



# Retail Executive Advisory Program

## CONTACT INFO

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HARD DATA, **SMART** DECISIONS

## Retail Executive Advisory Program Components

- **Combination of Executive Level Research or More Detailed Studies for Product Line Executives**
- **Advisory Inquiries, Analyst Briefings (with entire team)**
- **IHL State of the Industry Briefings for your entire team**
- **Webinars, On-site Days and Presentations**
- **Sophia and WorldView at Certain Levels**
- **Enterprise License, No Seat License Games**

# Retail Executive Advisory Program Comparison

	<b>Entry \$25,000</b>	<b>Bronze \$40,000</b>	<b>Silver \$55,000</b>	<b>Gold \$80,000</b>	<b>Platinum \$130,000</b>
<b>License Type</b>	Enterprise (unlimited seats)	Enterprise (unlimited seats)	Enterprise (unlimited seats)	Enterprise (unlimited seats)	Enterprise (unlimited seats)
<b>Analyst Advisory Inquiries</b>	<b>10</b>	<b>12</b>	<b>15</b>	<b>25</b>	<b>Unlimited</b>
<b># Research Studies</b>	<b>5</b> <i>(pages 2 and 10 for list of studies)</i>	<b>7</b> <i>(pages 2 and 10 for list of studies)</i>	<b>10</b> <i>(pages 2 and 10 for list of studies)</i>	<b>16</b> <i>(pages 2 and 10 for list of studies)</i>	<b>All Current and Any New</b>
<b>Analyst Briefings</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>4</b>	<b>6</b>
<b>OnSite Days/Customer Presentation</b>		<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>
<b>IHL State of Industry Briefings</b>		<b>1</b>	<b>2</b>	<b>2</b>	<b>4</b>
<b>Webinars</b>				<b>1</b>	<b>2</b>
<b>Sophia Lead Generation*</b>				<b>1 Region</b>	<b>All Sophia</b>
<b>WorldView Retail IT Forecast Model*</b>					<b>WorldView, 4 yr Forecast</b>

- 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



# Executive Level Retail Studies

## Current Studies

- Winning the Race of Innovation*
- Retail AI Revolution Forecast Model*
- Retail AI Readiness Index*
- AI Readiness Profiles*
- Over and Out – Retailer’s Inventory Distortion Matrix*
- Competitive Market Leaders – Who are Retailers Buying?*
- The Order Management Software Market*
- Charting the AI-Driven Transformation in Grocery*
- Cross Industry Managed Services Study*
- Total Retail Software and SaaS Market*
- North American ISV Market Share and Gross Payment Volume*
- Europe POS ISV Market Share and Gross Payment Volume*
- Asia POS/MPOS ISV Market Share and Gross Payment Volume*
- North American Store Printer Market*
- EMEA Store Printer Market*
- Mobile First: How Retailers are Shifting POS Priorities*
- Retail Inventory Distortion – The Good, The Bad, The Ugly*
- The Retail Analytics Advantage*
- Challenges and Opportunities – Unified Commerce for Independent Hardgoods for Retailers*
- Retailers Get Religion on Returns*
- Total Retail Loss*
- Securing the Future of Grocery*
- Retail Reinvented – Navigating the New Era of Managed Services*

## Detailed Studies for Product Line Executives

### These can be additional or instead of Advisory Reports

- These are detailed studies by retail segment designed for product managers
- Detail in as many as 13 retail segments
- ❑ **POS Vendor Hardware Share** (each region = 1 Study)
  - North America, EMEA, LATAM, Asia/Pacific
- ❑ **Mobile POS Hardware Share** (each region = 1 Study)
  - North America, EMEA, LATAM, Asia/Pacific
- ❑ **Mobile POS Software Share – North America**
- ❑ **North American and Europe POS ISV Market Share** (each region = 1 Study)
- ❑ **POS Software Share – North America**
- ❑ **POS Terminal Studies** (each region = 1 Study)
  - North America, EMEA, LATAM, Asia/Pacific
- ❑ **SMB – Retail Sizing by Region** (each region = 1 Study)
  - North America, EMEA, LATAM, Asia/Pacific
- ❑ **Mobile POS: Mainstream and Moving Up**
- ❑ **Detailed List of Store Openings and Closings (2017-2021)**

# Sophia Lead Generation

## Sophia is IHL's Intelligent Lead Generation System

- IHL tracks the installs of 300 different technologies across over 7,500 retail, hospitality, pure play ecommerce and manufacturing companies.
- Includes contact information of key decision makers.

### **Retail and Hospitality Segments for North America and EMEA**

- Food/Grocery
- Drug Stores
- Supercenter/Warehouse/  
Hypermarkets
- Mass Merchants
- Department Stores
- Specialty Hard Goods
- Specialty Soft Goods
- Convenience/Gas/Forecourt
- Fast Food
- Bar/Restaurant
- Lodging
- Entertainment: Casinos and Cruises
- Entertainment: Museums, Theme  
Parks, Theaters, Other

### **Pure Play Ecommerce**

- Food/Grocery
- Drug Stores
- Supercenter/Warehouse/  
Hypermarkets
- Mass Merchants
- Department Stores
- Specialty Hard Goods
- Specialty Soft Goods
- Fast Food
- Bar/Restaurant

### **Manufacturing/CPG Segments**

- Food/Beverage
- Apparel, Shoes, Jewelry
- Electronics, Recreation
- Hard Goods
- Pharmaceuticals
- Automotive

# IHL WorldView

## WorldView is IHL's IT Forecasting

- IHL provides a 5-year forecast for 300 Retail/Hospitality IT Technologies.
- By segment, region, Line of Business

### Segments

- Food/Grocery
- Drug Stores
- Supercenter/Warehouse/  
Hypermarkets
- Mass Merchants
- Department Stores
- Specialty Hard Goods
- Specialty Soft Goods
- Convenience/Gas/Forecourt
- Fast Food
- Bar/Restaurant
- Entertainment/Lodging

### Line of Business Areas

- Business Intelligence/Analytics
- Commerce Solutions
- Marketing/Sales
- Merchandise/Supply Chain  
Management
- Store Systems
- Infrastructure
- Collaboration
- Applications Development
- Enterprise Accounting, Finance  
and HR
- Legal and Real Estate

### Region

- North America
- Europe/Middle East/Africa
- Latin/South America
- Asia/Pacific

## Other Advisory Components

- **Advisory Inquiries**
  - These are email or 30 minute call inquiries with IHL Analysts to review questions, data or strategies
- **Analyst Briefings**
  - IHL provides briefings for free for vendors at trade shows we attend to clients and non-clients
  - However, outside of trade events we will do more detailed briefings on your products and services with interaction with your team with up to 5 analysts. These allow us to be fully briefed so that when we speak to end users we are more familiar with your strategy and solutions than a 30 minute meeting in the middle of a trade show can provide.
- **IHL State of the Industry Briefings**
  - IHL does briefings to your entire team via webinar with our latest research findings
- **Onsite Days**
  - IHL analysts do strategy days at your site or customer presentation at user event
- **Webinars**
  - IHL produced webinar with speaking opportunity for your company. We get audience , promote, record, and share with our mailing list



## 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**

## Entry Level Advisory - \$25,000 USD

- **5 of the Research Studies**
  - Can substitute Onsite Day for 1 study or 2 studies for a year of Sophia
- **10 Advisory Inquiries**
- **2 Analyst Briefings**
- **Enterprise License – not limited by seats**

## Bronze Level Advisory - \$40,000 USD

- **7 of the following Executive Advisory Research Studies**
  - Can substitute Onsite Day for 1 study or 2 studies for a year of Sophia
- **1 On-site 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 - \$55,000 USD

- **10 Executive Advisory Research Studies**
  - Can substitute Onsite Day for 1 study or 2 studies for a year of Sophia
- **2 On-site 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 - \$80,000 USD

- **16 of the Executive Advisory Research Studies**
  - Can substitute Onsite Day for 1 study or 2 studies for a year of Sophia
- **3 On-site 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 - \$130,000 USD

- **All IHL Research Reports**
  - **All Reports and Models**
  - **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, Ecommerce, 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.**

## For more Information



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