Supercharge Retail Industry

Maximize market and product investments

Embrace strategic guidance and market education
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Ventana Research: Who We Are

About Us: We are a market advisory and research services firm in the technology industry.

Vision: To illuminate the value of technology through our unique insights.

Mission: We pride ourselves on delivering uniquely insightful independent research and services through a tailored, trusted and empathic client experience.

Advocacy: We stand behind equality, diversity and inclusion that is a human right for everyone.


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The Ventana eXperience Difference

1. **Experience**
   We deliver a superior client experience using a high-touch and proactive engagement approach with a world-class team dedicated to our values.

2. **Expertise**
   We have decades of experience in our subject-matter expertise and market research provided through our analyst and product team.

3. **Digital**
   We offer a digital first approach to our community with on-demand access to a client portal for flexible self-service access to market insights and team.

4. **Comprehensive**
   We provide a portfolio of connected Consulting, Advisory, Research, and Education (CARE) products that are tailored to meet our clients’ needs.

5. **Commitment**
   We ensure our clients’ success by dedicating ourselves to provide the highest level of excellence in a reliable and teamwork-based approach.
• **Community**: A digital environment of 100k members gaining value from thousands of educational insights in many mediums and types of education and research.

• **Analyst, Industry & Market Perspectives**: Our subject matter and firm authored written and presented insights on topics and vendors guide path on use of technology.

• **Educational Insights**: Continuous publishing of research perspectives, white papers and presentations on the technology industry.

• **Market Research Insights**: Library of market research insights in form of reports, insights and best practices on technology and vendors.
Ventana Research: Market Research Excellence

- **Market Agenda**: We provide an annual and continuous plan to our research direction.

- **Analyst, Industry & Market Perspectives**: Firm and subject matter authored written or presented insights on topics and vendors.

- **Benchmark Research**: Continuous in-depth primary research on market and trends in over 25 topical areas of focus.

- **Dynamic Insights**: Continuous self-service research providing digital guidance to participants for their potential actions.

- **Value Indexes**: In depth vendor and product research built on an RFI/RFP format that categorizes and ranks technology vendors.

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Our Areas of Retail Industry Expertise

Our areas of expertise help retail organizations examine how to innovate and transform their organization and processes.

- Analytics
- Data
- Customer Experience
- Digital Business
- Digital Technology
- Human Capital Management
- Marketing
- Office of Finance
- Operations and Supply Chain
- Office of Revenue

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Expanding on the synergies between the retail and technology landscapes, Digital experiences and engagement strategies ensure market growth. Optimal commerce and channel strategies require applications for achieving outcomes. The processes and applications that streamline customer journey and lifecycle of engagement are critical. Product and digital experiences with information to support enterprise strategy to engage customers. Demand driven supply chains require service and planning application investments. Proper fiscal governance requires finance and ERP investments. Effective use of people requires investment into applications and technology for people and workforce.
Through 2024, after concerted investment into digital transformation, one-half of retail organizations will require a new digital business and technology agenda for organizational resilience.
Retail Industry

Modernize digital business and technology investments that can innovate and streamline business processes. Ensure digital effectiveness with customer experiences that are engaging and convert to greatest potential that use commerce and product experiences unified to supply chain and across the customer journey utilizing the workforce and human capital management.
Challenges For Retail Industry

1. Portfolio of retail investments need intelligent technology
2. Effectiveness in people and workforces lack experiences
3. Modernization of applications for retail processes
4. Differentiated commerce and product experiences
5. Lacking customer retention and revenue optimization
Selling online is vital for success, having physical stores is still important, retailers must meet the customers in any channel in unified approach to increase revenue by effective marketing.

Customers expect a personalized experience through digital channels or offline to their shopping and gain recommendation of brands and products with targeted and differentiated experiences.

Demand chain transparency about what is in inventory and what is possible to be ordered, and impact to avoid supply chain bottlenecks and ensure potential sustainable fulfillment.
Retail

Industry Assertion

By 2026, three-quarters of retail organizations will engage stakeholders influencing customer experience software buying decisions resulting in greater accountability and better resource allocation.
Technology Trends in Retail Industry

1. Digital Payment Efficiencies
   - Paying for purchases beyond cash or credit is shifting rapidly and especially younger generation customers prefer to pay using mobile device, tap-to-pay, ‘buy now pay later’ software, or other digital methods.

2. Headless Digital Commerce
   - Headless software architectures separate what the customer sees in the digital experience from the platform and core functions like payments and inventory, and integration through use of APIs.

3. Augmented and Virtual Reality Experiences
   - Virtually see and try-on clothes, place furniture in a house, automotive, and other configured product try-outs for remote or in store experiences to guide decision making on a purchase decision.
Our Portfolio of Services for Industries

We provide a portfolio of services called CARE designed to help organizations in the following areas: helping with their business technology needs across processes, guiding evaluation and selection activities related to the technology industry and assist specific investments in technology industry to reach full market potential.

- **Consulting**
  - Strategy & Planning
    - Consulting where we deliver expert guidance with our experience, expertise and market research through workshops and assessments for better business outcomes.

- **Advisory**
  - Decisions & Guidance
    - Advisory through our proactive and informed expert advice and insights for optimization of decisions through our Ventana On-Demand service designed for value every month of the year.

- **Research**
  - Observations & Insights
    - Research enables insights from our industry analyst team and market research with our Benchmark Research, Dynamic Insights and Value Index research products that provide facts for decisions.

- **Education**
  - Knowledge & Power
    - Education in a range of business, technology and vertical industry topics through our publishing of digital content in mediums and styles for impactful insights across an entire organization.
Education and Insights on Retail Industry

Five Ways to Improve the Employee Experience in Retail
Innovative Technologies Enhance Engagement and Satisfaction

Product Information Management as a Service for Retailers
Increase Value of Products to Consumers

A Complete View of the Customer Enables a Better Retail Experience

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