

Abercrombie & Fitch (Abercrombie & Fitch)

6301 Fitch Path New Albany, OH 43054

Phone: (614) 2836500

Segment: Specialty Soft

URL: www.abercrombie.com

Fax: 614-577-6710

Industry: Apparel Stores

Est. Sales: \$989,200,294

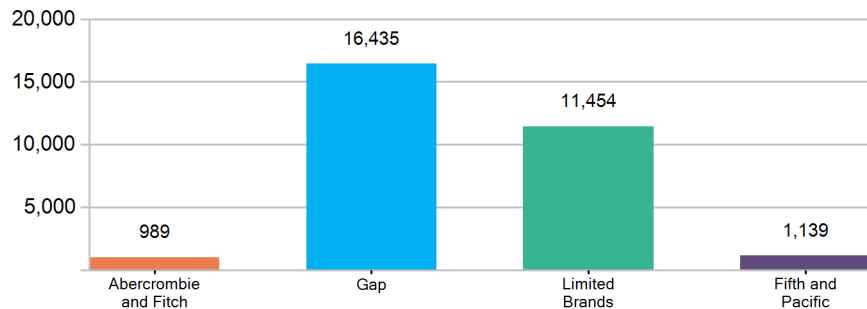
Stock Symbol: Subsidiary

Total Locations: 265

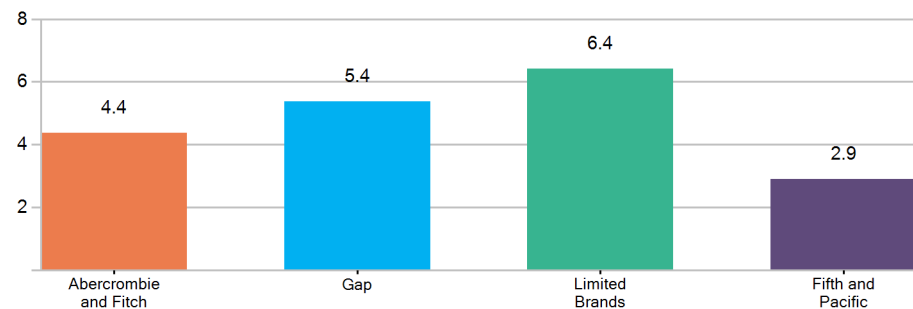
Company Comments and Comparisons:

Trading on its century-old name, Abercrombie & Fitch (A&F) sells upscale men's, women's, and kids' casual clothes and accessories -- quite a change from when the company outfitted Ernest Hemingway and Teddy Roosevelt for safari. A&F operates stores in Asia, Europe, and North America, and also sells via catalog and online. Its carefully selected college-age sales staff and All-American models imbue its stores with an upscale fraternity-house feel. In addition to its namesake stores, A&F runs a fast-growing chain of teen stores called Hollister, a chain targeted at boys and girls ages 7 to 14 called abercrombie kids, and the Aussie-inspired, just-for-girls brand, Gilly Hicks.

Sales Comparison (\$M)

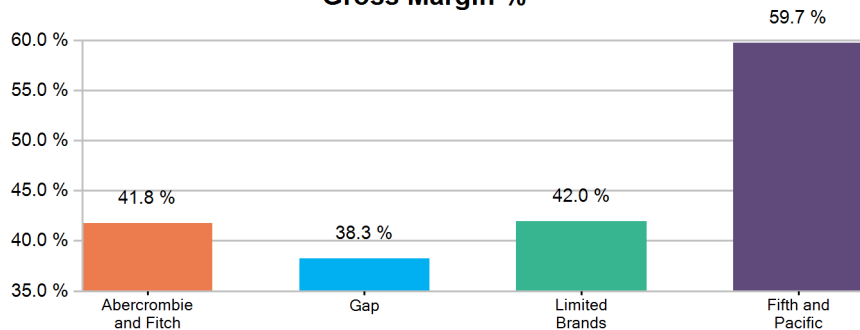


Avg. Inventory Turns

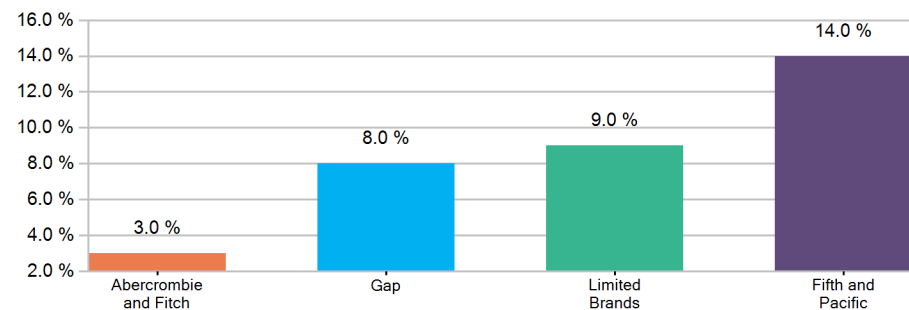


(click on the charts for more detail if necessary)

Gross Margin %



Net Profit Margin %



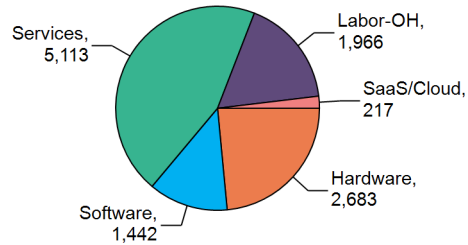
Please note: This company is either a subsidiary of a larger company that does not release division financials. IHL has estimated the financials based either on based on the industry average by store count and segment. Please use these estimates with the knowledge of these limitations.

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.

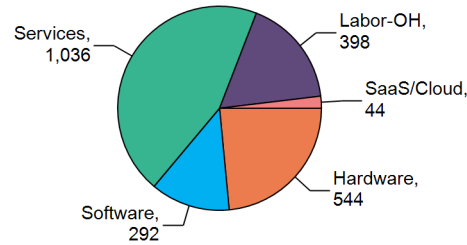
Total IT Spend (\$Thousands): 11,421

Total IT Spend (\$ Thousands)



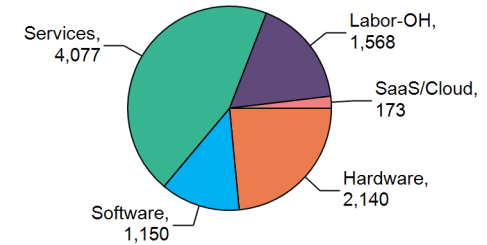
Capitalized IT Spend (\$Thousands): 2,314

Capitalized IT Spend (\$ Thousands)



Expensed IT Spend (\$Thousands): 9,108

Expensed IT Spend (\$ Thousands)



Hardware Spend Categories

Category	\$
Infrastructure	1,431,049
Store Systems	833,042
Enterprise Collaboration	24,508
Merch/SC Mgt.	317,565
BI	17,155
Sales & Mktg	12,254
Enterprise Acc. Fin, and HR	15,440
Enterprise App Dev	14,705
Commerce	12,621
Legal & Real Estate	4,901

Software Spend

Category	\$
Infrastructure	417,734
Store Systems	470,244
Merch/SC Mgt.	195,822
Enterprise Collaboration	23,682
Enterprise Acc. Fin, and HR	55,259
BI	111,834
Enterprise App Dev	13,156
Sales & Mktg	92,098
Commerce	54,206
Legal & Real Estate	7,894

Services Spend

Category	\$
Infrastructure	1,902,574
Store Systems	1,105,382
Enterprise Acc. Fin, and HR	91,221
Enterprise App Dev	13,998
Enterprise Collaboration	37,328
Merch/SC Mgt.	676,206
Commerce	908,336
BI	163,311
Sales & Mktg	181,975
Legal & Real Estate	32,662

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:

- Inventory Management
- Business Intelligence
- Merchandise Planning
- Supply Chain Management Software
- Merchandise Allocation

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:

- POS Software
- Supply Chain Management Software
- Financials
- Time & Attendance
- CRM/Loyalty
- Business Process Management
- Sales Tax Software
- B2C Ecommerce

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

- Amber Road
- ecVision
- GT Nexus
- GXS (Global eXchange Services)
- IBM
- JustEnough Software Corporation
- Logility
- Netezza Corporation (IBM)
- Oracle
- Retail Process Engineering

Hardware Systems: Checkout Systems

<i>System Name</i>	<i>Mfg. and Model Description</i>	<i>Install Date</i>
EFT, Credit Card, or Signature Capture	Hand Held Products Unknown	12/26/2010
EFT, Credit Card, or Signature Capture	MSR Unknown	1/5/2011
Handheld Scanner/Terminal-POS	Symbol Technologies (Motorola) Unknown	11/23/2011
Scanner/Scale	Datalogic Unknown	6/23/2011
Scanner/Scale	Metrologic (Honeywell) Unknown	5/12/2012

Home Office Systems

<i>System Name</i>	<i>Mfg. and Model Description</i>	<i>Install Date</i>
Handheld Communications	Apple iPad - Various Models	10/24/2013
Handheld Communications	Apple iPhone (various models)	2/24/2014

Store Level Systems

<i>System Name</i>	<i>Mfg. and Model Description</i>	<i>Install Date</i>
Bar Code Printer	Paxar (Avery Dennison) Unknown	5/17/2012
CCTV	Sentry Technology Corporation Unknown	4/15/2011
Loss Prevention	ADT Security Services (Tyco) Microwave (8	4/15/2011
Loss Prevention	ADT Security Services (Tyco) Ultra*Max (17	4/15/2011
Mobile POS	Apple iPad Mini	1/18/2015
Traffic Counter	SenSource Inc. Unknown	2/19/2009

Software Systems: [Commerce](#)

<i>Software</i>	<i>Vendor</i>	<i>Package Name</i>	<i>Install Date</i>
Analytics	TeaLeaf (IBM)	RealiTea	9/24/2013
Analytics	TeaLeaf (IBM)	Unknown	9/24/2013
B2B Ecommerce	Ariba	Ariba Supplier Network	3/15/2013
B2B Ecommerce	Seeburger Business Integration	B2B Gateway	6/5/2012
B2C Ecommerce	Demandware, Inc.	Demandware Commerce	4/8/2015
B2C Ecommerce	eBay Enterprise, Inc	Unknown	7/23/2015
B2C Ecommerce	IBM	Smarter Commerce	1/17/2012
B2C Ecommerce	IBM	Websphere Commerce	1/3/2011
B2C Ecommerce	MICROS	Unknown	3/1/2011
Content Management/Delivery	Adobe	Scene7	9/4/2011
Content Management/Delivery	Akamai Technologies	Edge	10/8/2014
Content Management/Delivery	Akamai Technologies	Unknown	12/14/2012
Content Management/Delivery	Amazon Services	CloudFront CDN	5/28/2014
Content Management/Delivery	Unknown	Content Delivery Network	12/14/2012
Couponing	Retail Me Not Inc.	Unknown	1/1/2013
Credit Processing	American Express	Unknown	7/1/2015
Credit Processing	Mastercard	Payment Acceptance	7/1/2015
Credit Processing	Paypal	Payment Acceptance	7/1/2015
Credit Processing	VISA	Payment Acceptance	7/1/2015
Framework	Oracle	J2EE	3/26/2013
Mobile Commerce	Digby	Unknown	1/22/2013
Mobile Commerce	Internal	iPhone App	1/23/2013
Sales Audit	Accertify	Interceptas	3/23/2011
SSL Certificate	Akamai Technologies	SSL	10/13/2013
Web Advertising	ADRoll	Ad Network	3/4/2015
Web Advertising	ADRoll	Facebook Exchange	3/4/2015
Web Advertising	ADRoll	Retargeting / Remarketing	3/4/2015
Web Advertising	DoubleClick	Unknown	1/6/2013
Web Advertising	Facebook	Custom Audiences	10/20/2014
Web Advertising	Facebook	Exchange FBX	8/1/2013
Web Advertising	Google	Remarketing	9/12/2014
Web Analytics	Adobe	Omniure SiteCatalyst	6/5/2011

Web Analytics	BloomReach, Inc	Marketing Automation - Unknown	5/28/2014
Web Analytics	Certona	Product Recommendations	1/6/2013
Web Analytics	Cquotient Inc	Personalization - Unknown	6/15/2014
Web Analytics	DoubleClick	Floodlight	1/6/2013
Web Analytics	Facebook	Tag API	4/20/2015
Web Analytics	ForeSee Results	Unknown	1/6/2013
Web Analytics	Google	Analytics	1/3/2011
Web Analytics	Google	Conversion Tracking	9/12/2014
Web Analytics	TeaLeaf (IBM)	Cart Abandonment - Unknown	3/26/2014
Web Analytics	TeaLeaf (IBM)	Cart Adandonment - Unknown	3/26/2014
Web Design	Akamai Technologies	Hosted	11/21/2013
Web Design	IBM	WebSphere Commerce	6/12/2013
Web Email Server	ExactTarget	Email	12/6/2012
Web Email Server	Unknown	Standard - Sender Policy Framewor	4/9/2014
Web Hosting	Akamai Technologies	Hosted	2/28/2013
Web Hosting	Time Warner Telecom	Unknown	12/5/2013
Web Master	Google	Webmaster	2/6/2014
Web Master	Microsoft	Bing Webmaster	7/5/2012
Web Nameserver	Akamai Technologies	DNS	8/1/2013
Web Server	Apache	Unknown	1/3/2011
Web Widget	Google	Font API	10/15/2014
Web Widget	LivePerson	Live Chat	7/5/2012
Website Mapping	Google	Maps	7/17/2014

Data Warehouse

<i>Software</i>	<i>Vendor</i>	<i>Package Name</i>	<i>Install Date</i>
Business Intelligence	IBM	Unknown	9/15/2013
Business Intelligence	Netezza Corporation (IBM)	Unknown	6/5/2012
Data Center Operations	Oracle	Retail Central Office	6/18/2009
Data Warehouse	Netezza Corporation (IBM)	Unknown	6/6/2012
Data Warehouse	Oracle	Unknown	3/15/2012

Distribution & Supply Chain

<i>Software</i>	<i>Vendor</i>	<i>Package Name</i>	<i>Install Date</i>
Financials	JustEnough Software Corporation	Unknown	9/23/2011
Forecasting	SAS	Unknown	8/15/2012
Inventory Management	Oracle	Unknown	3/15/2012
Logistics Management	Oracle	Unknown	3/15/2012
Merchandise Allocation	Logility	Advanced Allocation Application	7/8/2014
Merchandise Allocation	Oracle	Allocation	1/25/2012
Merchandise Planning	JustEnough Software Corporation	Unknown	9/23/2011
Merchandise Planning	Logility	Advanced Merchending Planning	1/7/2011
Merchandise Planning	Oracle	Oracle Retail Merchandising	9/9/2013
Procurement/Purchasing	Seeburger Business Integration	4order	6/5/2012
Product Lifecycle Management	ecVision	ecVision Suite	9/20/2012
Product Lifecycle Management	Gerber Technology	PLM	9/18/2013
Purchasing	Ariba	Ariba Sourcing	4/18/2012
Purchasing	Oracle	Sourcing	4/18/2012
Purchasing	Seeburger Business Integration	4order	6/15/2011
Supply Chain Management	Amber Road	Supply Chain Visibility	4/23/2010
Supply Chain Management	ecVision	XpressCommerce	6/12/2013
Supply Chain Management	GT Nexus	Cloud Supply Chain Data Network	9/12/2013
Supply Chain Management	GXS (Global eXchange Services)	Shipper Solution	5/14/2013
Supply Chain Management	Oracle	Unknown	3/15/2012
Warehouse Management	Oracle	Unknown	3/15/2012

Financial Systems

<i>Software</i>	<i>Vendor</i>	<i>Package Name</i>	<i>Install Date</i>
Accounts Payable	Seeburger Business Integration	4invoice	6/1/2012
ERP	Oracle	Unknown	3/15/2012
Financials	Oracle	PeopleSoft	6/17/2009
Sales Tax Software	Vertex	Unknown	10/5/2011

Home Office Systems

<i>Software</i>	<i>Vendor</i>	<i>Package Name</i>	<i>Install Date</i>
Analytics	Applied Predictive Technologies (APT)	Unknown	7/19/2012
Analytics	First Insight, Inc.	Unknown	2/23/2014
Analytics	IRISYS (InfraRed Integrated Systems)	Irisys Thermal People Counting	2/23/2014
Analytics	SAS	Unknown	9/24/2013
Business Process Management	Oracle	BPEL Process Manager	6/18/2009
Call Center	Alpine Access	Unknown	11/30/2011
Data Transformation	Seeburger Business Integration	Seeburger Business Integration Ser	6/5/2012
Development Tools	Oracle	Java Integration Suite	2/14/2014
Development Tools	Sun Microsystems	Sun Java Integration Suite	6/1/2005
EAI	Seeburger Business Integration	Unknown	7/15/2012
HR/Benefits	Oracle	Unknown	3/15/2012

Knowledge Management

<i>Software</i>	<i>Vendor</i>	<i>Package Name</i>	<i>Install Date</i>
Reporting	SAP	Crystal Reports	2/25/2012

Sales & Service

<i>Software</i>	<i>Vendor</i>	<i>Package Name</i>	<i>Install Date</i>
CRM/Loyalty	Oracle	Retail Point-of-Service	6/18/2009
Sales Audit	Profitect	Unknown	4/7/2011

Store Systems

<i>Software</i>	<i>Vendor</i>	<i>Package Name</i>	<i>Install Date</i>
Analytics	MICROS	XBR	9/24/2013
Credit Processing	Accel/Exchange Network	Unknown	9/14/2013
Credit Processing	Alliance Data Systems	Credit Cards	9/14/2013
Credit Processing	Fifth Third Bank	Unknown	9/14/2013
EDI	SPS Commerce	EDI Services	4/15/2012
Labor Scheduling	Kronos	Unknown	6/4/2012
Line Busting	IRISYS (InfraRed Integrated Systems)	Queue Management System	2/23/2014
Mobile Payment	Paypal	PayPal Mobile Express Checkout	5/25/2012
Mobile POS	Starmount Systems	Unknown	3/11/2015
POS	Oracle	Oracle Retail Point-of-Service	8/3/2009
Sales Audit	MICROS	XBR	5/14/2013
Signage/Ticketing	Newgistics	Unknown	7/1/2011
Time & Attendance	Oracle	PeopleSoft	6/18/2009
Traffic Counting Systems	SenSource Inc.	Unknown	1/7/2011

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	Retail Process Engineering	Consulting	10/15/2011
Supply Chain Management	Retail Process Engineering	Distribution & Supply Chain	10/15/2011
Hardware Maintenance	Internal	Home Office Systems	1/24/2012
Help Desk Services	Cyntergy	Home Office Systems	1/24/2012
inStore Audio/Video	Pro-Motion	Sales & Service	1/24/2012

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)	IT (including CIO)	Operations (excludes CIO)
Everett Gallagher <input type="checkbox"/> Director	Tarik Studebaker <input type="checkbox"/> Director, Information Technology Systems	Abed Karaze <input type="checkbox"/> Director of Store Operations
Arthur C. Martinez <input type="checkbox"/> Chairman and Acting CEO	Paul Wroten <input type="checkbox"/> Information Technology Director	Adam Hill <input type="checkbox"/> Director of Store Operations
Scott Sterling <input type="checkbox"/> Director	Steve Johnston <input type="checkbox"/> Senior Director - Information Technology Customer Services	David Leino <input type="checkbox"/> Director of Store Operations
Archie Griffin <input type="checkbox"/> Director	Dave Edling <input type="checkbox"/> Senior Director - Information Technology Finance	Dena Schilling <input type="checkbox"/> Director of Store Operations
Leslie Assaf <input type="checkbox"/> Director Knits	Jason DeHaan <input type="checkbox"/> ?Chief Information Officer	Jessi Passalacqua <input type="checkbox"/> Director of Store Operations
	Billy May <input type="checkbox"/> ?SVP / GM Digital, eCommerce, and Growth	Ryan Ch Kirk <input type="checkbox"/> Director of Loss Prevention
	Tim Plzak <input type="checkbox"/> Group VP, IT and ECommerce Development IT	Dan Chizever <input type="checkbox"/> Senior Director, Risk Management
	Andrea Gable <input type="checkbox"/> Global Mobility	Tim McKinsey <input type="checkbox"/> Director of Store Operations
	Kelly Boright <input type="checkbox"/> VP of Information Technology	Todd Nyhus <input type="checkbox"/> Director of Store Operations
	Jason DeHaan <input type="checkbox"/> Vice President, Information Technology Solutions Delivery	Jonathan E. Ramsden <input type="checkbox"/> Chief Operating Officer
	Anshuman Taneja <input type="checkbox"/> Senior Director, Digital Product Management	Jessie Noffsinger <input type="checkbox"/> Field Coordinator
	George Hunter <input type="checkbox"/> Director IT - Enterprise Architecture and Planning	Kevin Ramstack <input type="checkbox"/> Senior Director, Store Operations
	Lisa Goldsand <input type="checkbox"/> Director Of Sourcing	Daniel Chizever <input type="checkbox"/> Director Risk Management
	Jake Baxter <input type="checkbox"/> Senior Director Solutions Delivery	Dena Shilling <input type="checkbox"/> Director Of Stores
	Mark Barrett <input type="checkbox"/> Sr. IT Manager	Drew Noel <input type="checkbox"/> Loss Prevention Agent
	Diana Bailey <input type="checkbox"/> Information Technology	Paul Phelan <input type="checkbox"/> Loss Prevention Investigator
	Susan Santell <input type="checkbox"/> Information Technology	Chris Arbeene <input type="checkbox"/> Loss Prevention
	Robert Polleys <input type="checkbox"/> Associate Online Merchant	Stephanie Hunt <input type="checkbox"/> Loss Prevention Investigator
	Stephanie Sohmer <input type="checkbox"/> Associate Online Merchant	Reid Wilson <input type="checkbox"/> Vice President And General Counsel
	Chris McFarland <input type="checkbox"/> ?Information Security Officer	Melinda McAfee <input type="checkbox"/> Vice President And General Counsel
	Ryan McGowen <input type="checkbox"/> Wireless Information Technology	

Operating Divisions	Merchandise/Supply Chain	Marketing and PR
Christos E. Angelides <input type="checkbox"/> <i>President</i>	Larry Grischow <input type="checkbox"/> <i>Director of Supply Chain Management</i>	Berinda Hongkeo <input type="checkbox"/> <i>Director of Marketing</i>
Fran Horowitz <input type="checkbox"/> <i>President</i>	Mark Paakanen <input type="checkbox"/> <i>Director, Allocation</i>	Michael Scheiner <input type="checkbox"/> <i>?Senior Director, Marketing & Public Relations</i>
	Jenny Harvey <input type="checkbox"/> <i>Director, Merchandise Finance</i>	Craig Brommers <input type="checkbox"/> <i>Senior Vice President of Marketing</i>
	Matt Coultrip <input type="checkbox"/> <i>Director Of Merchandising</i>	Katia Kuethe <input type="checkbox"/> <i>VP</i>
	Quave Burton <input type="checkbox"/> <i>Director of Supply Chain Management</i>	Lauren Morr <input type="checkbox"/> <i>VP, Omnichannel Operations</i>
	Allison Rushmore <input type="checkbox"/> <i>Director of Procurement/Purchasing</i>	Andy Kennemer <input type="checkbox"/> <i>?Vice President, Omnichannel Marketing</i>
	Eric Buxton <input type="checkbox"/> <i>Director, eCommerce Finance</i>	Katia Kuethe <input type="checkbox"/> <i>Creative Director of Marketing.</i>
	Lauren Morr <input type="checkbox"/> <i>?Vice President, Omnichannel Operations</i>	
	Michael Sherman <input type="checkbox"/> <i>VP of Supply Chain</i>	
	Shane Berry <input type="checkbox"/> <i>VP Brand Protection</i>	
	Marc Nolette <input type="checkbox"/> <i>Director Of Distribution</i>	
	Todd Vallely <input type="checkbox"/> <i>Senior Director Of Distribution</i>	
	Gretchen Susi <input type="checkbox"/> <i>Senior Director of Merchandising</i>	

Finance and Investor Relations	HR and Legal	Other Personnel
Scott Lipesky <input type="checkbox"/> <i>Director Treasury Collection</i>	Aubree Bi Jones <input type="checkbox"/> <i>Director of Human Resources</i>	Bill Piper <input type="checkbox"/> <i>Vice President Organizational Development</i>
Sheri Gillery-scaglione <input type="checkbox"/> <i>Director of Finance</i>	Andy Wheeler <input type="checkbox"/> <i>Director, Human Resources</i>	Sasha Verbitsky <input type="checkbox"/> <i>?Director of Analytics & Testing</i>
Joanne C. Crevoiserat <input type="checkbox"/> <i>Executive Vice President and Chief Financial Officer</i>	Rob Sterud <input type="checkbox"/> <i>Director, Human Resources</i>	
Joanne Crevoiserat <input type="checkbox"/> <i>?Executive Vice President and Chief Financial Officer</i>	John D Gabrielli <input type="checkbox"/> <i>Vice President, Human Resources</i>	
Robert Ball <input type="checkbox"/> <i>Chief Financial Officer, Abercrombie & Fitch / abercrombie kids Brands Chief Financial Officer, Abercrombie & Fitch / aber CAO</i>	Brandy Hansen <input type="checkbox"/> <i>Vice President SVP</i>	
Brian Logan <input type="checkbox"/> <i>General Manager</i>		
James Renaud <input type="checkbox"/> <i>General Manager</i>		
Brittany Lange <input type="checkbox"/> <i>General Manager</i>		
Brittany Mayfield <input type="checkbox"/> <i>General Manager</i>		
Stephanie Grant <input type="checkbox"/> <i>General Manager</i>		
Korey Pazour <input type="checkbox"/> <i>General Manager</i>		
Aaron Horne <input type="checkbox"/> <i>General Manager</i>		
Tiffany Chen <input type="checkbox"/> <i>General Manager</i>		
Heather Hendrie <input type="checkbox"/> <i>General Manager</i>		
Alisha Brazas <input type="checkbox"/> <i>General Manager</i>		
Thomas Stringer <input type="checkbox"/> <i>General Manager</i>		

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