



Global Strategic Retailing

AN IDC RETAIL INSIGHTS RESEARCH ADVISORY PROGRAM

IDC Retail Insights' *Global Strategic Retailing* program is a comprehensive product package for retailers that provides relevant and timely market research on retail industry activity and technology usage from beginning to end – from the supply chain through the consumer shopping experience – across geographies. The program includes three IDC Retail Insights' research advisory services that study critical aspects of the retail technology model, and enable retail executives across business disciplines to maximize the effectiveness of their technology strategies and implementation initiatives. The IDC Retail Insights research advisory services included in this program are:

- **Retail IT Infrastructure Strategies**

Supports the needs of retail IT executives and architects who focus on ensuring the stability, scalability, and flexibility of their retail enterprise technology model. Technologies covered include SOA, business intelligence, enterprise software, and managed networking.

- **Retail Store, Channel, and Consumer Strategies**

Supports the needs of store operations and retail operations leaders and IT executives responsible for supporting all aspects of the customer selling process. Technologies covered include store and cross-channel technologies.

- **Retail Supply Chain, Demand Planning, and Merchandising Strategies**

Supports the needs of senior merchandising, supply chain, and retail IT executives responsible for ensuring successful delivery of products from source to shelf. Technologies covered include enterprise merchandising and planning solutions.

Our team of retail experts collect relevant market data through in-depth interviews with industry experts, retail staff, and technology vendors, complemented by secondary research from conferences, publications, and third-party news sources throughout the year. Our analysts then develop unique and comprehensive analyses of this data always focused on providing actionable recommendations. To ensure relevance, our analysts work with retailers to identify and prioritize specific topics to be covered in research studies dictated by economic conditions or technology innovations.

IDC Retail Insights values building client relationships and strives to foster a partnership with each client through continuous analyst interaction; concise delivery of current, timely, and relevant research; as well as custom research when needed. Each advisory service delivers strategic research covering business and technology issues. A summary of the basic service deliverables available to subscribers includes the following:

- Analyst inquiry time specific to the advisory service areas
- 24 x 7 research access via www.idc-ri.com
- Discounted admission to IDC Retail Insights or IDC conferences
- Complimentary forum invitations (Webcasts, telebriefings, industry briefings)
- Dedicated client service representatives

The IDC Retail Insights research advisory services within this program provide the following market analysis and content.

Retail IT Infrastructure Strategies

This service provides market analysis and intelligence on retailer actions toward architectural and platform-oriented technology and process investments.

Topics Addressed

- Industry-centric capabilities from traditional ERP technologies
- On-demand retail software capabilities (software as a service)
- Strategies for successful deployment of enterprise and store-based service-oriented architectures (SOAs)
- Outsourced IT services
- Business intelligence, including demand, customer, supply chain, and merchandising
- Managed network services

Key Questions Answered

- How can a retailer successfully deploy Web-based retail applications in every store?
- Is the retail software market moving entirely toward a single enterprise vendor model?
- How can a retailer use cost-effective networking technologies to connect 5,000 locations?
- What competencies are required from SI partners when considering outsourcing or offshoring arrangements?
- How can detailed business intelligence reporting and dashboarding be blended into existing legacy retail applications?
- What are the best practices for deploying SOA capabilities for application integration between stores and the home office?

Return on Research Investment

Core Benefits for Technology Buyers:

- Detailed recommendations on evaluation criteria and metrics for selection and deployment of infrastructure-oriented applications and platforms
- Consistently updated vendor assessments based on case studies, roadmaps, and market momentum
- Insight on strategy planning and investment decision-making for foundational technologies
- Rapid reviews of integration and data-driven intelligence technologies designed for different segments and retailer IT models

Retail Store, Channel, and Consumer Strategies

This service tracks and analyzes important trends in store systems, ecommerce capabilities, and consumer adoption of these technologies, as well as understanding the impact store systems have on the consumer shopping experience. Specific coverage is given to the analysis of technology vendors' capabilities in the areas of store systems, cross-channel platforms and retail demand intelligence, to support IT executives in their vendor selection process.

Topics Addressed

- Critical technologies such as POS hardware and software
- Self-service technology — including self-checkout, self-scanning, kiosks, and self-ordering systems
- Promotion management technologies — including price/promotion optimization applications and digital signage
- Consumer intelligence technologies and loyalty applications
- Loss prevention and digital video surveillance
- Labor management — including time and attendance, scheduling optimization, and task management
- Mobile and networking store technologies
- Guided selling applications
- Advanced consumer payment models and security
- Consumer privacy
- eCommerce and cross-channel technologies and deployment strategies

Key Questions Answered

- What are the critical requirements for successful execution of an enterprise POS replacement project?
- How are self-service solutions being deployed into different retail formats?
- What is the current level of consumer adoption of new store-based technologies?

- How can retailers ensure that their technology model supports transparent cross-channel selling?
- What new technologies will have the most influence on consumer shopping behavior?
- How can retailers improve profits by reducing both employee and customer-driven shrink?
- What will retailers need to do to support changes in payment technologies and new data security and privacy regulations?

Return on Research Investment

Core Benefits for Technology Buyers:

- Detailed models of evaluation criteria and deployment models for customer selling systems
- Quantitative assessments of shopper perceptions of advanced retail touch points
- Guidance on project implementation strategies
- Rapid updates of competitive vendor landscape and product roadmap maturity models

Retail Supply Chain, Demand Planning, and Merchandising Strategies

This service examines the impact of technology investments and process initiatives on the performance of enterprise retail systems behind the store. Specific coverage is given to demand intelligence technology and its role in providing analytics and predictive insight that will drive all elements of retail planning.

Topics Addressed

- Critical technologies such as POS hardware and software
- Critical IT and process components of the retail supply chain
- Global sourcing, product life-cycle management for private label merchandise, logistics systems (warehouse and transportation), RFID, supply planning (replenishment), and supply network visibility and management (including global trade and carrier management)
- Merchandising capabilities, such as advanced retail planning (assortment and allocation), category management, inventory optimization, and perishables management
- Life-cycle pricing – including initial pricing, promotion, and markdown management, blended with demand intelligence and analytics

Key Questions Answered

- What are the challenges in integrating demand intelligence with traditional merchandising applications?
- What will be the most cost-effective approaches to ensuring flexibility in global supplier management?
- How will retailers shift their promotional strategies to more direct, consumer-centric offers?
- How can retailers lower their inventory expense while improving in-stock conditions?
- What steps should be taken to align supply planning with global logistics?
- What critical steps must be followed to ensure successful delivery of local, store-specific assortments?

Return on Research Investment

Core Benefits for Technology Buyers:

- Detailed models of evaluation criteria and deployment models for supply chain and enterprise-level merchandising and planning systems
- Quantitative assessments of demand intelligence impacts on inventory, planning, and pricing processes
- Guidance on project implementation strategies
- Rapid updates of competitive vendor landscape and product roadmap maturity models

About IDC Retail Insights

IDC Retail Insights provides research-based advisory services and custom research focused on market and technology developments in the retail industry. Staffed by senior analysts with decades of direct industry experience, IDC Retail Insights covers the retail value chain – from the back office to the supply chain to store operations – providing independent, timely, and relevant analysis focused on key business issues. IDC Retail Insights provides a portfolio of research and advisory services that are relevant to the needs of retailers and retail IT vendors. IDC is a subsidiary of IDG, the world's leading technology media, research, and events company.

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