

Retail Advisory Programs

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Retail Executive Advisory Program Components

- **Series of 14 Executive Research Studies**
 - Each study includes Market Size, Vendor Rankings, Vendor Revenues, Market Positioning, Vendor Profiles and Trends, Drivers, Barriers / Forecast

Retail IT Sector

(HW, Software, SaaS, IT Services)

Retail Software

Retail SaaS Market Overview

Retail IT Competitive Study by Vendor

(Reviews where vendors win and lose)

Retail IT Services

Retail Hardware

Store Systems

- **Advisory Inquiries, Analyst Briefings (with entire team)**
- **IHL State of the Industry Briefings for your entire team**
- **Webinars, OnSite Days and Presentations**
- **Sophia and WorldView at Certain Levels**
- **Enterprise License, No Seat License Games**

Hospitality Software

Hospitality SaaS Market

Hospitality Hardware

Hospitality POS Software

Enterprise Order Mgt

Merchandising & Supply Chain

POS Software

Key Advantages Over Other Advisory Relationships

- **Enterprise level subscription to all research. No seat games, one price gets access to everyone in your firm.**
- **Each of the Advisory Research Studies is backed by the IHL Sophia Data Service that tracks individual installs for over 3,500 retailers and the IHL WorldView IT Forecasting Model that tracks and forecasts over 300 different technologies.**
- **Advisory Inquiries can be made from anyone on your staff (according to your subscription level)**
- **Platinum Subscription includes unlimited advisory inquiries for a year.**
- **Analyst Briefings and IHL State of the Industry Briefings can include your entire team, not limited to select individuals.**

Retail Executive Advisory Program Comparison

	Entry \$25,000	Bronze \$35,000	Silver \$50,000	Gold \$75,000	Platinum \$125,000
License Type	Enterprise (unlimited seats)	Enterprise (unlimited seats)	Enterprise (unlimited seats)	Enterprise (unlimited seats)	Enterprise (unlimited seats)
Analyst Advisory Inquiries	10	12	15	25	Unlimited
# Research Studies	5 <i>(pages 2 and 10 for list of studies)</i>	7 <i>(pages 2 and 10 for list of studies)</i>	10 <i>(pages 2 and 10 for list of studies)</i>	16 <i>(pages 2 and 10 for list of studies)</i>	All Current and Any New
Analyst Briefings	2	3	4	4	6
OnSite Days/Customer Presentation		1	2	3	4
IHL State of Industry Briefings		1	2	2	4
Webinars				1	2
Sophia Lead Generation*				1 Region	All Sophia
WorldView Retail IT Forecast Model*					WorldView, 4 yr Forecast

* Sophia Lead Generation and WorldView can be added to any level as additional cost

Entry Level Advisory - \$25,000 USD

- **5 of the Executive Advisory Research Studies.**
 - Can substitute Executive Advisory Studies for Level A Reports (see page 10)
- **10 Advisory Inquiries**
- **2 Analyst Briefings**
- **Enterprise License – not limited by seats.**

Bronze Level Advisory - \$35,000 USD

- **7 of the following Executive Advisory Research Studies**
 - Can substitute Executive Advisory Studies for Level A Reports (see page 10)
- **1 OnSite Analyst Day or Customer Event Presentation**
(Travel costs billed separately)
- **3 Analyst Briefings, 1 IHL State of the Industry Briefing**
- **12 Advisory Inquiries**
- **Enterprise License – not limited by seats.**

Silver Level Advisory - \$50,000 USD

- **10 Executive Advisory Research Studies or Level A Research Studies (see page 10)**
- **2 OnSite Analyst Days or Customer Event Presentations**
(Travel costs billed separately)
- **4 Analyst Briefings, 2 IHL State of Industry Briefings**
- **15 Advisory Inquiries**
- **Enterprise License – not limited by seats.**

Gold Level Advisory - \$75,000 USD

- **16 of the Executive Advisory Research Studies and Level A Reports (see page 10)**
- **3 OnSite Analyst Days or Customer Event Presentations**
(Travel costs billed separately)
- **25 Advisory Inquiries**
- **4 Analyst Briefings**
- **2 IHL State of the Industry Briefings**
- **1 Webinar**
- **Sophia North America – All Segments**
- **Enterprise License – not limited by seats.**

Platinum Level Advisory - \$125,000

- **All IHL Research Reports**
 - All Executive Advisory Research Reports
 - All Level A and Level B Tier Reports (see pages 10-11)
 - Inclusive of any new IHL syndicated research studies for 1 year
- **Unlimited Advisory Inquiries**
- **6 Analyst briefings**
- **4 OnSite Analyst Days or Customer Event Presentations**
(Travel costs billed separately)
- **4 IHL State of the Industry Briefings**
- **2 Webinars**
- **Sophia North America, EMEA, CPG**
- **Complete WorldView IT Forecasting Model**
- **Enterprise License – not limited by seats.**

Level A Research Studies

These can be additional or instead of Advisory Reports

- POS Vendor Hardware Share*** (each region = 1 level A)
 - North America, EMEA, LATAM, Asia/Pacific
- Mobile POS Hardware Share*** (each region = 1 level A)
 - North America, EMEA, LATAM, Asia/Pacific
- Mobile POS Software Share – North America***
- Brave New World of Unified Commerce***
- Houston, Do We Have a Problem – Mobile POS Study***
- North American Retail POS Study***
- Europe/Middle East/Africa Retail POS Study***
- Asia/Pacific Retail POS Study***
- Latin/South America Retail POS Study***
- North American Retail POS Printer Study***
- SMB – Retail Sizing by Region*** (each region = 1 level A)
 - North America, EMEA, LATAM, Asia/Pacific
- Beacons, Wayfinding, and IOT in Retail Study***
- Retail Analytics: Actionable Data for Real Results***

Level B Research Studies

These can be additional or instead of Advisory Reports.

2 Level B Research Studies = 1 Advisory Report or Level A

- We Lost Australia – Retail’s \$1.1 Inventory Distortion Problem***
- Hidden Treasure – The CMO’s Budget In Retail***
- EMV: Retail’s \$35 Billion “Money Pit”***
- Cloud POS – Why The Time Might Be Right***

Enterprise Access – What does that mean?

- **Analyst Briefings, Inquiries and IHL State of Industry Briefings are not limited to a single seat.**
 - **So a call with 10 people or 100 is fine as long as everyone is an employee of the corporation.**
- **All research can be shared freely internally to corporation and wholly owned subsidiaries, posted on intranet portals, etc. that are gated to internal users only.**
- **But research cannot be distributed to retail/hospitality clients unless company has purchased a Distributable Research License for that research study.**
- **Research cannot be shared with partners or other vendors. They would need to purchase their own license.**
- **None of the Advisory levels include a Distributable license, this would be extra**
- **Limited components of research can be shared and cited in client presentations or online blogs, presentation with written permission.**

Key Component Definitions

- **Analyst Briefings** – Your company scheduling 30 minute call to brief IHL analysts on product offerings, new releases, strategies, messaging with back and forth discussion.
- **IHL State of the Industry Briefings** – IHL analyst does overview of the latest macro and micro-economic data and key trends we are seeing from customer discussions, events, etc.
- **Analyst Advisory Inquiries** – Queries by email, phone to IHL Analysts on strategy, key insights or questions about the industry.
- **OnSite Days or Customer Presentations** – These are analyst advisory days at your location or a customer presentation at a location of your choice (travel expenses extra, international = minimum 2 days)
- **Webinars** – In the context of the Advisory Relationship, this means analysts to participate in your customer webinar as introductory speaker.
- **IHL Sophia** – IHL's detailed customer data service that tracks installs and buyers at 3,500 retailers. It is most often used for intelligent lead generation.
- **IHL WorldView** – IHL's detailed IT Forecasting Model that tracks and forecasts over 300 different retail technologies by retail segment worldwide.

For more Information



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