

Abercrombie & Fitch (Parent Company)

6301 Fitch Path New Albany, OH 43054

Phone: (614) 283-6500

Segment: Specialty Soft

URL: www.bercrombie.com

Fax: 614-577-6710

Industry: Apparel Stores

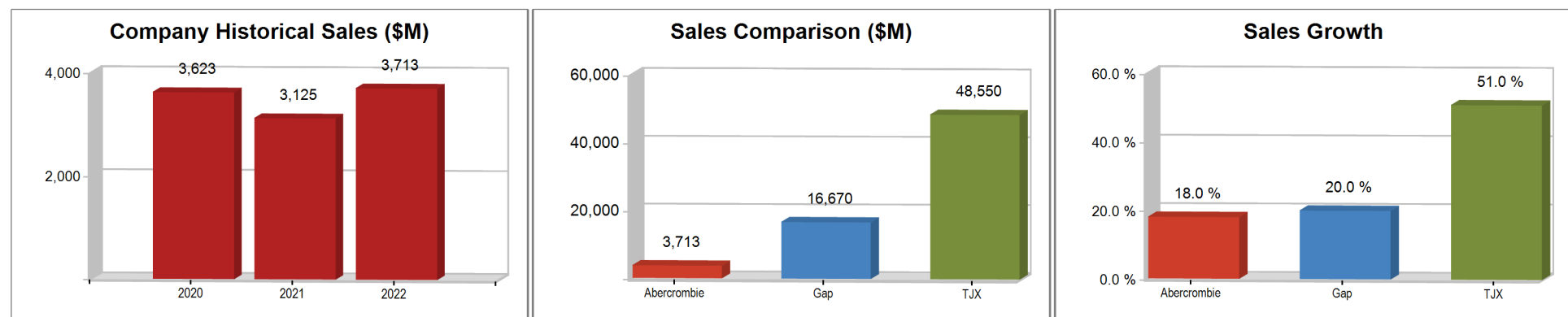
Sales: \$3,712,768,000

Stock Symbol: ANF

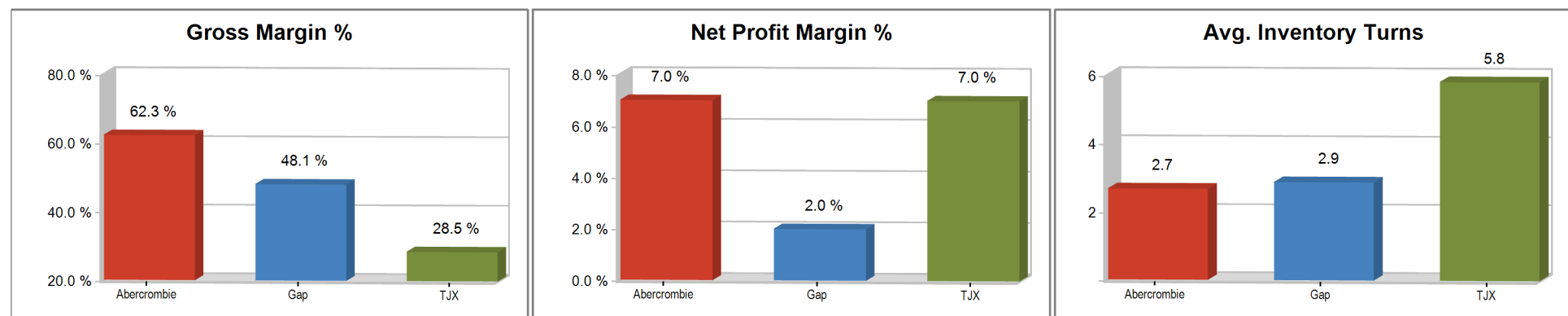
Total Locations: 858

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)

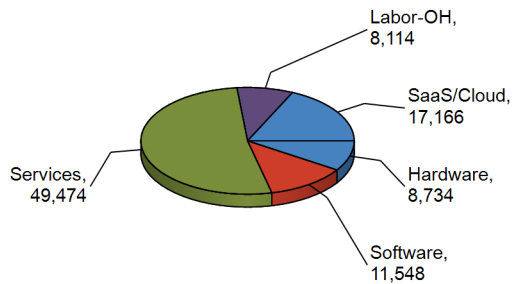


Estimated IT Spend

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.

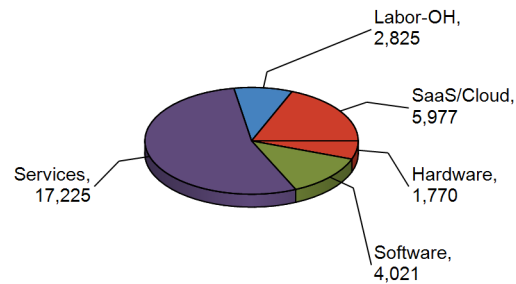
Total IT Spend (\$Thousands): 95,037

Total IT Spend (\$ Thousands)



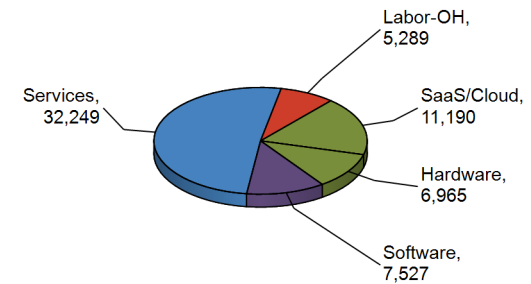
Capitalized IT Spend (\$Thousands): 31,817

Capitalized IT Spend (\$ Thousands)



Expensed IT Spend (\$Thousands): 63,219

Expensed IT Spend (\$ Thousands)



Hardware Spend Categories

Category	\$
Infrastructure	4,850,546
Store Systems	2,521,449
Enterprise Collaboration	1,574
Merch/SC Mgt.	1,345,854
BI	3,243
Sales & Mktg	2,432
Enterprise Acc. Fin, and HR	2,553
Enterprise App Dev	2,432
Commerce	1,621
Legal & Real Estate	2,432

Software Spend

Category	\$
Infrastructure	3,349,255
Store Systems	3,344,336
Merch/SC Mgt.	1,773,511
Enterprise Collaboration	196,783
Enterprise Acc. Fin, and HR	218,901
BI	810,748
Enterprise App Dev	101,343
Sales & Mktg	658,732
Commerce	1,043,838
Legal & Real Estate	50,671

Services Spend

Category	\$
Infrastructure	16,845,142
Store Systems	10,226,363
Enterprise Acc. Fin, and HR	590,126
Enterprise App Dev	207,601
Enterprise Collaboration	514,890
Merch/SC Mgt.	5,337,739
Commerce	11,467,720
BI	2,311,088
Sales & Mktg	1,832,122
Legal & Real Estate	141,494

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
- Logistics Management
- Labor Scheduling
- CRM/Loyalty
- Workforce 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
- Oracle
- RPE Solutions
- Toshiba Global Commerce Solutions
- Seeburger Business Integration
- 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	<u>VeriFone Unknown</u>	6/14/2016
Handheld Scanner/Terminal-POS	<u>Honeywell Unknown</u>	6/14/2016
Handheld Scanner/Terminal-POS	<u>Zebra Technologies Symbol Technologies Un</u>	11/23/2017
POS	<u>Toshiba Global Commerce Solutions Unkno</u>	2/15/2019
Scanner/Scale	<u>Datalogic Unknown</u>	6/23/2017
Scanner/Scale	<u>Honeywell Unknown</u>	5/12/2018

Home Office Systems

<i>System Name</i>	<i>Mfg. and Model Description</i>	<i>Install Date</i>
WAN Communications	<u>Zebra Technologies Unknown</u>	7/26/2016

Store Level Systems

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

Software Systems: Distribution & Supply Chain

<i>Software</i>	<i>Vendor</i>	<i>Package Name</i>	<i>Install Date</i>
Category Management	Internal	Unknown	7/5/2017
Financials	ToolsGroup	JustEnough Financial Planning	9/23/2017
Forecasting	American Software	Logility-Demand Chain Voyager	9/8/2020
Forecasting	SAS	Forecast Server	3/15/2018
Fulfillment	Radial	Radial Fulfillment	1/26/2013
Inventory Management	Oracle	Unknown	3/15/2017
Labeling	Paxar (Avery Dennison)	ComplyLine	7/7/2012
Logistics Management	Oracle	Unknown	3/15/2017
Logistics Management	Postmates	Unknown	11/30/2021
Merchandise Allocation	American Software	Logility-Advanced Allocation Appl	7/8/2019
Merchandise Allocation	Oracle	Allocation	1/25/2017
Merchandise Planning	American Software	Logility-Advanced Merchandising Pl	7/8/2019
Merchandise Planning	Oracle	Oracle Retail Merchandising	9/3/2018
Merchandise Planning	ToolsGroup	JustEnough Assortment Planning-It	9/23/2017
Procurement/Purchasing	Seeburger Business Integration	4order	6/1/2005
Product Lifecycle Management	E2Open	Amber Road ecVision Suite	9/20/2012
Product Lifecycle Management	Gerber Technology	PLM	9/18/2013
Purchasing	Ariba	Ariba Sourcing	4/18/2017
Purchasing	Oracle	Sourcing	4/18/2017
Supply Chain Management	BluJay Solutions	Kewill Unknown	7/7/2012
Supply Chain Management	E2Open	Amber Road ecVision XpressCom	4/23/2021
Supply Chain Management	OpenText GXS	GXS - Shipper Solution	5/14/2018
Supply Chain Management	Oracle	Unknown	3/15/2017
Transportation Management	AFMS	Unknown	3/20/2014
Vendor Management	Perfect Commerce	Xpress Messenger	7/7/2012
Warehouse Management	Oracle	Unknown	3/15/2017

Store Systems

<i>Software</i>	<i>Vendor</i>	<i>Package Name</i>	<i>Install Date</i>
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	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 RPOS	9/8/2019
Signage/Ticketing	Newgistics	Unknown	7/1/2011
Time & Attendance	Ultimate Kronos Group	Kronos Timelink	6/27/2019
Time & 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	Klarna	Pay in 4	10/24/2019
Credit Processing	Klarna	Payments Processor	7/10/2019
CRM/Loyalty	Kustomer	unknown	11/1/2021
CRM/Loyalty	Oracle	Unknown	9/30/2019
Loss Prevention/Sales Audit	LexisNexis Risk Solutions	Emailage EmailRisk Score	12/12/2018
Marketing Automation	Adobe	Marketing Automation - Adobe An	11/2/2021
Web Advertising	DoubleClick	Unknown	2/1/2021
Web Advertising	Google	DoubleClick Bid Manager	9/9/2016

Commerce

Software

Vendor

Package Name

Install Date

B2B Ecommerce	Seeburger Business Integration	B2B Gateway	6/1/2005
B2C Ecommerce	Delivery Solutions	Unknown	7/24/2022
B2C Ecommerce	Gophr	Unknown	7/24/2022
B2C Ecommerce	Postmates	Delivery Service	11/30/2021
B2C Ecommerce	Shipt	Same-day Delivery	11/30/2021
B2C Ecommerce	Stuart	last mile delivery	9/10/2022
Content Management/Delivery	Akamai Technologies	Edge Delivery Network - Edge	10/8/2021
Content Management/Delivery	Amazon Services	AWS Cloudfront Stockholm Edge	11/10/2022
Content Management/Delivery	Amazon Services	CloudFront CDN	5/28/2021
Content Management/Delivery	Asana	Unknown	6/1/2022
Content Management/Delivery	Google	AJAX Libraries API	6/6/2021
Content Management/Delivery	Slack	Unknown	12/8/2022
Content Management/Delivery	Unknown	Content Delivery Network	12/14/2021
Framework	Adobe	ColdFusion	6/23/2017
Mobile Commerce	Internal	Share2Pay	11/3/2022
Mobile Commerce	Uber	Unknown	11/30/2021
Mobile Commerce	Venmo	PayShare	8/15/2018
Web Hosting	Akamai Technologies	US hosting - Hosted	11/21/2021
Web Hosting	Amazon Services	Cloud Hosting - Unknown	2/6/2020
Web Hosting	Amazon Services	Cloud PaaS - Unknown	2/6/2020
Web Hosting	Amazon Services	US hosting - Virginia Region	2/6/2020
Web Hosting	EdgeCast Networks	US hosting - Hosting	6/15/2021
Web Hosting	Verizon	US hosting	8/23/2021
Web Nameserver	Akamai Technologies	DNS	8/1/2021
Web Nameserver	Amazon Services	Enterprise DNS - Route 53	7/4/2020

Data Warehouse

<i>Software</i>	<i>Vendor</i>	<i>Package Name</i>	<i>Install Date</i>
Business Intelligence	IBM	Netezza Corporation	9/15/2018
Business Intelligence	IBM	Unknown	9/15/2018
Business Intelligence	Microstrategy Inc.	Microstrategy 8	7/7/2017
Business Intelligence	Oracle	Retail Release 13	9/24/2018
Business Intelligence	Teradata	Unknown	7/7/2012
Data Center Operations	Oracle	Unknown	9/30/2019
Data Warehouse	IBM	DB2	5/13/2018
Data Warehouse	IBM	Netezza Corporation	5/13/2018
Data Warehouse	Teradata	Unknown	7/7/2012
Database	IBM	DB2	6/5/2017
Reporting	Microstrategy Inc.	Microstrategy 8	7/7/2017
Web Analytics	Adobe	Audience Measurement - Adobe A	11/2/2021
Web Analytics	CleverTap	Audience Measurement	12/14/2021
Web Analytics	CleverTap	Conversion Optimization	12/14/2021
Web Analytics	Google	Application Performance - Analytic	1/3/2021
Web Analytics	Google	Audience Measurement - Analytics	1/3/2021
Web Analytics	Google	Global Site Tag	12/14/2021
Web Analytics	Google	Google Analytics 4	5/17/2022
Web Analytics	Google	Visitor Count Tracking - Analytics	1/3/2021
Web Analytics	New Relic	Application Performance	9/21/2021
Web Analytics	SnowPlow	Audience Measurement	2/6/2020
Web Analytics	SpyCloud	Fraud Prevention	9/22/2020

Home Office Systems

<i>Software</i>	<i>Vendor</i>	<i>Package Name</i>	<i>Install Date</i>
Analytics	First Insight, Inc.	Unknown	3/7/2014
Analytics	IBM	Coremetrics	9/24/2018
Analytics	Mastercard	Applied Predictive Technologies U	7/19/2017
Analytics	SAS	Enterprise Miner	8/8/2017
Analytics	Zebra Technologies	Zebra Prescriptive Analytics	11/18/2022
Business Process Management	Oracle	Unknown	9/30/2019
Business Process Management	True	True Live Network	1/5/2020
Call Center	Alpine Access	Unknown	11/30/2011
Communications	Cisco	IP Solutions	2/14/2013
Data Transformation	Seeburger Business Integration	Seeburger Business Integration Ser	6/1/2005
EAI	Seeburger Business Integration	Seeburger Business Integration Ser	6/1/2005
HR/Benefits	Oracle	Unknown	3/15/2017
HR/Benefits	Ultimate Kronos Group	Kronos WORKFORCE TIMEKEE	6/27/2019
Middleware	HCL	WebSphere Commerce	5/13/2019
Traffic Counting Systems	IRISYS (InfraRed Integrated Systems)	Irisys Thermal People Counting	2/23/2014
Traffic Counting Systems	Johnson Controls	ShopperTrak Orbit	2/14/2013

Financial Systems

<i>Software</i>	<i>Vendor</i>	<i>Package Name</i>	<i>Install Date</i>
Accounts Payable	Seeburger Business Integration	4invoice	6/1/2005
ERP	Oracle	Unknown	3/15/2017
Financials	Oracle	Unknown	9/30/2019
Sales Tax Software	Vertex	Unknown	4/9/2017

Services:

<i>Service Type</i>	<i>Service Vendor</i>	<i>Service Area</i>	<i>Contract Date</i>
Electronic Payment	Alliance Data Systems	Commerce	1/24/2012
Mobile Marketing	Retail Me Not Inc.	Commerce	1/1/2013
Consulting Services	Oracle	Consulting	10/15/2011
Consulting Services	RPE Solutions	Consulting	10/15/2011
Supply Chain Management	RPE Solutions	Distribution & Supply Chain	10/15/2011
Hardware Maintenance	Internal	Home Office Systems	1/24/2012

inStore Audio/Video
Network Services

[Pro-Motion](#)
[Comm-Works](#)

Sales & Service
Store Systems



1/24/2012
7/30/2021

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

C-Level (excludes CFO, CIO, CMO) Fran Horowitz <input type="checkbox"/> CEO	IT (including CIO) Chris McFarland <input type="checkbox"/> Chief Information Security Officer Samir Desai <input type="checkbox"/> Chief Digital and Technology Officer Nicole Nelson <input type="checkbox"/> SVP, Data & Analytics Craig Olman <input type="checkbox"/> Head of Digital & Technology Talent Acquisition Boppana Rao <input type="checkbox"/> Head of Global Data and Integrations Lauren Morr <input type="checkbox"/> Group Vice President, Digital Engineering & Architecture Brandy Hansen <input type="checkbox"/> VP of Technical Design Nicole Berg <input type="checkbox"/> Director of Research - Head of Consumer Insights Kevin Heffernan <input type="checkbox"/> Information Security Director Rebecca Chuha <input type="checkbox"/> Senior Director IT, Digital, & Procurement Systems Mohammed Rizwan <input type="checkbox"/> Sr. Director, IT Digital Product Engineering Amy Pedela <input type="checkbox"/> Sr. Director IT Solutions Delivery Todd Moyer <input type="checkbox"/> Senior Director, IT Jay Summerlot <input type="checkbox"/> Senior Director IT - Systems Engineering Donnie Franzen <input type="checkbox"/> Senior Director Omnichannel (Order Management) Eric Buxton <input type="checkbox"/> Senior Director, Data & Analytics Antonio Colicchio <input type="checkbox"/> Senior Director, Customer Service and Automation Ryan Klappenbach <input type="checkbox"/> Senior Director Technology Operations Rachael Wagner <input type="checkbox"/> Director, Marketing Technology	Operations (excludes CIO) James Roth <input type="checkbox"/> Executive Vice President, Global Stores Krista Mobley <input type="checkbox"/> Vice President, Store Operations Shane Berry <input type="checkbox"/> Group VP Asset Protection Stephen Kididis <input type="checkbox"/> Sr. Asset Protection Analyst Kim Wilson <input type="checkbox"/> Director, IA Technology and Digital Risk Bonnie Rodgers <input type="checkbox"/> Director of Stores
Operating Divisions Christos Angelides <input type="checkbox"/> President Kristin Scott <input type="checkbox"/> President, Global Brands Kelly Hall <input type="checkbox"/> Senior Vice President, GM - Abercrombie Kids Claudette Hunter <input type="checkbox"/> Sr. Director of Global Regulatory Affairs	Merchandise/Supply Chain Corey Robinson <input type="checkbox"/> Senior Vice President Merchandising Larry Grischow <input type="checkbox"/> EVP Supply Chain & Procurement Kristen Kravitz <input type="checkbox"/> Vice President, Supply Chain	


[Todd Vallely](#)
☐ *Group Vice President -
Global Distribution &
Fulfillment*
[Melanie Tolleson](#)
☐ *Executive Vice President,
Sourcing and Technical
Design*
[Billy Murray](#)
☐ *VP- Enterprise Business
Solutions*
[Steve Smieszek](#)
☐ *Vice President Merchandise
Planning & Allocation*
[Joel Juday](#)
☐ *Vice President Planning,
Global Promotions,
Analytics, and Testing*
[Chris McCann](#)
☐ *Vice President Planning &
Inventory Management*
[Allison Eckes](#)
☐ *Group Vice President
Merchandise Planning*
[Sunny Ruanphae](#)
☐ *Group Vice President Visual
Merchandising*
[Jason Kramer](#)
☐ *Director of Global Visual
Merchandising*
[Erin Kamburowski](#)
☐ *Vice President of Global
Store Concept & Design*
[Dru Dominici](#)
☐ *Director of Merchandising,
Corporate Development*
[Dave Flora](#)
☐ *Director of Outbound
Logistics*
[Lauren Stanko](#)
☐ *Director Of Visual
Merchandising*
[Courtney Gerber](#)
☐ *Director Of Merchandise
Planning*
[Lara Lewis](#)
☐ *Director, Inventory
Management*
[JT Rogers](#)
☐ *Director Of Merchandising*
[Molly Kozar](#)
☐ *Senior Director Omni
Location Planning*
[Sharon Steinfurth](#)
☐ *Senior Director of Allocation*
[Lyndon Dreven](#)
☐ *Senior Director, Strategic
Planning*
[Lennie Fuchs](#)
☐ *Director of Planning*
[Matthew Eshelbrenner](#)
☐ *Senior Director, Merchandise
Planning*
[Ippolito Fusco](#)
☐ *Director Supply Chain*
[Corby Ward](#)
☐ *Director, Supply Chain
Engineering*

Marketing and PR

[Carey Krug](#)
☐ *SVP, Head of Marketing*
[Beau Gray](#)
☐ *Vice President - Experience
& Digital Product*
[Tony Bradley](#)
☐ *Vice President Corporate
Development*
[Joanna Ewing](#)
☐ *Global Vice President
Creative Marketing*
[Kate Wagner](#)
☐ *Vice President of Corporate
Communications*
[Katie Adams](#)
☐ *Senior Marketing Director
EMEA*
[Megan Brophy](#)
☐ *Senior Director Of Marketing*

Finance and Investor Relations	HR and Legal	Other Personnel
Scott Lipesky  Chief Financial Officer Sarah Martin  Chief Audit Executive Joe Frericks  VP Finance - Corporate Controller Robert Ball  Vice President Corporate Finance Sam Bosson  Sr. Director - Accounting Operations	Christopher Gassett  Chief Ethics and Compliance Officer Jim Bierbower  EVP, Human Resources Monique Britton  Vice President, Associate General Counsel Erin Crotty  Group Vice President - Human Resources Tim McKinsey  Senior Director of HR Strategy and Operations	Nadeem Khokhar  Senior Director - Global Store Systems Justin Brannon  Vice President, Stores

Copyrighted 2023, IHL Group. All Rights Reserved

With the exception of information about IHL Services, Inc. d/b/a IHL Group, the material contained herein has been prepared from sources and data we believe to be reliable but we make no guarantee as to its accuracy or completeness. This material is published solely for informational purposes and is not an offer to buy or sell or a solicitation of an offer to buy or sell any security or investment product. Data on users is approximated from interviews with retailers, visual inspections, vendor communications, and industry estimates. We have attempted to be as accurate and detailed as possible based on publicly available data. This report should not be viewed as a comprehensive technology review of this retailer, but rather a snapshot picture of the known systems installed for the purposes of designing new systems to meet this retailer's needs. Should you have any questions regarding this report or additional data to add, please contact us at ihl@ihlservices.com or (615) 591-2955.