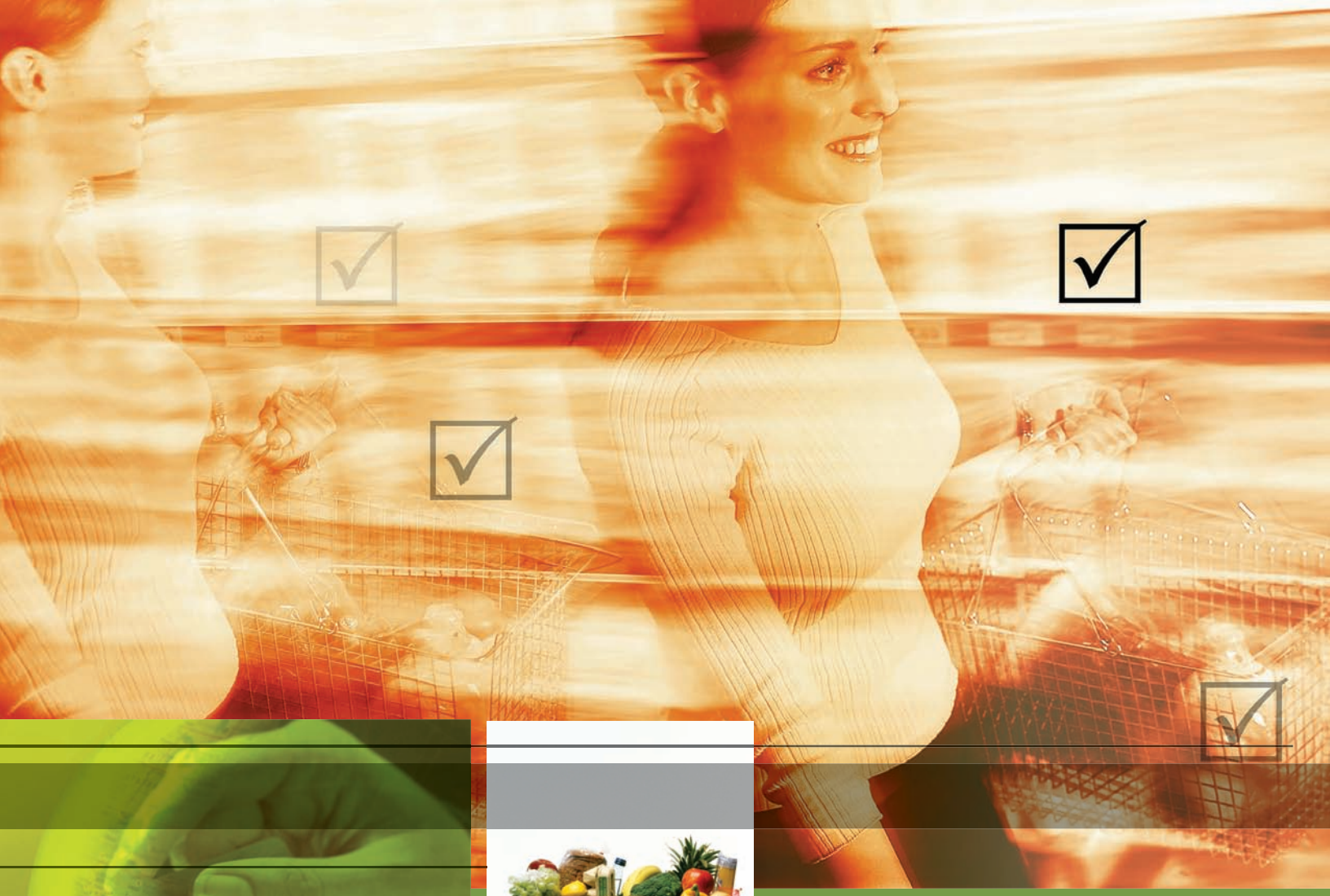
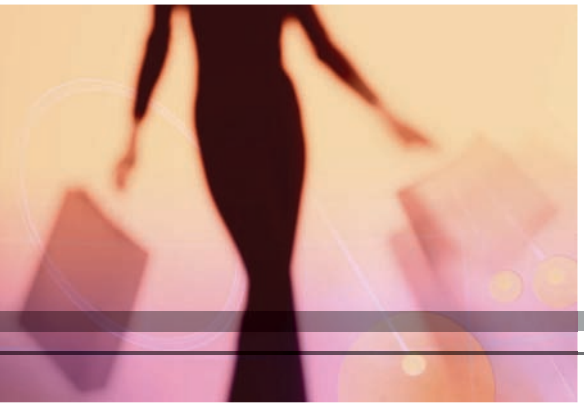




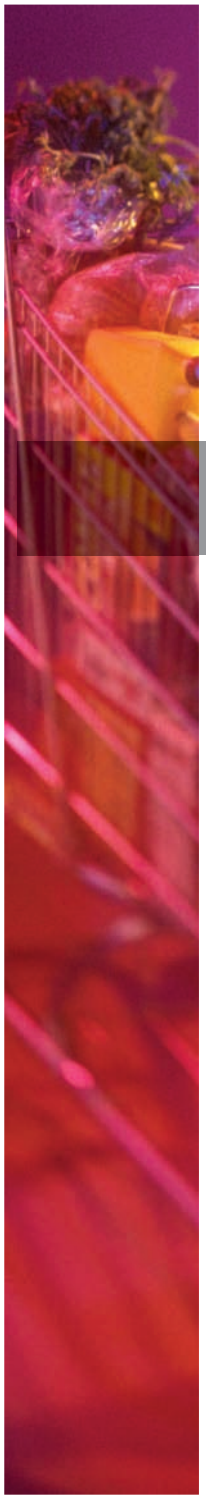


Global Retail Insights

An IDC Company







Global Retail Insights

Global Retail Insights, an IDC Company, delivers research and analysis on information technology trends and business innovation specific to the worldwide retail industry.

Technology has taken a leadership role in helping retailers of all sizes and in all segments establish strong competitive differentiation. Global Retail Insights' analysts have the deep knowledge and proven ability to help direct IT investments and product strategies that create market leadership. Global Retail Insights' primary mission is to help retail executives and the vendors that serve them achieve organizational and market success by:

- **Enabling** retailers to better justify, select and implement technology that drives improvement in the store experience, the detailed understanding of market demand, and the operational efficiency of strong supply chain execution.
- **Empowering** retailers to create and manage technology initiatives with increased confidence of success via our consulting services.
- **Enlightening** retailers on creating value and demonstrating results through the integration of technology as a strategic investment.
- **Enlightening** the industry vendor community to trends and drivers affecting retail IT executive buying and behavior.

Our research programs have been designed to address the unique segment and market dynamics affecting retail executives and their technology decision management.

Our innovation enlightens the industry on creating value and demonstrating results through the integration of technology as a strategic investment – not an expense.



Coverage

Global Retail Insights provides a portfolio of research and advisory services that are relevant to the needs of both the retailer and IT vendor communities. We offer distinct program areas for all regions and types of retailers around the world, including:

Advisory Services

Global Retail Insights' advisory services deliver relevant, accurate, and specific analysis across a spectrum of technology and business disciplines within the retail industry. Our advisory services are oriented toward major functional components of the retail enterprise, including global supply chain, merchandising, demand intelligence, and store/channel operations. We also provide strategic insight on next-generation retail technology as well as industry action specific to regions around the world.

Global Retail Insights advisory services are constantly updated throughout the year so you are assured of timely retail industry analysis whenever you need it.

Research Reports

Global Retail Insights publishes a variety of research reports to help guide your business investments and planning for future technology needs.

Strategic Consulting/Custom Research Services

Global Retail Insights designs and delivers highly customized, experience-driven advice to retail line-of-business leaders, retail IT executives, and vendors serving the worldwide retail market. Our consulting professionals have broad industry knowledge and project management experience within all segments and all disciplines of retail.

Project teams are composed of specialized consultants, analysts, and project managers who together bring experience and insight to each engagement and deliverable. Our teams partner with clients on a variety of deliverables, including:

Strategic benchmarking of retailer IT investments and best practices

- Detailed retailer IT budget analysis
- Worldwide industry market sizing
- Vendor product development and acquisition strategies
- Segment-specific (e.g. grocery, drug stores, apparel) trends and analysis

Multiclient Studies

Multiclient studies are customized research projects executed for a small group of clients. These studies are highly detailed, and provide in-depth analysis and recommendations to the clients for whom the study is conducted. To inquire about a Multiclient Study, contact us at info@globalretail-insights.com.

Go-to-Market Services

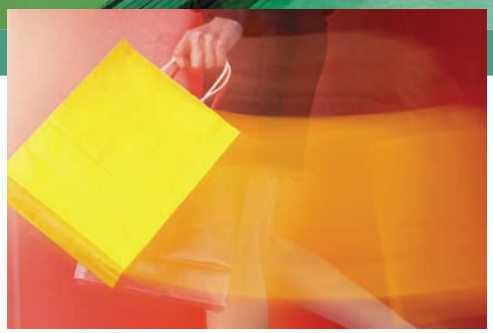
This is a modular set of deliverables to assist suppliers of technology products and services to the retail industry in extending their market reach, reinforcing their market strategy, and producing more responsive retailer and segment-specific marketing campaigns.



Scott Langdoc
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