

Market Study:

POS Software

Specialty Hardgoods

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About IHL Group

Who We Are

IHL Group is a global research and advisory firm specializing in technologies for the retail and hospitality industries. The company, based in Franklin, Tenn., generates timely data reports, offers advisory services and serves as the leading retail technology spokesperson for industry and vendor events.

What We Do

IHL provides customized business intelligence for retailers and retail technology vendors, with particular expertise in supply chain and store level systems. Our customers are retailers and retail technology providers who want to better understand what is going on in the overall technology market, or wish to identify specific equipment needs for the retail market.

When We Started

Greg Buzek served as Product Development Manager for two Fortune 500 retail technology suppliers for 6 years. Faced with making recommendations to senior management with spotty reports stuffed with technical jargon and unsubstantiated data, in 1996 he left to form IHL Group as an arms length consulting firm that delivers exacting research to corporate managers.

How We Work

Reliable market analysis is essential for corporations to accelerate revenue and expand their market share. Most research providers do not disclose data sources or statistically defend the validity of their assumptions. We do. We disclose in precise detail exactly how and why we reached our conclusions so that our customers can be comfortable with the data they are using.

What We Know

Our associates and advisors have over 100 years combined years of retail technology experience. Our associates have worked as product managers, sales representatives and executives in the retail market. We have the relationships, tools, and experience to meet your research and consulting needs.

CONTENTS

5

Introduction:
Core POS functionality for
Specialty Hardgoods retailers

20

IHL *Insight*:
Vendor Positioning

8

Specialty Hardgoods Overview:
Many and diverse retailers

21

Top 5 POS Software Providers:
Cream of the Crop

11

Key Trends Affecting Retailers:
Conditions, and new architectures

32

Methodology:
How we get there

17

POS Software Rankings:
Many Players, many approaches

Introduction



Background, Objectives

Common core POS functionality is more complex for these retailers.

Background & Objectives

This study addresses the specific aspects of POS software used in Specialty Hardgoods retailers.

- Common core functionality of the POS Systems
- Key economic and technological trends that impact the retail landscape
- Vendor market share and positioning
 - Number of Accounts
 - Number of Lanes / Licenses
 - Total Retailer Revenues Represented

Common Core POS Functionality

- UI and architecture designed to maximize customer throughput
- Integration with:
 - WFM (Labor Scheduling, Time & Attendance, Task Mgmt) applications
 - (or incorporation of) Loss Prevention
 - Multiple sales channels, Save the Sale, tightly integrated w/e-commerce
 - Enterprise systems (financial, supply chain, merchandising)
- Support for Mobile POS (native form or as interface to other products)
- Support for company loyalty program initiatives
- Full training mode
- Interactive Help menus to assist cashiers at each stage of the transaction
- Adherence to ARTS (Assoc. for Retail Technology Standards) requirements
- Ability to provide home store or local store inventories by item
- Perform Gift/Phone card activations
- Returns management capability
- Architected to be highly secure
- Employee portal for accessing schedule, company email, etc.

Specialty Hardgoods Overview



**Diverse retailer types,
but all tend to be early technology
adopters**

SPECIALTY HARDGOODS OVERVIEW

Segment Conditions

- Diverse Retailers
 - DIY / Hardware
 - Bookstores / News Stands
 - Sporting Goods
 - Pet Stores
 - Consumer Electronics / Appliances
 - Office Supplies
 - Auto Parts
 - Toys
- Early Adopters of Retail IT
- More Complex Transactions
 - Maintenance agreements, rebates, delivery instructions, etc
- Short POS Lifespan (4-5 years vs 10-20 for Food/Dept Stores)
- Showrooming "Victims"
- Cut Their Competitive Teeth with the Rise of the Internet



SPECIALTY HARDGOODS OVERVIEW

Some of the Software Players



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Thank You

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Research	Price
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