The Order Management Market

An IHL Retail Executive Advisory Program Research Study

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IHL GROUP insight market view

IHL GROUP

IHL Retail Executive Advisory Program

IHL has been advising the retail community (vendors and retailers alike) since 1996 in retail information technology evolution and strategy. Initially our focus was on point of sale software, hardware and in-store technology. But over the years our focus has grown to cover all of retail information technology including commerce solutions, ERP, merchandising/supply chain, sales and marketing, and business intelligence.

Over the years we've amassed a tremendous amount of primary- and secondary-source data through first-hand consulting experience in this pursuit. From this ever-growing knowledge base of offerings like our *Sophia Data Service*, the *Worldview IT Sizing Forecast Model* and custom research projects, insight has been gained at a level unparalleled in the industry.

The **IHL Insight Market View** series of research studies build upon this knowledge and add analyst insight to graphically display vendor positioning, drive for innovation and projected growth.

The goal of this report, as well as the entire *IHL Retail Executive Advisory Program (REAP)*, is to provide the retail community with the most detailed and complete picture possible of the retail technology landscape. We do this to assist retailers in vendor selection and to help the industry understand the trends, drivers and barriers that are fundamentally transforming our industry. It is our intent that this body of research continue to grow in depth and influence over the coming years. Undoubtedly, changes will be made and vendor positions will change. Some vendors will bring innovative solutions to the industry that will see their clients flourish and experience new heights of their own success. Their positions on the various IHL Insight Market View charts will improve. Likewise, others, maybe many others, will miss the transformation happening all around them and stumble and fall. Their newfound position in the industry will also be documented on the charts.

Retailers are encouraged to use these charts in discussions with their vendor partners. It is our intent that they provide unique insights into vendor strategy and provide thought-provoking questions as we all move forward and prosper in the Era of Intentional Innovation.

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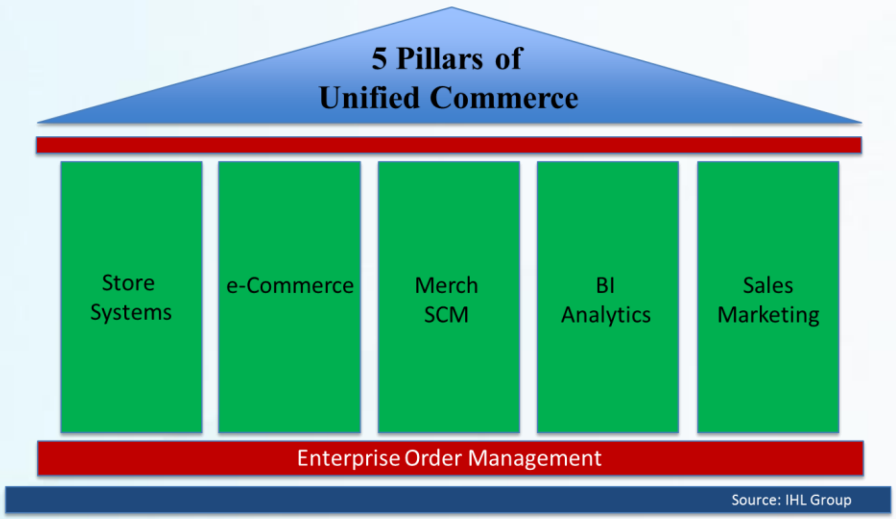
Introducing OMS

The foundation for a successful Unified Commerce strategy for a retail enterprise is a highly capable and configurable order management system. This is one that is able to look at an order independently of the channel from which it originated. OMS is linked with the five key technology pillars shown in the figure below. OMS will be the natural extension of key POS functionality such as inventory visibility (across the enterprise), ordering from other stores, return of online purchases, ship from store, order online from the POS, click and collect, and store-to-store transfer. The broad functionality required by OMS is extended even further when one considers the additional permutations for ordering and return brought by online and phone / catalog sales.



Here, Unified Commerce, with a foundation built upon OMS, acts as an architectural construct to overcome the constraints caused by channel evolution. The payoff is tremendous, and given the very thin IT budgets retailers work with, expect this transition to be much slower than anyone wants, especially the vendor community.

Retail OMS Software Market

The Retail Software Market continues healthy worldwide expansion for two main reasons: retail in emerging economies is growing, and enterprise retailers are re-architecting their systems supporting Unified Commerce (the systems that enable the procurement, sale and delivery of merchandise independent of channel) and Cloud computing (along with its cost efficiencies). ***IHL projects the worldwide software market will grow 69% from $62.7 Billion in 2018 to $105.7 Billion in 2023. For OMS software, we project the worldwide market will grow 63% from $710 Million in 2018 to $1.16 Billion in 2023.***

A more granular look at this growth requires an understanding of the shift in the type of software that retailers expect to use. While we still project packaged software and software maintenance expansion, it is the growth in the Cloud-related Software-as-a-Service revenue (which includes the change from packaged software to SaaS) that is driving a great deal of the exponential increases. Total SaaS revenue is projected to grow 229% from $14.1 Billion today to over $46.4B in 2023. For the same timeframe, OMS SaaS revenue is expected to grow 182% from $158.2 Million in 2018 to $445.7 Million in 2023.

For those using this document to make potential OMS selections, we would like to recommend the following questions to be considered:

- What are the tradeoffs afforded between on-premises and SaaS (both single and multi-tenant) solutions? Even beyond SaaS, look to those vendors that have a well thought through strategy and roadmap supporting microservices.
- What is the vendor's roadmap for Artificial Intelligence and Machine Learning? What is available today? What functionality is coming? When will it be available? Is it customized or embedded? Whose API's is it based upon? We continue to be very bullish on AI and believe some of the greatest ROI wins are around those solution components utilizing AI/ML
- Which integrations are off-the-shelf versus which are custom? Depending upon your roadmap and current solutions, deeply explore the tradeoffs between using the same versus multi providers of POS and Ecommerce software. Many of the vendors summarized in this report offer broad suites supporting many of the Unified Commerce pillars.
- What are the number of use cases and how flexible are the OMS solutions you are considering so you can ensure a specific vendor's solution can grow as you grow, and support the pace of change you need?
- How robust is the shipping engine? We believe one of the greatest sources of OMS ROI is within the shipping optimization engine. We also believe this is one of the greatest areas of disparity in functionality among vendors. During the discovery process, spend time to understand the strengths and weakness, as well as growth plans within the shipping optimization engine.

Retail OMS Software Market (continued)

For retailers reviewing this report, most of the charts and tables are meant to highlight specific components of functionality that we deem to be critical in our review of the competitive landscape. Should you have additional questions, we're quite happy to schedule a call to review any aspect of the report that you'd like to understand further. The analysis uses over 1,000 known installs meaning instances where we know Vendor A's is supplying OMS software to Retailer B. While we may not know the answer we're happy to find it out for you or provide you a list of similar competitors which may have like functionality requirements and who they are using for OMS.

On review of the vendor positioning charts, one will note that the majority of vendors are either in, or close to the upper right hand quadrant. Each chart represents the top 15 by category, and by no means is exhaustive, thus leading to some concentration.

On the market value bar charts, we only include regional charts for NA and EMEA, along with worldwide. These two regions represent over two-thirds of the WW OMS market. Their overarching share is why we've included those breakouts.

All revenues presented in this analysis are estimates. They are highly researched and validated to the extent possible, but they are in fact estimates. We have a rather complex and data intensive process for estimating vendor OMS revenue with many assumptions. As a general explanation we use the sum product of our vendor market share from our Sophia Worldwide Database against our Worldview IT spend model grouped segments to yield our estimates. Given the very large data repository of known OMS installs, we believe this yields a statistically significant estimation.

For two vendors we were able to validate that our process was very close to the exact number. Additionally, vendor retail revenue, regional distribution and solution distribution are all estimates as well. For a handful of vendors that have shared exact values with us, we believe that our approach achieves a very high degree of accuracy.

When reviewing our market size projection charts and vendor estimates these include on-premise software, SaaS, and on-premise SW maintenance only. We do not include any systems integration (SI) revenue. It is just too complex to estimate with a high degree of accuracy. Factors such as labor rates, customization, percentage internal versus partners and customer complexity vary wildly so we stay away from the integrative services piece of this in our vendor revenue estimates. Clients may feel free to schedule a call with us and we can provide market guidance relative to recommended SI factors for calculating TAM (total addressable market) sizing. For a given vendor, the addition of SI revenue could be up to, or exceed in some cases, our combined software revenue estimates.

Retail OMS Software Market (continued)

As we've noted not only is OMS complicated, but with both the proliferation of channels and devices, the combinations of path to purchase, fulfill and return adds to the complexity. In an attempt to get a handle on vendor support, we asked the vendors highlighted in this report about their ability and flexibility to support the myriad of options. Each iteration of this can be thought of as a customer journey.

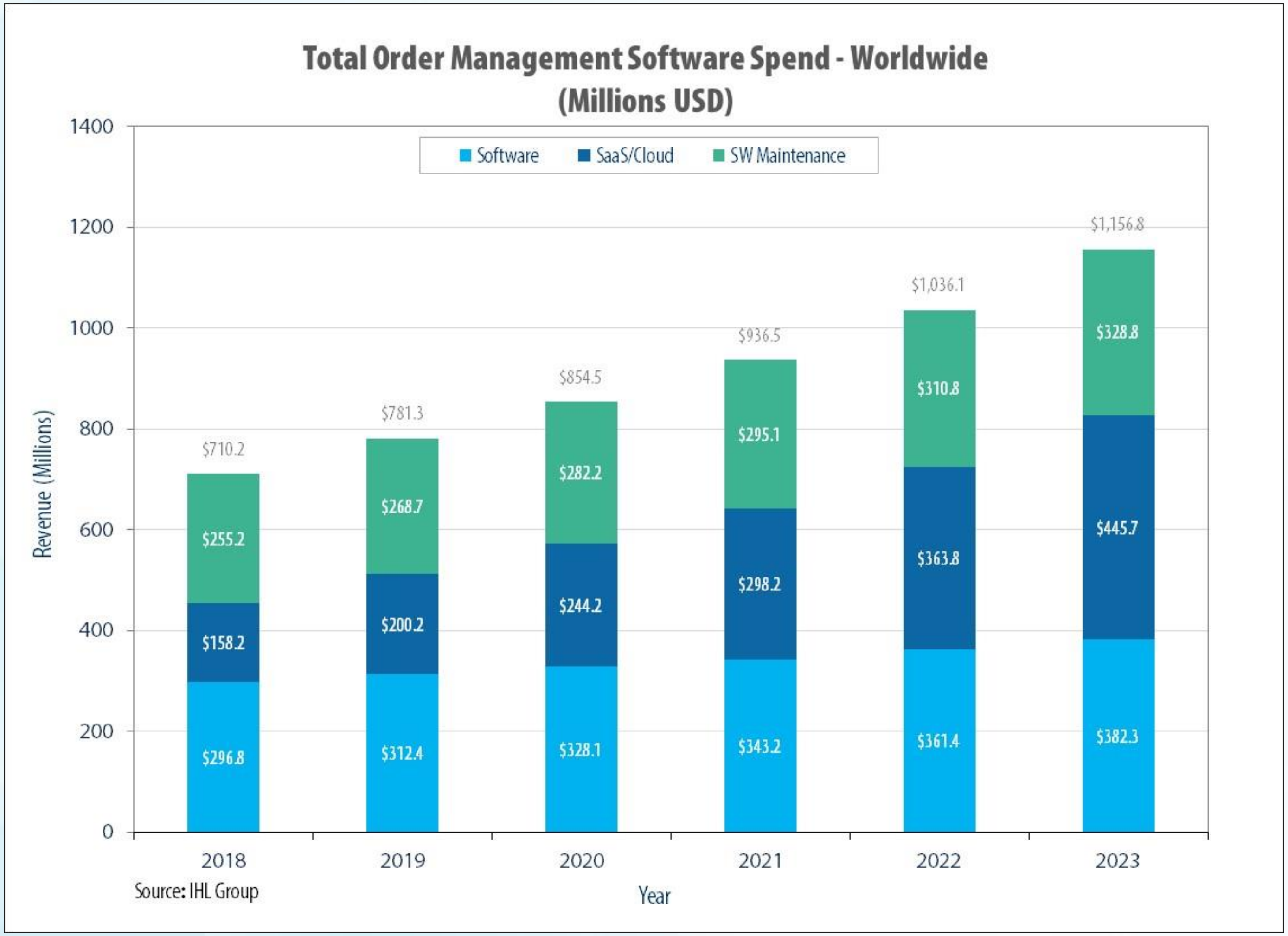
In our questionnaire, vendors were provided the table below and asked to provide a summary of all of the complete purchase paths they were able to support. If there were able to support options beyond the choices given below, they could include those as well. The resulting chart summaries their responses. For any retailer reviewing this report, please contact us should you want more details around specific vendor responses.

Purchase	Fulfill	Return
Store	Store	Store
Web	Distribution Center	Online
Mobile Phone	3rd Party Fulfilment	Distribution Center
Mobile Tablet	Dark Stores	Supplier
Catalog/Call Center	Drop Ship Vendors	Other?
Marketplace	Direct Supplier	
Store Kiosk/Touch Display	Other?	
Other?		

Retail OMS Software Market

A brief look at the overall retail OMS software market size and value.

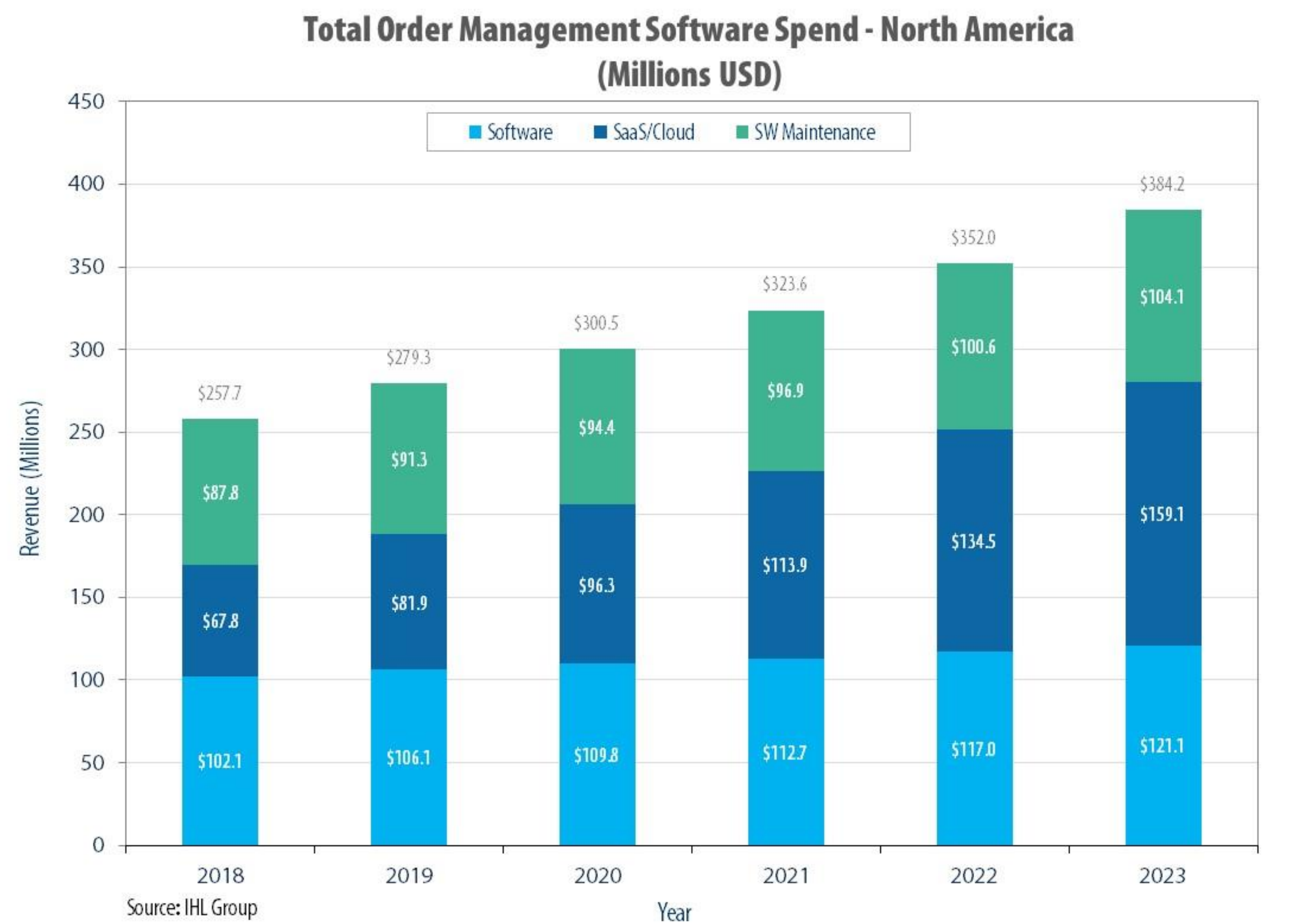
Total Retail OMS SW Spend - Worldwide



IHL Projects that the worldwide Order Management Systems market will grow 63% from 2018 by 2023 to 1.16b in annual sale. The majority of growth will be in SaaS implementations which are expected to grow 182% during the period.

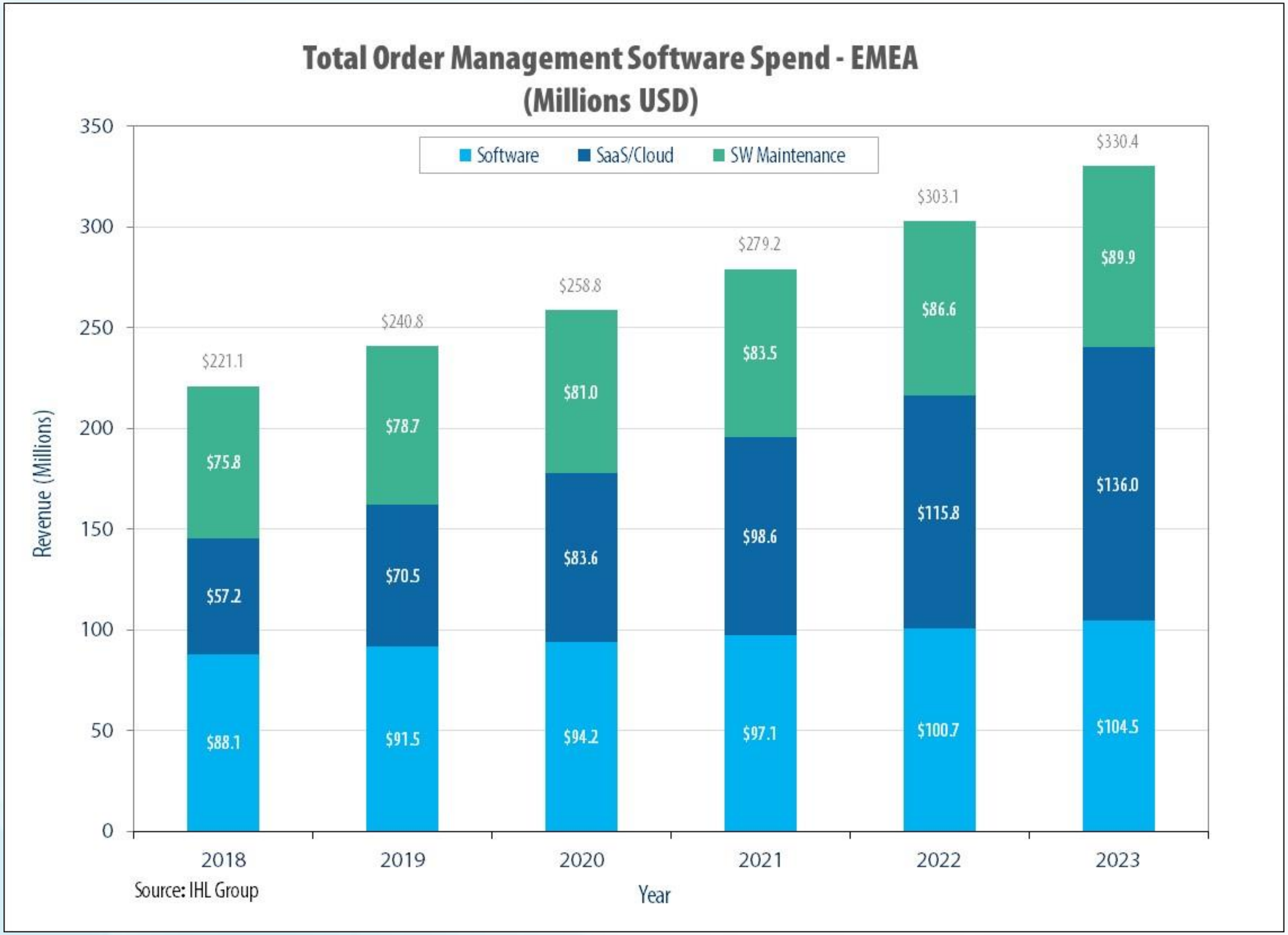
These growth figures, although impressive, understate the overall impact of this software on retailers. Much as the operating system is the base component of software that helps a computer operate, OMS has quickly become THE CORE system that allows for Unified Commerce to be successful.

Total Retail OMS SW Spend - NA



Source: IHL Group

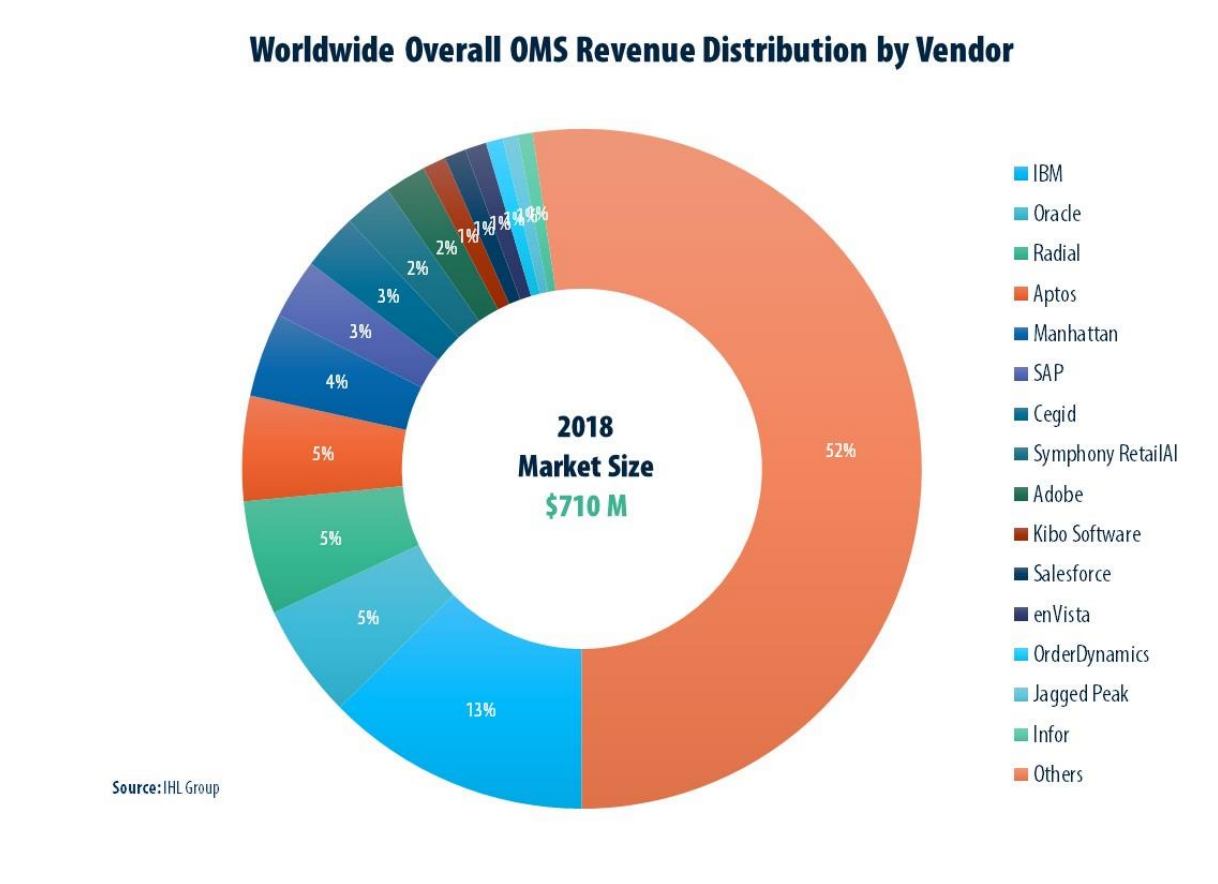
Total Retail OMS SW Spend - EMEA



Worldwide OMS Rankings

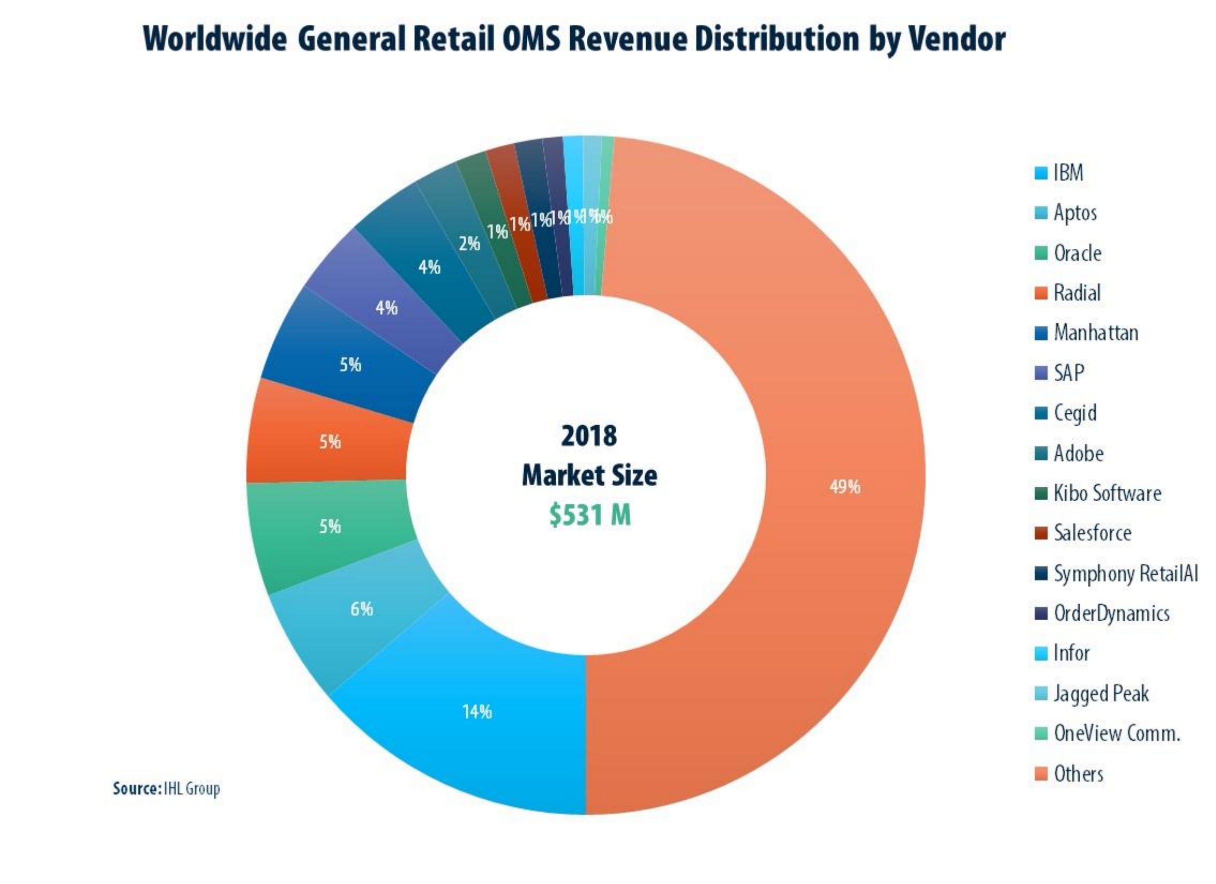
IHL insight market view

Vendor	Total SW/SaaS ($USD)
IBM	$89.6m
Oracle	$38.6m
Radial	$38.5m
Aptos	$35.5m
Manhattan	$28.4m
SAP	$20.3m
Cegid	$19.1m
Symphony	$16.4m
Adobe	$14.0m
Kibo Software	$7.9m
Salesforce	$7.4m
enVista	$7.2m
OrderDynamics	$5.7m
Jagged Peak	$5.1m
Infor	$5.0m



Worldwide OMS Rankings-General Retail

iHL insight market view



Vendor	Total SW/SaaS ($USD)
IBM	$72.8m
Aptos	$29.3m
Oracle	$28.6m
Radial	$26.7m
Manhattan	$25.3m
SAP	$19.1m
Cegid	$19.1m
Adobe	$11.3m
Kibo Software	$7.9m
Salesforce	$7.3m
Symphony	$7.1m
OrderDynamics	$5.2m
Infor	$5.0m
Jagged Peak	$4.8m
OneView Comm.	$3.1m

Trends, Drivers and Barriers

The change in the software landscape over the past handful of years has been nothing short of dramatic, with new best-of- breed players, Mobile applications and Cloud solutions.

Key Trends & Drivers

Retail Strong but Evolving

- North America
  - Retail Sales & Store counts growing, though narrative suggests otherwise
  - 2019 growth projected 3.8-4.4%
  - Dept Stores and specialty soft goods feeling greatest pressure
  - Amazon impact in grocery forthcoming with Drug likely to be next
- EMEA
  - Western Europe is driving growth; Hospitality, Grocery and Mass leads while Dept. Stores are struggling
  - Overall, for the key EMEA countries, 2018 saw an economic growth of 2.2%, which was higher than the 1.8% cited for the Eurozone
  - Going forward, expectations for 2019 are for 1.4% growth (1.7% for the key countries).
  - Setting Russia aside for the time being, retail sales advanced by 1.6% for 2018 for the key EMEA countries in terms of the Euro.
- APAC
  - Overall, for the key APAC countries (Japan, China, India, Australia/New Zealand, South Korea, Vietnam, Taiwan and Hong Kong), 2018 saw overall economic growth of 5.6%. The region remains the growth engine for the world with expected GDP for the key countries to grow by 5.4% for 2019, slowed slightly due to tariffs on China..
  - US Tariffs on China and blocking Huawei is having negative impact on China's current growth.
  - Continued rise of middle class across the region will further separate the region verses all other in terms of retail growth.
  - Retail sales advanced by 13.4% for 2018 for the key APAC countries in terms of the US dollar. This is in comparison to the 12.5% experienced by EMEA and the 6.0% in North America.

Retail Strong but Evolving (Continued)

- LATAM
  - For the overall LATAM market, GDP grew by 3.1% from 2017. For the key LATAM countries (Mexico, Brazil, Colombia, Chile, Argentina, Peru and Venezuela), 2018 saw an increase of 2.9% from last year, which beat the previous year's 0.8% increase.
  - We have said before that Brazil and Mexico are the keys to the LATAM economy, and where they go so goes the rest of the region. Per Global Finance, Mexico saw a 2.2% increase in GDP, while Brazil saw a 1.4% increase, (after last year's 1.0, which was their first increase in three years). Venezuela is in a shambles, with declines every year since 2014, and double digit declines the past three years.
  - Going forward, expectations are for an average 1.3% increase in the key countries, with Venezuela and Argentina going negative. Peru (4.1% increase), Colombia (3.6%) and Chile (3.4%) continue to be like the little engine that could, but collectively they have less than half the impact that Brazil has.
  - Some of the smaller countries continue to shine, like Panama (80% GDP growth the past decade, with no negative years), Paraguay (54% growth) and Costa Rica (39% growth) and Uruguay (41% growth).
  - Leaving Venezuela out for the moment, retail sales increased for the remaining key countries by an average of 3.8% in terms of their local currencies. This compares with APAC (6.2% increase), North America (4.7%) and EMEA (1.3%).
  - Overall, the largest economies in LATAM are in a period of turmoil and trouble, reducing the opportunities for retail growth and IT investment.

Key Trends & Drivers, con't

Notable Mergers & Spin-offs

- Epicor acquired ShopVisible (1/15)
- Epicor spun-off Aptos (6/15)
- MI9 acquired Raymark (11/15)
- Salesforce acquired Demandware (7/16)
- Infor acquired Starmount (8/16)
- Oracle acquired NetSuite (11/16)
- Aptos acquired TXT Retail (7/17)
- Infor acquires OMS assets from Arvato (2/18)
- Adobe acquired Magento, (5/18)

Single View of the Order & the Customer

- Central commerce hub handles customer, product and supplier data to provide "one version of the truth" of the order. 63% of Retailers are looking OMS as a base for their next POS, and 24% of retailers are looking to make an OMS purchase in the next two years.
- Retail winners (greater than 10% growth) are 208% more likely to have centralized order management in place than laggards.
- Likewise, retailers are looking for a single version of customer information across channels, so the in-store experience looks more like that found online.

Click and Collect/BOPIS Support

- The change in the types of solutions for buy online and pickup in stores and click and collect is driving further system integration.
- The challenge of these services affect the bottom line in many segments, but in different ways. In GMS, they drive more trips to the store and thus more upside.
- Europe grocery ecommerce leads the US and this is a key area of investment for grocers worldwide.
- For OMS, AI/ML will play a significant role is optimizing the fulfillment piece of the equation and leading OMS vendors are investing heavily in deeper inventory visibility.

Leaders and Laggards

- Retailers that make the two year investment of transformational IT that requires 3-4% of revenue spend will come out ahead. Those with IT budgets tied to last year's sales at the same ratios will be left behind.
- Best performing retailers have Enterprise and Store IT Spend that is 72% and 31% higher than average retailers (and 196% and 49% higher than Below-Average retailers)
- OMS is one of the key areas that retailers must invest in for success.

Profitability is Multi-Channel

- The most successful retailers are engaging customers across channels.
- Cross-segment, cross-channel cross-border competition continues to increase.

Barriers

Budget Constraints

- Retailers must commit to transformational IT spending to properly compete.
- But tough business conditions and too much debt can prevent retailers from being able to make the investments they need to survive and thrive in this new world of retail.

Mall Bandwidth Issues

- One of the biggest challenges for the growth of software and cloud is the limitations that exist through restrictive covenants from mall owners.
- In many cases, the fastest bandwidth that retailers can get is T1 speed which is ridiculous in the age of cloud computing and having to compete with Amazon.

GDPR and Other Data Protections

- Because we are dealing with the merging of customer data and item/order data, retailers must go the extra step to make sure this data complies with data protection standards. This can slow the vendor selection and deployment process. Retailers would be wise to consider these issues in any software installation.

Cloud: Not Just an Enabler

- Almost universally the question asked is "why not cloud" as most retailers and vendors have adopted a cloud first strategy
- While both growth for single and multi-tenant deployments, multi is growing faster
- Leading architectural concepts such as microservices are a key feature criteria moving forward
- In 4-5 years we expect microservices to be approaching the popularity that cloud is today.
- Leading vendors are all investing heavily in microservices for OMS.

Rise of Internally Developed Software

- Generally a significant area of growth, but not for OMS..
- Complications of OMS limit the propensity for a retailer to take this upon themselves.
- In Unified Commerce and mergers, protecting secret sauce becomes key focus for large retailers.
- Retail Leaders are growing the internal developed software at a rate of 6.9% growth in 2018. Laggards are reducing growth in internal development 1.9%.

Positioning Maps

Just providing software revenues for individual vendors doesn't paint the whole picture. In this section, we attempt to provide a more accurate representation of the leading software players' true position in the market.

The IHL Insight Market View Positioning Map displays vendors by innovation, market strength, and market share. It is a 3-dimensional view of the market that takes into consideration the scale of the vendors involved and not just direction. So the reader gets to see size of strength, not just position of strength.

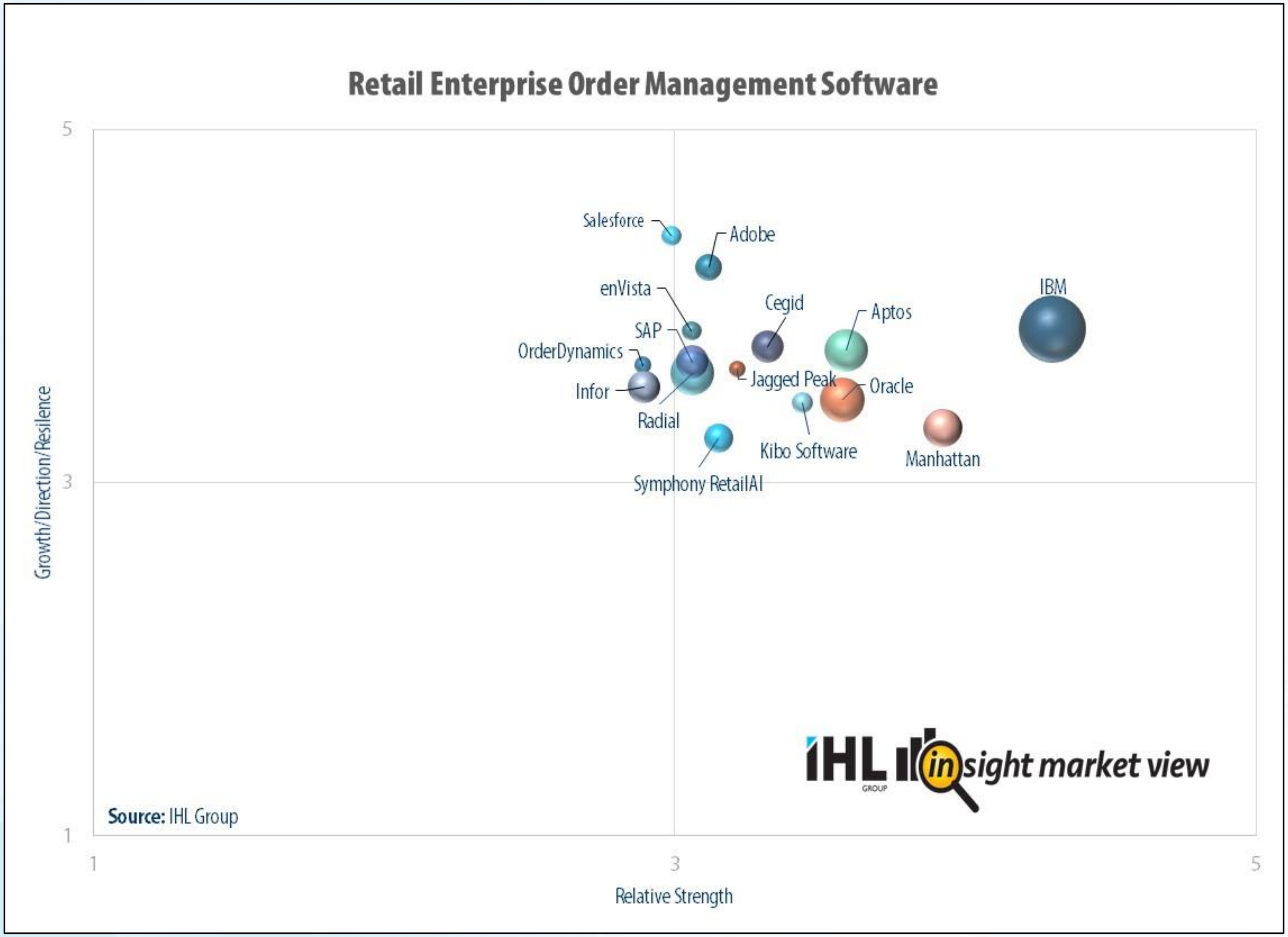
Over 75% of the ratings and positioning come from completely objective measures leveraging our WorldView IT Sizing and Forecasting model and our Sophia data service which tracks installs by vendor. Only 25% of the total positioning is in any softer measure such as review of innovation or customer satisfaction.

Here are the categories that make up each axis.

X – Market Strength	Y – Growth/Direction/Resilience	Z – Market Share
Global Reach	Revenue Growth Trend	Market Share
# Retail/Hospitality Accounts	Customer Satisfaction	
Size of Accounts	Stability/R&D Commitment/Funding	
Innovation	Unified Commerce (BI, Commerce, Merch/SCM, Sales & Mktg, Store Systems)	
Market Share Growth		

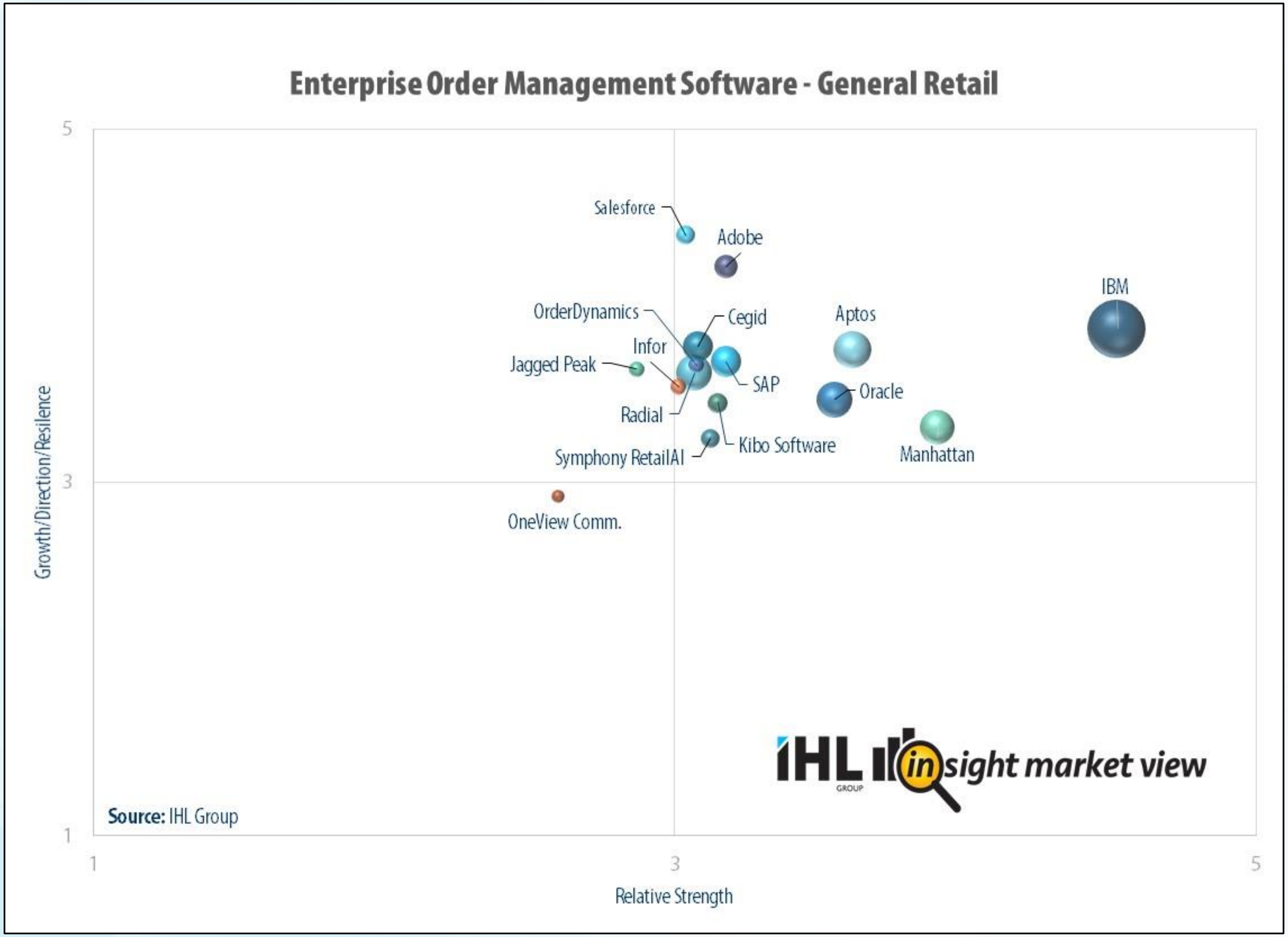
Total OMS Software-Overall

Top Providers



Total OMS Software-General Retail

Top Providers



OMS Providers Key Differentiators

Here we offer granularity on the solutions offered by the key vendors.

Leading Commerce Providers

Overview

As we've noted, OMS is a foundational system for today's and tomorrow's retail enterprise. Closely coupled to OMS, and of the same strategic importance are the core commerce systems, POS and Ecommerce. Retailer and Vendor investment over the last five years has resulted in a tremendous amount of innovation in architecting these three systems to work together with greater efficiency and increased functionality.

Depending upon their size and history, retailers will choose either integrated systems or best-of-breed. There is no one-size-fits-all approach. For retailers seeking counsel in these areas, our REAP Advisory reports are a ready resource for that advice. Based upon those reports, we wanted to provide a summary of the key vendors in the key areas and their predominant deployment tier. For inclusion in the attached charts we applied the following criteria by solution:

- **Ecommerce** – at least 15 WW accounts at that level
- **OMS** – at least 10 WW accounts at that level
- **POS** – at least 15 WW accounts at that level

This is based upon known accounts in IHL Group's ***Sophia Retail Data Service*** covering the leading 5,000 retailers in the US and EMEA. In reviewing this chart, one should not consider this to be an exhaustive list of the only vendors that might service accounts across the three groupings charted here. In ***Sophia*** we have over three hundred unique vendors providing solutions in these three areas across North America and Europe.

Additionally, one should not infer that because a vendor is listed in Tier II that they are not able to service Tier I clients. Similarly, a vendor in Tier III should aptly be considered for Tier II and potentially Tier I opportunities.

Furthermore, if a vendor had 8 Tier I OMS accounts, and several others in the Tier II space, they were put in the Tier II block. For retailers wanting specific details on client installs used in this analysis, please feel free to schedule a call with us.

One final note: These observations are based upon our research or public information vendors have shared with us. Some vendors have either chosen not to provide feedback, or company rules prohibit them from sharing. It is our experience that vendors freely share references with retailers, so we recommend that retailers query a broad array of vendors prior to forming their short list.

Leading Commerce Providers

General Retail

	E-Commerce		OMS		POS / mPOS	
Tier I	FitForCommerce IBM/HCL Magento Oracle	Salesforce SAP Smith WebCollage	Aptos enVista IBM Manhattan	Oracle SAP Radial	Aptos Diebold Nixdorf Fujitsu Infor Manhattan NCR	Oracle PCMS Datafit SAP/GK SW Toshiba GCS Veras Retail
Tier II	Radial	WooCommerce	Kibo Commerce Magento OneView	OrderDynamics Salesforce Symphony RetailAI	enVista	Cegid Group
Tier III	Amplience Aptos Kibo Commerce	Kiosked Shopify	Cegid Group Infor Jagged Peak	MI9 Softeon	Epicor Island Pacific	LS Retail MI9
Tier IV-V	Bigcommerce MI9	Square enVista	Microsoft		Celerant Lightspeed Revel Systems	Shopify Shopkeep Square

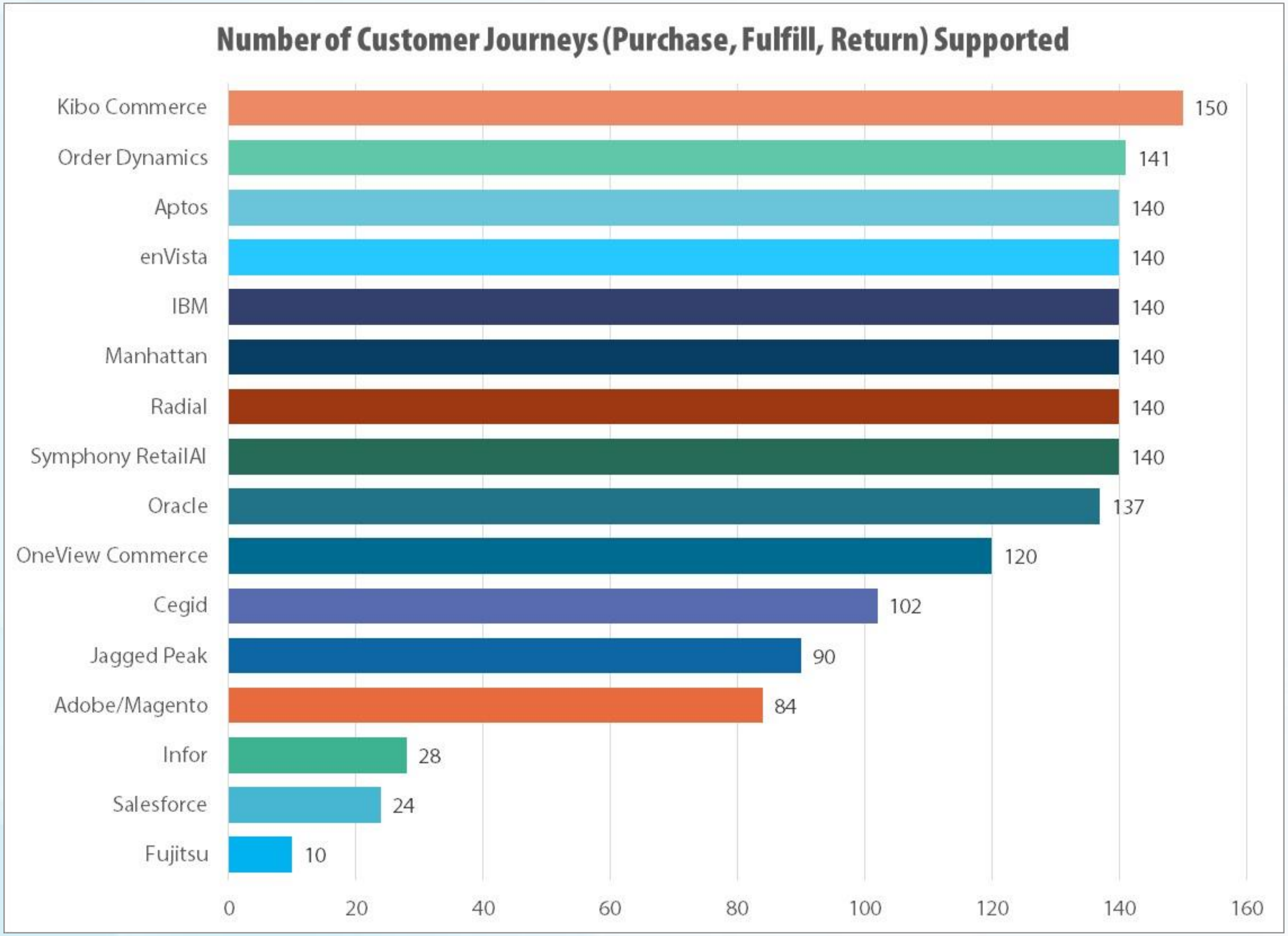
OMS Characteristics: Architectures

	On-Premise	Single Tenant Cloud	Multi-Tenant Cloud	Microservices (Single/Multi)
Adobe/Magento			✓	
Aptos		✓	✓	✓
Cegid	✓	✓	✓	Partial
enVista		✓	✓	✓
Fujitsu			✓	
IBM	✓	✓	✓	Partial
Infor			✓	
Jagged Peak		✓	✓	✓
Kibo Commerce			✓	✓
Manhattan		✓		✓
OneView Commerce		✓	✓	✓
Oracle	✓	✓		Partial
Order Dynamics			✓	✓
Radial			✓	✓
Salesforce			✓	
Symphony RetailAI	✓	✓		✓

OMS Characteristics: Cloud Hosting

	AWS	Azure	Google	Other
Adobe/Magento	✓			
Aptos	✓	✓		
Cegid	✓	✓		Rackspace
enVista	✓	✓		
Fujitsu				Salesforce
IBM	✓	✓	✓	Own
Infor	✓			
Jagged Peak	✓			Own
Kibo Commerce	✓			
Manhattan	✓		✓	
OneView Commerce	✓	✓		
Oracle				Own
Order Dynamics		✓		
Radial				Own
Salesforce	✓			
Symphony RetailAI		✓		

OMS Characteristics: Paths to Purchase



Key Observations/Differentiators of the Leading Vendors

Aptos:

1. Following the acquisition of ShopVisible (January 2015), which was primarily a Tier III-V offering, Aptos now has in excess of 20 clients with over $1 billion in revenue
2. Aptos offers over 140 use cases that are integrated across Aptos applications for buy, fulfill and return across channels.
3. Solution includes catalog/call center support
4. No shipping optimization engine currently available, but does have rules-based order routing engine.
5. Though not required, most OMS customers utilize Aptos POS
6. SaaS OMS either single or multi-tenant
7. Supports both B2B and B2C
8. While Aptos One, their microservices based platform of the future has only been offered as a product beginning in 2018, it is showing immense popularity and adoption interest.
9. Large existing customer base in North America with likelihood of significant growth in EMEA following TXT acquisition. Also have several OMS customers in LATAM.
10. While no current use of AI/ML, this is a roadmap item for consideration as this year Aptos will place a major focus on determining how be to incorporate AI/ML across the suite of solutions.
11. They support of broad array of Ecommerce integrations including: Salesforce Commerce Cloud, Magento, SAP Hybris, Aptos Digital Commerce, Big Commerce, and Shopify.
12. Over the last few years enhancements to customer support and integration has been a point of emphasis, and based upon customer discussions, significant progress has been evidenced in this area.
13. We believe OMS is the foundation of a unified commerce technology offering. Based upon our review of the UC landscape, Aptos has one of the two or three most complete UC technology stacks servicing the specialty enterprise space. Their strong OMS product helps anchor this.

Vendor Profiles

This section contains profiles of the top vendors mentioned in the previous section.

aptos

www.aptos.com

Total Retail Revenue:
$325M
IHL Estimate

Company Overview

In June 2015, the owners of Epicor spun off its Specialty Soft Goods and GMS retail division as an independent company- Aptos. As such, the new entity has a long history of global leadership in delivering enterprise and store software solutions to the retail industry, mainly in Tiers I-III. Aptos is the product of both organic growth and a series of acquisitions, including Scala, CRS Retail Systems, NSB Group, QuantiSense, ShopVisible and BT Expedite. As a result, Aptos has consolidated the mid-market retail systems arena and now delivers a comprehensive suite of solutions for all core retail functions.

Key Events

- TXT Retail, October 2017
- BT Expedite, October 2016
- Epicor spins off Aptos, May 2015
- ShopVisible, January 2015
- QuantiSense, October 2014

Company Strengths

- Recognized market leader
- Retail-only focus
- Unified platform focus
- More agile than when under Epicor
- Large Specialty Soft Goods installed base
- Ease of use

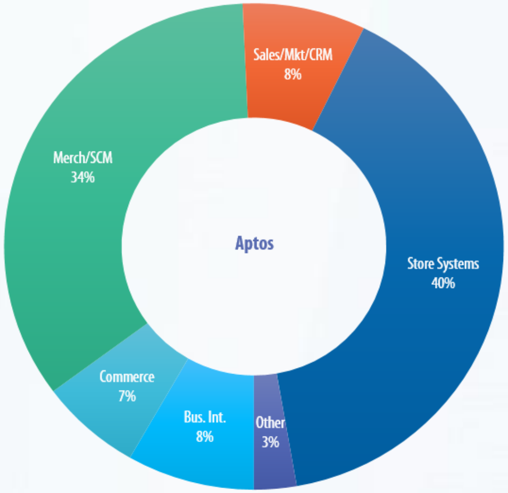
Key Alliances

- HP
- Toshiba
- Cognizant
- Accenture
- Experian
- Boston Retail Partners
- Zebra
- Adyen

$ by Region	%
N. America	55%
EMEA	35%
APAC	5%
LATAM	5%

$ by Type	%
Software	56%
SaaS / Cloud	37%
Hardware	3%
Services	4%

SW/SaaS Revenue by LOB



Representative Customers

- Nike
- Ross Stores
- The Vitamin Shoppe
- Cole Haan
- Michael Kors
- La Polar
- Swarovski
- Auchan China
- WH Smith
- Carter's
- Sephora
- Cotton On

Methodology

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

How We Got Here

The IHL Insight Market View series is part of the IHL Retail Executive Advisory Program. This is the first of several research studies to be released and it is only available as part of an advisory relationship. The IHL Insight Market View research studies combine several of IHL's best-in-class research components into a single industry view meant for retailer and vendor executives.

Step 1 – We leverage our ***WorldView IT Sizing Forecast Model***, a sizing and forecast tool for over 300 retail Hardware, Software, SaaS and Services categories. IHL has been sizing and forecasting the retail/hospitality market worldwide by solutions for over 10 years. This provides the upper bounds of the market data and total market size.

Step 2 – We combine this with our ***Sophia Data Service*** that tracks over 4,500 enterprise retailers and hospitality providers (with a minimum of 50 locations) in terms of which vendor's technology a given retailer/hospitality provider has installed, the total lanes/licenses, the timing of those installations and when they are due to be replaced.

Step 3 – We validate the installs and business sizing for each vendor through public records and vendor/channel interviews. Customer service/traction is validated through existing customer interviews and surveys.

Step 4 – We merge all of this together into a singular view that not only provides total market size, but also market share and scale of difference between vendors.

This study represents the overall worldwide retail and hospitality Software and Software-as-a-Service market. For more information on the additional studies being released as part of the ***Retail Executive Advisory Program***, please see our website or contact us at +1.615.591.2955.

Thank You

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