

Market Study:

# 13th Annual Study with RIS News Brave New World of Unified Commerce

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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.

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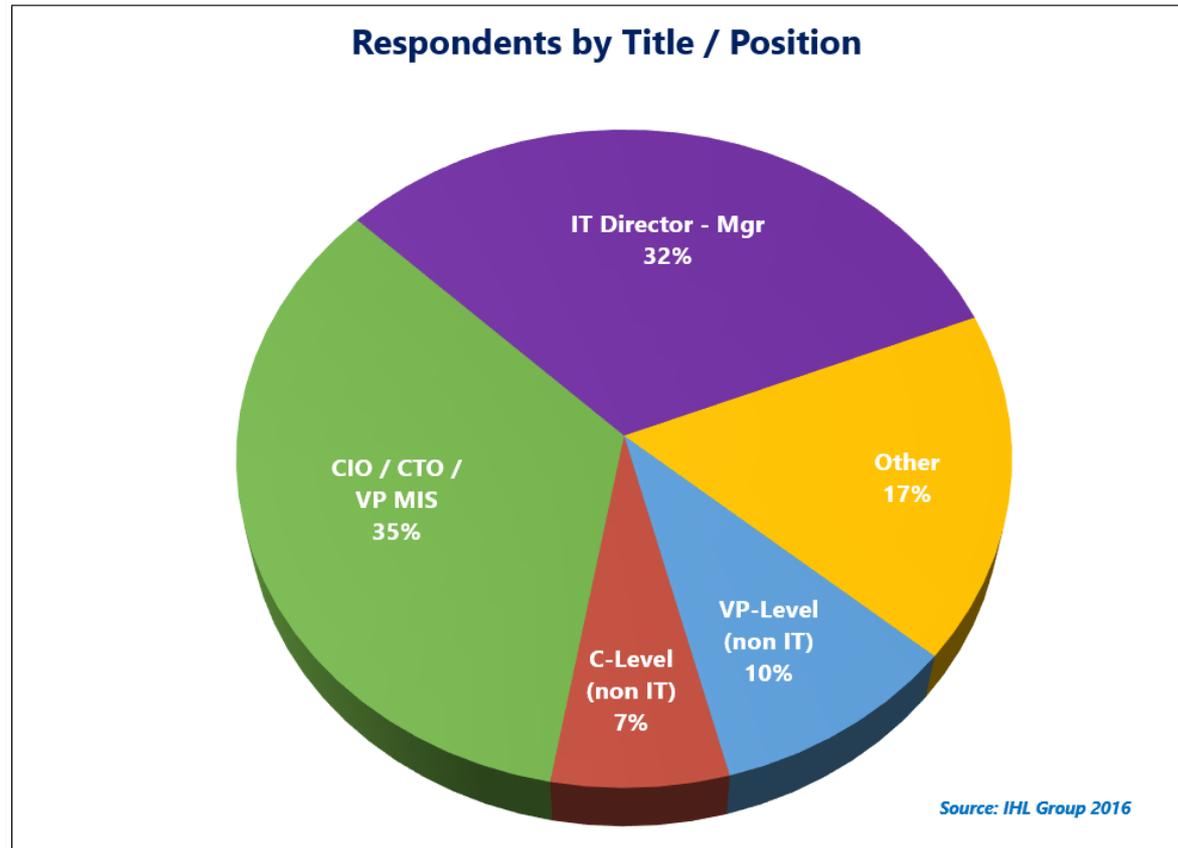
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Enterprise	\$895 USD	Can be used for entire company and presented internally
Distributable	Call	Can be shared externally to Retail clients or used for lead generation activities

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# Study Background

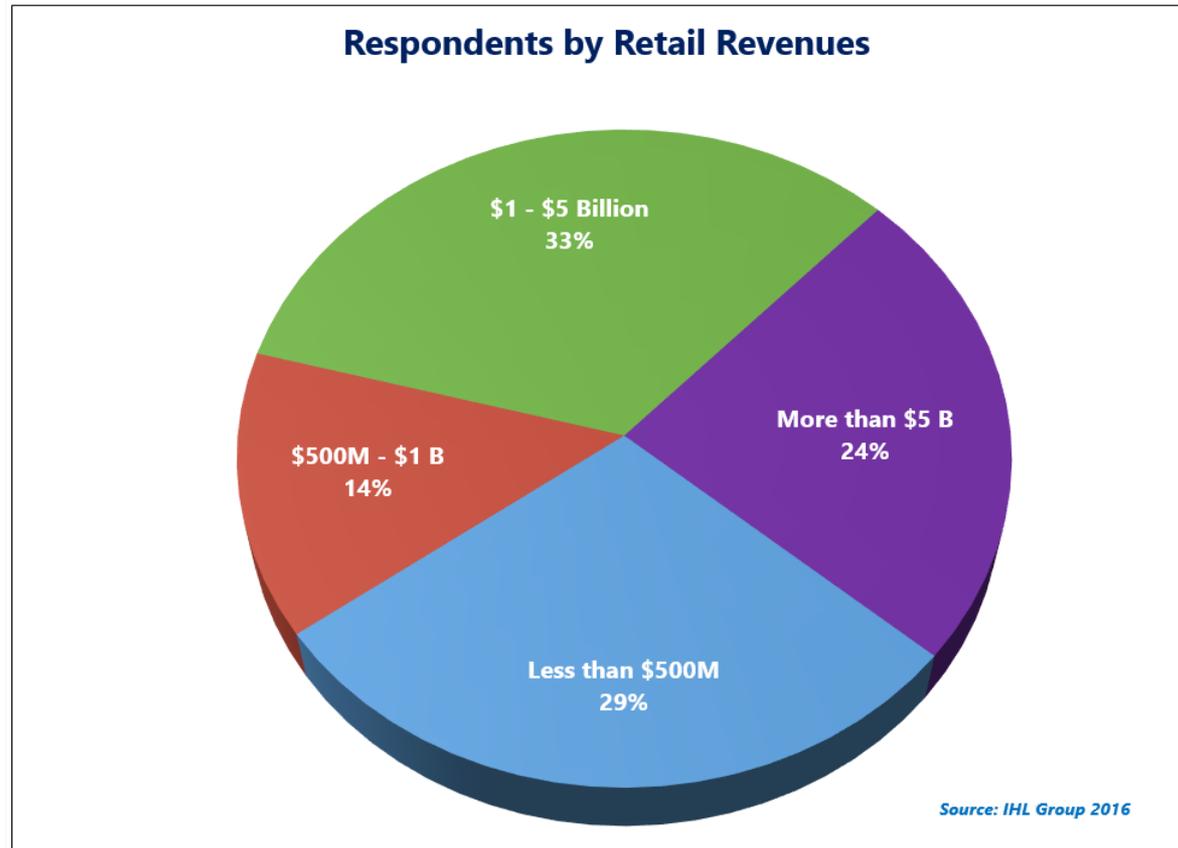


# Who Responded?



- The results contained herein are from those who are “in the know,” who have the necessary insight into operational plans, and who are able to provide the most up-to-date perspective available

## Who Responded?



- 57% of responses came from retailers with annual revenues of >\$1 billion, who drive total IT spend as well as technology proliferation
- Small retailers are more agile, and the US mall structure helps them grow

## Background of the Study

The data for this study were obtained by performing a web-based survey, the invitations for which were distributed to RIS News readers during the October-November 2015 timeframe. The survey consisted of 18 multi-part questions, the topics of which included:

- Demographic Information – Retail segment, title/position, annual sales, technology adopter profile, etc.
- Financial Issues – Store & Headcount growth, IT spend trends, etc.
- Channel Issues – Sales by channel, channel influence, customer profitability, etc.
- Store System Issues – Store system priorities, purchase timeframes, EMV approach, WiFi access, etc.
- Software Issues – Software spend, Cloud portion, etc.
- Unified Commerce – Capability implementation plans, etc.
- Emerging Technologies – Budget plans, etc.
- Vendor Issues – Increase / decrease workload, etc.

When the response timeframe expired, we set about cleaning and analyzing the data. Once we obtained the key summary points from the data, we delivered these for the summary publication mentioned above, a live presentation at NRF, and a Webex presentation (which can be found at <http://www.risnews.com> by clicking on the Events link in the navigation bar at the top of the page). After the summary data were delivered, detailed analysis work continued, with the result being this document. We believe the reader will be extremely intrigued by the results that we found.

# Thank You

contact information

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