

OUT OF STOCKS

IHL Multi-Client Research Study/Webinar Sponsorship Opportunity

The growth of new customer journeys that use stores for fulfillment either through delivery or pickup in the last 2-3 years has exploded. The rise of Click and Collect options, particularly for grocers, drug stores and mass merchants/warehouse clubs have exposed an entirely new level of out-of-stocks, causing retailers to lose margin on nearly every single order due to substitutions and cancellation of items.

This research will once again size the problem of Out of Stocks as we have done in the past, but this paper will focus specifically on the technologies that are available and best in class practices that are separating the winners and losers in retail. At IHL we are convinced that solving the store inventory issue is the single biggest problem that retailers face when it comes to competing with marketplaces like Amazon, Walmart, Rakuten, and eBay. No longer can this inefficiency be viewed as a “cost of doing” business. The retailers that fix their inventory accuracy issues and begin to apply AI/ML to their inventory levels will race ahead with success in the next deadline. We will review different store formats, technologies that are currently available and technologies just being introduced that can radically improve accuracy to be able to fulfill orders regardless of how the order comes in.

This research is designed to help with your lead generation. All sponsorship levels include shared leads from the downloads for a period up to one year.

TITLE SPONSORSHIP - \$15,000

- Title Sponsorship on Study, Branding and Inclusion in Press Release
- Distribution Rights of Study to Customers, Partners, Analysts, Investors for Research and Webinar Recording.
- Title Sponsorship of IHL Webinar on Results
- Readout of Detailed Results for Executive Team

GOLD SPONSORSHIP - \$10,000

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- Readout of Detailed Results for Executive Team

SILVER SPONSORSHIP - \$5,000

- Sponsorship of Study and Inclusion in Press Release
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DEADLINE FOR INCLUSION: 6-19-2020



Research complete by: 6-30-2020

Study by: 7-3-2020

Webinar: 7-15-2020

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