Market Study:
Top POS Vendors
POS Software for Softgoods Retailers

Analysts: Lee Holman, Greg Buzek
Publication Date: August, 2015
About IHL Group

Who We Are
IHL Group is a global research and advisory firm specializing in technologies for the retail and hospitality industries. The company, based in Franklin, Tenn., generates timely data reports, offers advisory services and serves as the leading retail technology spokesperson for industry and vendor events.

What We Do
IHL provides customized business intelligence for retailers and retail technology vendors, with particular expertise in supply chain and store level systems. Our customers are retailers and retail technology providers who want to better understand what is going on in the overall technology market, or wish to identify specific equipment needs for the retail market.

When We Started
Greg Buzek served as Product Development Manager for two Fortune 500 retail technology suppliers for 6 years. Faced with making recommendations to senior management with spotty reports stuffed with technical jargon and unsubstantiated data, in 1996 he left to form IHL Group as an arms length consulting firm that delivers exacting research to corporate managers.

How We Work
Reliable market analysis is essential for corporations to accelerate revenue and expand their market share. Most research providers do not disclose data sources or statistically defend the validity of their assumptions. We do. We disclose in precise detail exactly how and why we reached our conclusions so that our customers can be comfortable with the data they are using.

What We Know
Our associates and advisors have over 100 years combined years of retail technology experience. Our associates have worked as product managers, sales representatives and executives in the retail market. We have the relationships, tools, and experience to meet your research and consulting needs.
IHL Group License and Fair Use Agreement

This IHL Study includes an electronic enterprise license and can be shared freely within the purchasing organization and wholly owned subsidiaries. We only ask that this information not be shared with partners or others outside the purchasing company without authorization from IHL Group. The license does not extend to joint ventures or other partnerships. If the relationship is not a wholly owned subsidiary, then both parties would need a license.

Practically, this implies the following:
1. The purchasing company can use the reports worldwide internally as long as the international organizations are wholly owned subsidiaries of the purchasing company.
2. The research reports and databases cannot be distributed in whole or in part to partners or customers without express written approval from IHL Group.
3. The purchasing company may quote components of the data (limited use) in presentations to customers such as specific charts. This is limited to percentage components, not individual unit information. Unit data cannot be shared externally without express written approval from IHL Group.
4. The license holder can reference qualitative quotes in printed material with written approval from IHL Group.
5. All requests requiring written approval should be submitted to ihl@ihlservices.com and will be reviewed within one business day.

For any questions regarding this policy, please contact us at 615-591-2955 or email us at ihl@ihlservices.com
<table>
<thead>
<tr>
<th>Page</th>
<th>Section</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>Introduction: Core POS functionality for Specialty Softgoods retailers</td>
</tr>
<tr>
<td>8</td>
<td>Specialty Softgoods Overview: Many and diverse retailers</td>
</tr>
<tr>
<td>11</td>
<td>Key Trends Affecting Retailers: Conditions, and new architectures</td>
</tr>
<tr>
<td>14</td>
<td>POS Software Rankings: Many Players, many approaches</td>
</tr>
<tr>
<td>20</td>
<td>IHL Insight: Vendor Positioning</td>
</tr>
<tr>
<td>21</td>
<td>Top 5 POS Software Providers: Cream of the Crop</td>
</tr>
<tr>
<td>32</td>
<td>Methodology: How we get there</td>
</tr>
</tbody>
</table>
Introduction

Background, Objectives

Common core POS functionality is more complex for these retailers.
Background & Objectives

This study addresses the specific aspects of POS software used in Specialty Softgoods retailers.

- Common core functionality
- Key economic and technological trends that impact the retail landscape
- Vendor market share
  - Number of Accounts
  - Number of Lanes / Licenses
  - Total Retailer Revenues Represented
Common Core POS Functionality

- UI and architecture designed to maximize customer throughput
- Integration with:
  - WFM (Labor Scheduling, Time & Attendance, Task Mgmt) applications
  - (or incorporation of) Loss Prevention
  - Multiple sales channels, Save the Sale, tightly integrated w/e-commerce
  - Enterprise systems (financial, supply chain, merchandising)
- Support for Mobile POS (native form or as interface to other products)
- Support for company loyalty program initiatives
- Full training mode
- Interactive Help menus to assist cashiers at each stage of the transaction
- Adherence to ARTS (Assoc. for Retail Technology Standards) requirements
- Ability to provide home store or local store inventories by item
- Perform Gift/Phone card activations
- Returns management capability
- Architected to be highly secure
- Employee portal for accessing schedule, company email, etc.
Specialty Softgoods Overview

Diverse retailer types, but all tend to be early technology adopters
Segment Conditions

- Few Retailer Types
  - Apparel
  - Jewelry
  - Leather Goods / Luggage
  - Shoes

- Vulnerable to shifting fashion trends
- Key driver: predicting & exploiting emerging trends
- Requires tight integration to merchandising
- Small store footprint = quick, lower cost IT pilots
- Showrooming victims
- RFID is a valid IT play
Some of the Software Players

- TOGETHER COMMERCE
- NETSUITE
- jda.
- aptôs
- EPICOR
- LS Retail
- RAYMARK
- CELERANT TECHNOLOGY CORP
- SALEPOINT
- FUJITSU
- SAP
- retailpro
- PCMS
Key Economic Trends Affecting Retailers
Key Trends Affecting Retailers

- **General Economic Conditions**
  - Retail Sales up 2.6%, CPI up 0.8%
  - Gas prices on decline again
  - Overall prices up 21.3% over past decade
  - GDP has risen but 14.8% since the downturn
  - Unemployment rate 5.3% but labor participation is 62.6%, lowest since the 1970s.
  - Median household income is 8.0% lower than in 2007, hindering retail growth.
  - Stock market volatility bringing uncertainty to retail markets.

- **Unified Commerce Drives System Purchases**
  - Retail systems need to work in harmony, but Retailers have set up disparate IT silos for each channel
  - 87% of consumers believe retailers need to create a seamless customer experience
  - Wallet share increase – 2-channel customers spend 4x, 3-channel customers spend 8x lifetime

- **Mergers & Spin-offs**
  - Toshiba acquired IBM RSS (4/12)
  - JDA acquired Red Prairie (12/12)
  - NCR acquired Retalix (2/13)
  - Oracle acquired MICROS (6/14)
  - Epicor spun-off Aptos (6/15)

- **Distributed Order Management Takes Over**
  - Central commerce hub handles customer, product and supplier data to provide “one version of the truth”
  - 63% of Retailers are looking at Distributed Order Management as base for their next POS
  - This can change the entire transaction landscape. POS, Mobile, eCommerce.
Key Trends, Con’t

- **Mobile…Everywhere?**
  - Still in an infancy stage
  - Roadmap is still lacking
  - Not much pure Mobile POS in enterprise
  - The mindset of “Mobile POS along with traditional POS”.
  - Still too kludgy for many retailers

- **Price Pressure**
  - Fierce competition from both inside and outside the segment
  - Online retailers, especially Amazon, have a huge impact
  - “Showrooming” is an issue
  - Increasing quality and branding drives down prices

- **Store System Priorities**
  - For Hardgoods retailers, Unified Commerce integration is the top priority, as claimed by 65% of surveyed retailers
  - Mobile for Consumers – 54%
  - Advanced CRM/Loyalty – 46%
  - Mobile for Associates – 42%

- **Assistance - RAPID Project Tools**
  - Making an IT decision is easy, bringing it about is not
  - IHL/C-Core provides Templates & Tools for Scope Definition, RFP Development, Vendor Selection and Project Execution
  - Average 12 week reduction in RFP process
  - 40 vendors evaluated in past 3 years
  - Successful engagements with Dick’s Sporting Goods, RONA, Sobey’s, The Pantry, Krispy Kreme, and others
Lots of software players, with lots of competitive approaches
POS SOFTWARE DATA

Where We Started

- **Start with Sophia Data Service**
  - 9,448 Company Records, of which
  - 5,676 are Retailers with 50+ Stores, of which
  - 1,003 are Specialty Softgoods Retailers, of which
  - 511 are in North America
  - Subsidiaries were consolidated under the parent company
  - North America retail store contributions only considered
    - Locations / Lanes
    - Revenues
  - Unless otherwise specified, duplicate vendor claims of a particular Retailer account were awarded equally
    - Each vendor gets credit for 1 Account
    - Each vendor gets credit for half the Licenses and half the Revenues
  - For the top 200 retailers, their POS software vendors are identified and those vendors are ranked in terms of:
    - Total Accounts represented
    - Total Licenses / Lanes represented
    - Total of retail Revenues represented
  - The rankings for each vendor are summed, low score wins

- **Results: Close Competition**
  - Competition for top accounts continues to increase – high number of ties
  - Oracle and Aptos are clear of the rest of the field, separated by one ranking point
  - Fujitsu and SAP are a distant 3rd & 4th
  - Seven ranking points separate positions 3 through 6
  - Three ranking points separate positions 7 through 10
  - First time this year, we used a 5% normalization to account for errors in Lane count and Revenues

- **Familiar Names at the Top**
  - Oracle, SAP and Aptos (as Epicor) have been in the top 5 each of the last 8 years
  - Fujitsu and JDA have been in the top 5 in four of the past eight years

- **Market Effects**
  - Oracle acquisition of MICROS takes firm hold of leadership position
  - Toshiba acquisition of IBM RSS gaining mindshare and name recognition
  - Recent Epicor spin-off of Aptos runs in opposite direction – market definition and consolidation is their goal
POS Account Share of Top 200 Softgoods Retailers

- **Highly Fragmented**
  - Top 2 vendors are the only ones in double-digits
  - Last year’s Oracle/MICROS merger has a big impact
  - “Other” category contains nearly 40 vendors
  - Positions 3 through 7 are separated by just 2 accounts

- **Expected Names Are Present**
  - Oracle
  - JDA
  - Retail Pro
  - SAP
  - Fujitsu
  - NCR

- **Someone is Missing**
  - Epicor, the leader for the past 7 years, has but one account this year
  - Aptos was spun-off from Epicor in June 2015. Epicor’s POS focus is now on smaller Hardgoods retailers

**Source:** IHL Group 2015
License Share of Top 200 Retailers

- **Fairly Consolidated at the Top**
  - Top three vendors have over 65% of the license share
  - Key names: Oracle, Aptos, Fujitsu, SAP
  - The “Others” category has over 40 vendors

- **Est. 1,000 POS SW Vendors**
  - NCR, Demandware, Microsoft, JDA, Retail Pro, PCMS Datafit, Raymark, Toshiba, Netsuite, Celerant are leading names in the “Others” category

- **Low Barriers to Entry**

- **Vendor Viability is Key**
  - The relationship between a Retailer and a Vendor is typically long-term
  - The Vendor can grow with Retailer
  - The Vendor can be top technology advisor / influencer

Source: IHL Group 2015
Revenue Share of Top 200 Retailers

- **Oracle**: 28%
- **Aptos**: 26%
- **Fujitsu**: 14%
- **Others**: 33%

**Heavy Consolidation at the Top**
- No other vendor had more than 5%

**Marketing Approach**
- Target All Accounts – Retail Pro is the only vendor where their Accounts share exceeds their Revenues share by >2%
- Target Big Accounts – Oracle and Fujitsu are the only vendors where their Revenues share exceeds their Accounts share by >5%

**Landscape Changes**
- Oracle’s acquisition of MICROS grew their share
- Epicor’s spin-off of Aptos reduced theirs

**Having dozens of accounts is not necessarily better or worse than having just a handful**
# Ranking Determination

<table>
<thead>
<tr>
<th>Vendor</th>
<th>Overall Rank</th>
<th>Accounts Rank</th>
<th>POS Licenses Rank</th>
<th>Managed Revenue Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oracle / MICROS</td>
<td>1</td>
<td>2</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Aptos</td>
<td>2</td>
<td>1</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Fujitsu</td>
<td>3</td>
<td>6-Tie</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>SAP</td>
<td>4</td>
<td>4-Tie</td>
<td>4</td>
<td>6</td>
</tr>
<tr>
<td>NCR</td>
<td>5</td>
<td>6-Tie</td>
<td>6-Tie</td>
<td>5</td>
</tr>
<tr>
<td>JDA</td>
<td>6</td>
<td>3</td>
<td>9</td>
<td>7</td>
</tr>
<tr>
<td>SalePoint</td>
<td>7</td>
<td>8-Tie</td>
<td>6-Tie</td>
<td>11-Tie</td>
</tr>
<tr>
<td>Retail Pro</td>
<td>8</td>
<td>4-Tie</td>
<td>11-Tie</td>
<td>11-Tie</td>
</tr>
<tr>
<td>PCMS Datafit</td>
<td>9-Tie</td>
<td>8-Tie</td>
<td>10</td>
<td>10</td>
</tr>
<tr>
<td>Toshiba</td>
<td>9-Tie</td>
<td>8-Tie</td>
<td>11-Tie</td>
<td>9</td>
</tr>
</tbody>
</table>

*Source: IHL Group 2015*
IHL Insight – Vendor Positioning

POS Software Vendor Position Among Top 200 North American Specialty Softgoods Retailers

- Oracle
- Aptos
- Fujitsu
- TGCS
- NCR
- SAP
- JDA
- SalePoint
- PCMS
- Retail Pro

Size of Bubble = Total Number of SW Licenses in Top 200 Accounts

Source: IHL Group
Top POS Providers
Oracle

Oracle Corporation
500 Oracle Parkway
Redwood Shores, CA 94065
Phone: (800) 392-2999

Company Overview
Oracle (NYSE: ORCL) offers solutions for every tier of a business – database, middleware, business intelligence, business applications, and collaboration. Oracle provides retailers with an integrated suite of business applications, server and storage solutions that are engineered to work together to optimize every aspect of their business.

Oracle was always involved in Retail, but they didn’t really start having a heavy focus until they acquired Peoplesoft, Retek, Profitlogic, Siebel and 360Commerce in 2005. The June 2014 acquisition of MICROS changed the POS software landscape, as MICROS had a stable of hundreds of Specialty retail POS software clients.

Application Overview
With the 2014 acquisition of MICROS, Oracle now offers two POS solutions; Oracle Retail Point of Service (based on the 360Commerce 360Store solution), and Oracle Retail Xstore Point of Service (based on the MICROS/Datavantage Xstore solution).

Oracle Retail Point of Service key features:
- Java-based
- Cross-channel, save-the-sale, and line-busting
- Intuitive GUI
- Customer purchase, profile and loyalty information
- Cross-sell and up-sell capability
- Promotional pricing capabilities

Oracle Retail Xstore Point of Service key features:
- Commerce-anywhere capability
- Store analytics
- Sales audit
- CRM
- Stored value / loyalty / gift cards
- Time & attendance
- Promotional pricing capabilities

www.oracle.com/industries/retail/index.html
Key Retail Acquisitions
- MICROS Systems, June 2014
- 360Commerce, January 2006
- ProfitLogic, July 2005
- Retek Inc., April 2005
- PeopleSoft, January 2005

Complimentary Applications
- POS Hardware – Dell, Fujitsu, HP, Lenovo, NCR, Omnico, Toshiba, UTC Retail
- Merchandise Allocation – JDA, Manhattan Associates, MI9, Oracle, Quantum Retail Technology, SAP
- Merchandise Planning – CrossCap, Cognos, DemandTec, Epicor, RedPrairie, Island Pacific, ITR Software, JDA, JustEnough Software, Logility, Manhattan Associates, Maple Lake, Oracle, Predictix, Quantum Retail Technology, Retail Pro, Reflexis, SAP, Teradata
- Inventory Management – 4R Systems, ASDIS Software, Axida, B2 Integration, Claris Solutions, Crossmark, Epicor, Inform, Infor Global Solutions, JDA, John Galt Solutions, Manhattan Associates, MI9, Open Text, Oracle, PCS Technologies, Predictix, SAP, SDI Industries, Silvon Software

Representative Customers
- The GAP
- TJ Maxx
- L Brands
- Nike
- American Eagle
- Abercrombie & Fitch
- Genesco
- The Talbots
- Bebe
- Brooks Brothers
- Gymboree
- Eddie Bauer
- Urban Outfitters
- Finish Line
- Cavenders Boot City

Note: Customer information and complementary systems installed are based on public statements or secondary web research. We have attempted to be as broad as possible in the choices we found. For specific installations, please contact the vendors involved.
Company Overview

In June 2015, Epicor spun off Aptôs as a Specialty Softgoods retailer-focused subsidiary. As such, they have a history of being a global leader in delivering enterprise and store software solutions to the retail industry. In retail, the company focuses on apparel and footwear companies as well as general and specialty merchandisers in Tiers I-III.

The Aptôs solution suite arose from a series of acquisitions made by Epicor between 2004-2008. These helped consolidate the mid-market retail systems arena and enabled Epicor to deliver a comprehensive suite of solutions for all core retail functions. This includes POS and complementary in-store applications, back-office, mobility, Assortment Planning, Sourcing, Product Lifecycle Management, Merchandising, CRM, Audit and Operations Management, Business Intelligence and Financials.

Aptôs retail solutions can be acquired as a fully integrated suite; in fast-track, preconfigured packages; and through Software as a Service (SaaS).

Application Overview

- Scalable suite of highly integrated store apps developed in the Microsoft .NET framework
- Comprehensive transaction set, can be used on a variety of hardware platforms
- Configurable to meet business and store requirements
- Integrates a flexible n-tier architecture which enables extensibility and interoperability with several deployment options. This includes applications for:
  - POS
  - Mobile POS
  - Returns management
  - Promotional events management
  - Store operations
  - Inventory management
  - Payment authorization/settlement/polling
  - Time and attendance
  - Learning management
aptôs, Con’t

Key Retail Acquisitions
- Epicor spins-off Aptos as a separate entity, June 2015
- Activant, April 2011
- NSB Group, December 2007
- CRS Retail Systems, December 2005
- Scala, May 2004

Complimentary Applications
- POS Hardware – Dell, Fujitsu, HP, NCR, Omnico, Toshiba
- Sales Audit – 3VR, Absolute Software, ACI Worldwide, Agilence, APEX Analytix, Aspect Loss Prevention, Axis Communications, CheckAgain, Checkpoint, Cybersource, Epicor, IntelliQ, InVue, Kliger-Weiss, LP Software, March Networks, MI9, MICROS, Milestone, Retail Pro, SAP, Security Source, Sysrepublic, Tyco, USS Corp., WeDo
- Merchandise Allocation – Affinova, ANT USA, Celerant, Epicor, JDA, Jesta IS, Logility, MI9, Oracle, QuantiSense, Raymark, Retail Pro, SAP, SAS
- Merchandise Planning – 7th Online, ANT USA, Argility, BT Expedite, Celerant, CrossCap, Epicor, Island Pacific, JDA, Jesta IS, JustEnough Software, Logility, Manthan Systems, Maple Lake, Natural Insight, Oracle, Predictix, Quantum, Raymark, Retail Pro, SAP, SAS, SDL, Sky IT, TXT e-solutions
- Inventory Management – Celerant, Claris, Epicor, Eurostop, Hart, JDA, IBM, Island Pacific, Jesta IS, Logility, Manhattan Associates, MI9, MICROS, Oracle, QuantiSense, RedPrairie, Retail Pro, RGIS, SAP, DemandWare

Representative Customers
- Ross Stores
- Foot Locker
- Collective Brands
- Coach
- J. Crew
- Ann Taylor
- Aeropostale
- Brighton
- Carter’s
- New Balance
- Rack Room Shoes
- Zumiez
- Tory Burch
- Crocs
- Cole-Hahn
- Reitmans

Note: Customer information and complementary systems installed are based on public statements or secondary web research. We have attempted to be as broad as possible in the choices that we found. For specific installations, please contact the vendors involved.
Fujitsu America, Inc.
1250 East Arques Avenue
Sunnyvale, CA 94085
Phone: (800) 831-3183

Company Overview
Fujitsu America, Inc. is the North American subsidiary of Tokyo-based Fujitsu Limited. Fujitsu America provides hardware, software and services for the store and related infrastructure to help retail companies become more agile. Core products/services include infrastructure management and networking services, point-of-sale (POS) hardware and software, self-service technology, wireless devices for mobile retailing, and solutions for loyalty, data management and centralized returns.

The group currently handling the retail solutions was formerly known as Fujitsu Transaction Solutions until they were brought under a unified corporate structure and renamed Fujitsu America in April 2009.

Application Overview
GlobalSTORE, Fujitsu’s full-featured, customizable POS, cash management and back office application, is tailored for small specialty to large chain retailers. GlobalSTORE supports the latest retailing features, such as Internet connectivity and multimedia presentations. GlobalSTORE does not require custom programming or an accomplished programmer. Customers note that GlobalSTORE is on average 40 percent less expensive to own and customize than other solutions.

Some of the features include:
- Open architecture
- Scalable from 1 to over 400 fat or thin clients
- Customization tools for ease of modification
- Proven base that ensures continued enhancements
- ARTS-compliant relational database
- Flexible support for promotional events
- Seamless support for offline functionality
- Easy Internet and Web access
- Web-based backoffice application
Fujitsu, Con’t

Key Retail Acquisitions
- ICL, October 1998
- Optimal Robotics, April 2004

Complimentary Applications
- POS Hardware – Fujitsu, HP, NCR, Toshiba, Wincor Nixdorf
- Sales Audit – Aspect Loss Prevention, Checkpoint Systems, Epicor, IDM Software, InVue, MI9, MICROS, Myriad Technologies, NPD Group, Reflexis Systems, SAP, Security Source, Tyco, USS Corporation, VigilEnt
- Merchandise Allocation – JDA, Oracle, SAP
- Merchandise Planning – CrossCap, DemandTec, JDA, Manhattan Associates, Oracle, SAP, SAS
- Inventory Management – AbsoluteSKY, Epicor, JDA, Manhattan Associates, MI9, MICROS, Oracle, Planalytics, Retalon, RGIS, Riversand, SAP, Softechincs

Representative Customers
- Ascena
- Danier Leather
- Savers
- Chicos FAS
- Nordstrom Rack
- Collective Brands

Note: Customer information and complementary systems installed are based on public statements or secondary web research. We have attempted to be as broad as possible in the choices that we found. For specific installations, please contact the vendors involved.
Company Overview

SAP (NYSE: SAP) is a German multinational corporation that makes enterprise software to manage business operations and customer relations. SAP is headquartered in Walldorf, Baden-Württemberg, with regional offices in 130 countries.

SAP’s Retail solution portfolio includes customer-centric solutions that focus on the "sell" side of retailing. They enable retailers to deliver a best-in-class customer experience across all channels, while helping them to optimize their operating efficiencies and increase profitability. SAP claims more than 2,700 retailers worldwide are SAP customers.

Most recently, SAP has discontinued their POS focus on Triversity’s Transactionware solution (acquired in 2005) and has instead migrated to the SAP Point of Sale by GK solution (formerly known as GK Software’s GK/Retail Suite). GK, for their part, is planning to acquire Virginia-based DBS Data Business Systems (payment processing, CRM/loyalty solutions).

Application Overview

The SAP Point of Sale by GK solution provides all the essential tools and processes needed to run a retail business. The software is based on Java and open standards making it easy to implement and maintain. This POS software suite offers retail store and enterprise solutions so that upfront and back end operations can be managed with one software package. GK claims over 200,000 installations in 38 countries.

Key features include:
- Java-based
- Thick or thin client
- Multiple channels (mobile, fixed, kiosk, etc)
- Promotion management
- Gift cards, coupons, pre-paid cards (plus on-line top-up)
- Inventory management
- Centralized or decentralized back office
- Customer-facing promotions
- Price checking
SAP, Con’t

Key Retail Acquisitions
- GK Software, December 2013 (5% stake only)
- Hybris, June 2013
- SmartOps, February 2013
- SAF, September 2009
- Business Objects, October 2007
- Khimetrics, December 2005
- Triversity, September 2005

Complimentary Applications
- POS Hardware – Dell, Fujitsu, HP, NCR, Omnico, Toshiba, Wincor Nixdorf
- Sales Audit – Aspect Loss Prevention, Axis Communications, Checkpoint Systems, Epicor, InVue, Kliger-Weiss Infosystems, LP Software, MICROS, Myriad Technologies, SAP, Tyco, USS Corporation, VigilEnt
- Merchandise Allocation – Epicor, JDA, Jesta IS, Oracle, Quantum Retail Technology, Retail Pro, SAP
- Merchandise Planning – ANT USA, CrossCap, Escalate Retail/Red Prairie, JDA, Logility, Manhattan Associates, Oracle, SAS, DemandWare
- Inventory Management – AbsoluteSKY, Claris Solutions, Epicor, Hart Systems, Island Pacific, JDA, Jesta IS, Karabus, LS Retail, Manhattan Associates, Oracle, Planalytics, RGIS, Riversand, SAP, Softechnics, Sterling Commerce, Teradata, DemandWare

Representative Customers
- Wolverine Worldwide
- The Children’s Place
- Hot Topic
- Kenneth Cole
- The Shoe Company
- Fairweather

Note: Customer information and complementary systems installed are based on public statements or secondary web research. We have attempted to be as broad as possible in the choices that we found. For specific installations, please contact the vendors involved.
NCR Corporation
3097 Satellite Blvd
Duluth, GA 30096
Phone: (937) 445-5000

Company Overview
NCR Corporation (NYSE: NCR) is a global technology company that provides products and services that enable businesses to connect, interact and transact with their customers. It operates in four business segments: Financial Services, Retail Solutions, Hospitality and Emerging Industries. NCR’s portfolio of self-service and assisted-service solutions serve customers in the financial services, retail, hospitality, travel and telecommunications and technology industries, and include ATMs and financial services software, POS hardware and software, and self-service kiosks and software applications. NCR also offers a portfolio of services to support both NCR and third party solutions. It also resells third-party networking products and provides related service offerings in the telecommunications and technology sectors.

Application Overview
NCR currently has a suite of POS application that apply to various segments and tiers of the retail industries. The two solutions that are geared for North American Specialty retailers are Counterpoint (targeted at small chains of 1-50 stores) and SpecialtyPOS (formerly Advanced Store). Key features of SpecialtyPOS include:
- ARTS XML and .NET support
- Omnichannel shopping, with return to store capability
- Browser-based interface
- Built-in CRM / Loyalty functionality
- Promotion management
- Digital receipt
- Mobile capability
- Backoffice security
- Returns fraud management
- Flexible configurations
- Store manager dashboard

http://www.ncr.com/retail
**TOP POS SOFTWARE PROVIDERS**

**NCR, Con’t**

**Key Retail Acquisitions**
- Retalix, November 2012
- Radiant Systems, July 2011
- Mobiqa, October 2010
- Netkey, November 2009
- Ceres Integrated Solutions, April 2000

**Complimentary Applications**
- POS Hardware – NCR, Toshiba
- Sales Audit – Agilence, Aspect Loss Prevention, Axis Communications, CEC, Checkpoint Systems, Epicor, LP Software, MI9, MICROS, Milestone Systems, Reflexis Systems, Security Source, Sysrepublic, Tyco, USS Corporation, WeDo Technologies
- Merchandise Allocation – Epicor, JDA, MI9, Quantum Retail Technology, Retail Pro
- Merchandise Planning – ANT USA, Epicor, JDA, Island Pacific, Jesta IS, Oracle, Retail Pro, SAP, SDL, Sky IT Group, Teradata, Unique Solutions
- Inventory Management – Epicor, JDA, Jesta IS, Logility, MI9, PurchaseSoft, Retail Pro, Sterling Commerce, DemandWare

**Representative Customers**
- DSW Shoe Warehouse
- Express
- Tiffany
- The Athlete’s Foot
- Eileen Fisher

*Note: Customer information and complementary systems installed are based on public statements or secondary web research. We have attempted to be as broad as possible in the choices that we found. For specific installations, please contact the vendors involved.*
Methodology
Background of the Study

This POS software study is the result of an iterative process that starts with our Sophia Retail Technology Data Service. Simply, Sophia tracks who-uses-what in terms of hardware, software and services, and is populated with publicly-available data on an ongoing basis. Our first step in the process is to run a query of all North American Specialty Softgoods retailers in terms of their revenues, their store locations, and their lanes per location coefficient for our master list.

Once we have this information, we consolidate the master list by ensuring that all subsidiary banners are collected under their correct parent (we do this to avoid any double counting). We then run a new query that pulls the current data on POS software used by these retailers. Once these data are applied to the appropriate retailers, we generate a list of preliminary POS clients for each POS vendor, and we contact those vendors to ask for confirmation or any changes to their list.

While awaiting responses from the vendors, we check the retailers for the representative North American contribution to their store locations figure and their revenues figure, since Sophia tracks companies by their overall locations and revenue, not just their North American portion.

Once we receive responses from the vendors, we make the necessary changes to our master list, and take one last look for any holes in the data. We then identify the top 200 retailers and run pivot table analyses on them to establish the rankings in terms of the number of accounts for which they are responsible, the number of licenses (lanes) those accounts represent, and the overall revenue (retail sales) attributed to those accounts. We sum the rankings of those three for each software vendor, and the lowest overall total wins.
The information in this study is based on the publicly disclosed information in our *Sophia Retail Technology Data Service*.

Since all rankings contained herein are based upon publicly released information and that *which is confirmed by vendors*, we must cite as a limitation those installations about which vendors and/or retailers remain reticent to share.

That said, experience shows that non-publicly-released information tends to have little effect on the rankings in this report. Although it might add depth, the overall market position of the players does not change.
Thank You

contact information
For more info, please contact us at

www.ihlservices.com
lee@ihlservices.com
greg@ihlservices.com
@gregbuzek
+1 615-591-2955
## Other IHL Research Available

<table>
<thead>
<tr>
<th>Research</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cloud POS – Why the Time Might Be Right</td>
<td>$1,495</td>
</tr>
<tr>
<td>Retail 2018 – Retail Transformed – 12th Annual IHL/RIS News Study</td>
<td>$3,495</td>
</tr>
<tr>
<td>EMV: Retail’s $35Billion “Money Pit”</td>
<td>$1,995</td>
</tr>
<tr>
<td>CMO Takes Over IT Spend</td>
<td>$1,995</td>
</tr>
<tr>
<td>“We Lost Australia” – Retail’s $1.1 Trillion Inventory Distortion Problem</td>
<td>$1,995</td>
</tr>
<tr>
<td>mPOS – Houston, Do We Have a Problem</td>
<td>$3,995</td>
</tr>
<tr>
<td>North American Retail POS Terminal Study</td>
<td>$3,295</td>
</tr>
<tr>
<td>Europe/Middle East/Africa POS Terminal Study</td>
<td>$3,295</td>
</tr>
<tr>
<td>Asia/Pacific POS Terminal Market Study</td>
<td>$3,295</td>
</tr>
<tr>
<td>Latin/South America POS Terminal Study</td>
<td>$3,295</td>
</tr>
<tr>
<td>Mobile POS SW Share</td>
<td>$4,000-$6,000</td>
</tr>
<tr>
<td>Rise of Distributed Order Management</td>
<td>$2,495</td>
</tr>
<tr>
<td>What do we see? Predictive Analytics/Data Visualization</td>
<td>$2,495</td>
</tr>
<tr>
<td>Beacons, Wayfinding and IOT in Retail – Trends and Best Practices</td>
<td>$2,295</td>
</tr>
</tbody>
</table>