Consulting
- Competitive Solution and Competitor Analysis
- Product Development and Technology Marketing
- Marketing Communications/Technical Writing
- Services Marketing

CONSULTING SERVICES

Along with our market reports, we also provide consulting services to technology vendors and retailers to assist in the design, development and migration of legacy store systems. Our years of experience with numerous store systems vendors provide us with a unique perspective of the market and a technical awareness of the challenges that face retailers in their move towards open systems.

EYERIS NEWSLETTER

Our Eye on Retail Information Systems Newsletter provides a bi-monthly review of the technology news affecting retailers and their technology suppliers. Every two weeks, this newsletter goes out to thousands of retail technology professionals representing over 700 companies.



IHL CLIENTS INCLUDE:

3M	Accenture	AMD
Agilysys	Aldata	Argencard
American Express	Appleton Ideas	AT Systems
Arrow NACP	AT Kearney	Axiohm
AT&T	Avocent	Beiyang
Bain & Company	Barrister	BSquare
Blue Martini	Borders	Burman and Fellows
Bull	Burger King	Coca Cola
CBM America	Cisco	CrossCom
CommerceOne	Cornell-Mayo	Datavantage
CRS-USA	Danaher	Diebold
De La Rue Plc	Dell Computers	E.Piphany
Disco S.A.	Do It Best	Epson
Eckerd	Edgell Communications	Fujitsu Transaction Solutions
Firich Enterprises Co., LTD	First Data	Go Software
GES International	Giant Eagle	HCL Technologies
GTECH	Hand Held Products	Home Depot
Hershey's Foods	Hewlett-Packard	InfoSys
Hughes Network Systems	IBM	Intermec
Ingenico	Intel	Island Pacific
International Paper	Intuit	Kronos
JDA Software	KPMG	Lowe's Home Improvement
Lawson	Loblaw's	Mastercard
Manhattan Associates	Mars, Inc	Mettler Toledo - Softechnics
McKinsey	McDonald's	National Semiconductor
MICROS	Microsoft	Novell
NCR	NEC	Openfield Solutions
Okidata	Olivetti	Wal-Mart
Oracle	Samsung	Pfizer
Paymentech	Petsmart	Preh
Planar	Plumtree	Printech
Pricer AB	PriceWaterhouseCoopers	Radiant Systems
PSC	Publix Supermarkets	Sharp Electronics
Sears Holding Corporation	Seiko Epson	Squirrel Systems
Sobey's	Spacenet	StoreNext
Star Micronics	Sterling Commerce	TCS Retail
Sun Microsystems	Symbol Technologies	TJX Companies
TEC	Thale's e-Transactions	TransAct Technologies
Tomax	Tranaction Printer Group	Tyco/Sensormatic
Tristar Sports and Ent.	SAP	VeriFone
US Treasury	USBX Advisory Services	Wincor Nixdorf
Visa International	Visa USA	Xerox
Wipro	Wrigley	ZenSar
Yantra	Zebra Technologies	

OUR MISSION

IHL Group believes in honest, ethical business practices. The name IHL is an acronym for *In His Light*. Our company name serves as a constant reminder to our employees, advisors, and clients, of four very important components to our mission and purpose:

- 1) Our business policies and activities will be carried out in a manner that reflects the knowledge that IHL is God's business, and we are simply stewards to operate it in a way that glorifies Him;
- 2) We must live and work ethically, choosing never to compromise our integrity in the name of profit;
- 3) We must meet the needs of our clients in a professional and timely manner; and
- 4) We will focus accountability in everything that we do.

By employing these simple philosophies, and practicing Biblical standards throughout our business, we hope to continue to build a respect and reputation in the industry that is "top-notch" and build ongoing relationships with our key customers.

PRINCIPAL



[Greg Buzek](#) is the Founder and President of IHL Consulting Group and one of the Founders of the Retail Orphan Initiative (www.retailROI.org), a charitable foundation that seeks to help the 400 million orphaned and vulnerable children in the world. Noted by RIS News as one of the 25 Most Influential People in Retail, he has a Masters Degree in Business Administration (MBA) from The Ohio State University, and 20 years of experience in market analysis, business planning, product development, and consulting with Fortune 500 companies. He is frequently quoted in *RIS News*, *StorefrontBacktalk*, *CIO Information Network*, *Information Week*, *Supermarket News*, *Vertical Systems Reseller*, *Kiosk Magazine*, *The Wall Street Journal*, *Time Magazine*, and *the Washington Post* and has been used as a retail technology analyst on *NBC Nightly News*, *CBS News*, and *CNBC*. In addition Greg has been a guest lecturer for the Wharton School of Business' Global Consulting Practicum and at Belmont University. Before starting IHL, Greg worked with NCR Corporation and Sensormatic Electronics as a marketing and development executive on hardware, software, and electronic security products for the Retail Industry.

Greg's experience includes:

- ❑ Marketing Strategy and Portfolio Management
- ❑ Market Analysis and Research Product Development
- ❑ Market Sizing/Opportunity Analysis
- ❑ Competitive Analysis (both products and company business models)
- ❑ Merchandising/Supply Chain and Logistics Systems
- ❑ Services Marketing Consulting
- ❑ Retail Electronic Security

PARTNERS



Lee Holman In addition to an MBA from Pepperdine University and a Bachelors Degree in Mechanical Engineering from the University of Maryland, Lee brings over 28 years of sales, product development, engineering and management experience in the field of high technology. Lee has been involved in numerous projects ranging from high speed printers to defense department technologies used in the F-16 and B-1 aircraft, nuclear submarines and other systems. Lee has authored many retail industry reports, including market studies on Retail POS Terminals, POS Printers, Self-Checkout Systems, Self-Service Kiosks, as well as many informal papers on topics such as Supply Chain, RFID, Data Warehousing, Warehouse Management, and CRM technologies. Lee has been quoted by *CBS MarketWatch*, *Investors Business Daily*, *The Washington Times*, *USA Today*, *RIS News* and *Executive Technology*, among others.



Jerry Sheldon In addition to having a Bachelor of Mechanical Engineering and a Masters Degree in Mechanical Engineering from Georgia Tech, Jerry also has an MBA from the University of Miami with a specialty in Marketing and Marketing Research. He brings 16 years of business experience in engineering and management through assignments with Pratt Whitney - United Technologies, Georgia Tech School of Mathematics, and Milliken & Company. Jerry is our resident rocket scientist. In his previous employment he was managing a stress testing laboratory on the Space Shuttle engines. In the field of retail technology, Jerry has researched and authored analyst reports on Price Optimization, POS Software Systems, Printers, and Workforce Management Solutions. Jerry also provides the development expertise and analytics that go into our Retailer Technology Data Service Sophia and our Retail and CPG IT Spend models. Jerry has been quoted by *The Atlanta Journal Constitution*, *RIS News*, *Hospitality Upgrade*, *BusinessWeek*, *Retail Technology Quarterly*, and *Investor's Business Daily*, among others.



Sean M. Alexander In Addition to an MBA-Management and a BA-Management and Human Relations, both from Trevecca Nazarene University, Sean Alexander brings over ten years of operational experience to IHL Group. Prior to joining IHL, Sean spent four years on active duty in the United States Coast Guard where he participated in Counter-Narcotic and Alien Migration Interdiction operations. He was the Operations Petty Officer aboard a patrol boat in Key West, FL, and he deployed to the Caribbean, Eastern Pacific, and Mediterranean theaters during his tour of duty. He has held positions at Marriott Hotels and Starbucks Coffee Company. Additionally, Sean spent three years as an instructor at a Juvenile Court operated alternative school. Within IHL, Sean is involved in the production of our POS Terminal Market Studies as well as overseeing the development and production of the Sophia Data Service.



[Dan Grady](#) has spent his professional career developing and deploying store technology solutions. He has spent the past three years as CEO and Consulting Principal of C-CORE working with multiple retailers and technology organizations on process management, program management and technology implementations. Prior to forming C-CORE, he worked at A&P for 15 years as VP of Business Process Integration and as Director of Project Implementation. He was responsible for developing and deploying retail technology initiatives, feasibility studies, detailed integrated process design, RFI's and RFP's, solution provider evaluation and selection, business case development and strategic outsourcing. Prior to A&P, Dan was a store manager for First National Supermarkets (FINAST - now part of AHOLD). Dan has a Bachelor of Arts degree in Marketing from Central Connecticut State University.



[Frank Urbaniak](#) has over 25 years experience in retail store automation and grocery operations and has spent the past three years as President and Consulting Principal of C-CORE. Prior to joining C-CORE, he spent time with Kyrus (now Agilysys) as a Consulting Principal working with major North American retailers on various store and host technology projects. Prior to working with Kyrus, he was Vice President of Store Automation at A&P for 6 years, reporting to the COO, and Vice President of Program Management. Frank has been responsible for the successful deployment of POS and store technology applications including labor scheduling, DSD, computer-based training, ESL's, self-checkout, scale management, ordering and loyalty programs. He began his career with Wakefern ShopRite, a retailer owned co-op, working in all store management positions up to District Manager, and was involved in the startup and deployment of early generations of scanning systems and back office applications. Frank has a Bachelor of Arts in Economics from Lafayette College.

FOR MORE INFORMATION

For more information concerning IHL Group and other products and services, please refer to the company web site <http://www.ihlservices.com> or call us at +1.615.591.2955.