



Retail Executive Advisory Program

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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

	Entry \$25,000	Bronze \$40,000	Silver \$55,000	Gold \$80,000	Platinum \$130,000
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

Executive Level Retail Studies

Current Studies

- Competitive Market Leaders – Solution Providers Set to Win in 2021***
- Store Matters: How Retail Still Runs Through Local Stores Even in Digital Age***
- Future of Grocery and Consumer Package Goods Retailing***
- Benefits of Computer Aided-Ordering***
- Rise of Dark Stores and Best Practices***
- AI/Machine Learning in Retail***
- Personalizing the Shoppers Journey***
- Race Into the Golden Age of Frictionless Retail***
- POS/mPOS Software Share by Merchant Segment with Payment Volumes***
- Mid-market POS Software***
- Order Management Systems in Retail***
- Total Retail Software and SaaS Market***
- Worldwide Retail Hardware***
- North American ISV Market Share and Gross Payment Volume***
- Europe POS ISV Market Share and Gross Payment Volume***
- Retail eCommerce Study***
- Retail on the Edge***
- Disrupted Retail – How Pandemic Exposed Hidden Inventory Distortion***
- Grocery In the Time of the Pandemic***
- Retail’s New Normal – Best Practices for Post-Pandemic Future***
- Bad Leftovers – How Grocery Left Billions on the Table***
- The Coming Retail Returns Tsunami***
- Rise of the Dark Stores***
- Unified Commerce Study***

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 (2017-2020)**

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 - \$35,000 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 - \$50,000 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 - \$75,000 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 - \$125,000 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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