



## ***2018 Retail Market Study***

# **Retail Transformation**

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**IHL** GROUP **insight market view**



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This shows the major section breaks in this study.

If you are interested in the raw data or crosstabs not included herein, please contact us at **615-591-2955** or email us at [ihl@ihlservices.com](mailto:ihl@ihlservices.com).

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# 2018 Store Systems Study

We look at the key retail technology-related issues of the day.



## ➤ Topics

- IT Spend & financial performance
- Technology adoption timeframes
- Vendor preferences

## ➤ Respondents

- 120+ retailers in 8 retail segments represented
- 42% of respondents in Tier I (more than \$1 Billion in annual sales)

# Segment Definitions

They are not all created equal



## ➤ For purposes of this study, we identify retail segments according to the following:

- **FDC** – This segment includes Food/Grocery, Drug Stores, Convenience Stores / Gas Stations, and Mass Merchant / Warehouse Clubs. This comprised 32% of the retailer pool for this study.
- **GMS** – This segment includes Specialty Softgoods retailers (shoes, accessories, apparel), Specialty Hardgoods retailers (DIY, consumer electronics, books, office supplies, auto parts, etc.) and Department Stores. This comprised of 57% of the retailer pool for this study.
- **Hospitality** – This segment includes Restaurants, Lodging and Entertainment (casinos / cruise lines, theme parks, theaters, sporting arenas, museums, etc.). This group consisted of 11% of the retailer pool for this study.

# Pricing



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# Methodology

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Here we describe how we arrived at the figures included herein.



# How We Got Here



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 2017 timeframe. The survey consisted of 21 questions, the topics of which included:

- Demographic Information – Retail segment, title/position, annual sales, store count, etc.
- Financial Issues – Store & Headcount growth, spend trends, etc.
- Store System Issues – Store system priorities, purchase timeframes, POS replacement due to Mobile POS, preferred POS software vendors, etc.
- Omnichannel – Capability implementation plans, issues and resolutions, headcount and cost impacts
- Mobility – Platforms being considered for Stores and the Enterprise, functions to be incorporated, mobile payment solutions, consumer interaction, etc.
- Other Issues – Payment security technologies, IT and Marketing relationship, technology impact upon enterprise, workforce management, cross channel issues, Big Data, RFID

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.

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# Thank You

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