

Retail Advisory Programs

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Retail Executive Advisory Program Components

- **Combination of Executive Research Studies or Traditional Studies** *(pages 5-6)*
 - **Each study includes Market Size, Vendor Rankings, Vendor Revenues, Market Positioning, Vendor Profiles and Trends, Drivers, Barriers / Forecast**
 - **Current Program Studies Include:**
 - **Competitive Market Leaders – When and Why Vendors Win**
 - **Retail Transformation Study**
 - **Inventory Distortion Study**
 - **IoT Potential in Retail**
 - **Total Retail Software and SaaS Markets**
 - **Retail Hardware**
 - **Retail Services**
 - **Hospitality Software and Software as a Service**
 - **Hospitality Hardware**
 - **Retail POS Software**
 - **Hospitality POS Software**
- **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**

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 individual**

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 or substituted for research studies
- Options are for examples. This can be customized for your needs at \$25,000 or higher by substituting components

Level A Research Studies = 1 Advisory Study

These can be additional or instead of Advisory Reports

- Beacons: Privacy, Promise, Potential – Retail’s Opportunity***
- Retail Analytics: Actionable Data for Real Results***
- Merchandising and Supply Chain Systems***
- Order Management Systems – Center or Retail***
- 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***
- Unified Commerce Study***
- mPOS: It’s REAL Now – Mobile POS Study***
- Total Store Systems Software***
- POS Terminal Study*** (each region = 1 level A)
 - North America, EMEA, LATAM, Asia/Pacific
- SMB – Retail Sizing by Region*** (each region = 1 level A)
 - North America, EMEA, LATAM, Asia/Pacific

Level B Research Studies = .5 Advisory 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***
- Case for Cloud POS***
- Competitive Market Leaders – When and Why Vendors Win***
- Unified Commerce***

Entry Level Advisory - \$25,000 USD

- **5 of the Executive Advisory Research Studies.**
 - Can substitute Executive Advisory Studies for Level A Reports (see pages 5-6)
- **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 pages 5-6)
- **1 OnSite Analyst Day or Customer Event Presentation** *(Travel Included)*
- **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**
 - Can substitute Executive Advisory Studies for Level A Reports (see pages 5-6)
- **2 OnSite Analyst Days or Customer Event Presentations** *(Travel Included)*
- **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**
 - Can substitute Executive Advisory Studies for Level A Reports (see pages 5-6)
- **3 OnSite Analyst Days or Customer Event Presentations** *(Travel Included)*
- **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 USD

- **All IHL Research Reports**
 - All Executive Advisory Research Reports
 - All Level A and Level B Tier Reports (see pages 5-6)
 - 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 Included)*
- **4 IHL State of the Industry Briefings**
- **2 IHL Produced Webinars**
- **Sophia North America, EMEA, CPG**
- **Complete WorldView IT Forecasting Model**
- **Enterprise License – not limited by seats.**

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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