

# RIS SOFTWARE LEADERBOARD '21



## SMART SOLUTIONS FOR SMART RETAILERS

- Top 20 Retail Software Vendors
- Top Tier-One & Mid-Size Vendors
- Top Vendors for Grocery, Apparel & Specialty
- Top Vendors in Customer Satisfaction



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EDITOR'S NOTE

# 20 Years of Tracking Retailer Satisfaction

While retailers intently track customer satisfaction the LeaderBoard flips the script to track retailer satisfaction

BY JOE SKORUPA

The 20th Anniversary edition of the *RIS Software LeaderBoard* represents a milestone for a unique report that objectively tracks the top technology vendors in the retail industry. This year's research report represents a long record of principled consistency, which produces head-to-head rankings that retailers can rely on when choosing to invest in retail-specific software.

A large part of the LeaderBoard's success over the last two decades is due to its iron-clad methodology and stellar reputation among retailers, consultants, industry advisers and technology vendors. The LeaderBoard's one-of-a-kind methodology allows retailers to make meaningful, year-over-year comparisons and smart choices for tech investments that are critical to running their businesses.

The 2021 LeaderBoard continues the unique approach it established at the turn of the century. However, it has not been inflexible and has evolved to reflect such key advancements as cloud architecture, standards-based platforms, and artificial intelligence. During every step of its evolution the LeaderBoard has maintained a sharp focus on tracking its signature component — retailer satisfaction.

There are 51 charts in the LeaderBoard and of these all

but one are top-10 lists. The sole top-20 list is referred to as the "master list" and it is the only chart that includes 20 vendors. The master list, like several others in the report, also uses a full set of data of information to determine its rankings. The full data set includes information about Customer Satisfaction, Retail Concentration (retail specific modules/functions), and Revenue Factor (a rating system for annual revenue).

Although the master list includes 20 vendors, it is important to note that every vendor on it is a true winner. No matter where a company ranks on the master list it is winner because it only shows the top 20 companies. Since the LeaderBoard aggregates data from more than 50 vendors and only high-scoring companies make the master list, this means more than 30 vendors had scores too low to appear in the chart. For top-10 lists it means that more than 40 vendors had scores too low to make the chart.

Behind the scenes, the LeaderBoard has fought many principled battles over rankings with some of the largest technology vendors in the world. However, these battles have been greatly outnumbered by the number of vendors that support the LeaderBoard as a true validation of the hard work that goes into delivering

great technology and offering outstanding service and support to retailers.

Through two decades, the LeaderBoard has tracked the exciting evolution of retail software and remained true to its mission, which is to give voice to retailers in the vital area of customer satisfaction. Not long after this report is published, the research process will begin again and propel the LeaderBoard into a third decade of producing the most unique technology report in the retail industry. **RIS**

## BY THE NUMBERS

- 714 Retailer evaluations of vendors
- 302 Retail voters
- 196 Retailers with less than \$1B in revenue
- 115 Fast-moving consumer goods retailers
- 106 Retailers with more than \$1B in revenue
- 116 Specialty retailers voters
- 46 Apparel/footwear/accessories retailer voters
- 46 IT Director/Manager voters
- 35 CEO or President voters
- 28 CIO or other VP of IT voters
- 17 Non-IT C-level or VP-level voters
- 21 Mass merchandise/Big box retailer voters
- 19 Vendors with 10 or more votes

# Retail Tech's Master Class

Size matters in the top-20 master list but, importantly, so does customer satisfaction

BY JOE SKORUPA

The top-20 master list in the *RIS Software LeaderBoard* is “the” chart that no large vendor wants to be left off. It is the only chart that goes 20 vendors deep and, along with a few others in the report, it uses a full data set of LeaderBoard research, as opposed to the kind of slicing and dicing that occurs in most of the other lists.

For these reasons, the top-20 master list is considered a powerful measure of a vendor’s footprint in the retail industry, a validation of whether a vendor is a leading player or one of the contenders.

No doubt every retailer that makes the top-20 master list should be congratulated, especially the top tier of ECRS, Celerant Technology, and Mi9 Retail, which are the only software providers that break the 90-point mark out of a possible 105 points.

Three other vendors deserve special notice, too — they did not make the list because they are large or because they have broad end-to-end suites of applications, which is true for most of the other vendors

## 2021 RIS Software LeaderBoard Top 20

RANK	VENDOR	CUSTOMER SATISFACTION	RETAIL CONCENTRATION	REVENUE FACTOR	TOTAL
1	ECRS	45.3	47	2	94.3
2	Celerant Technology	43.2	47	2	92.2
3	M19 Retail	43.1	45	3	91.1
4	Aptos	33.9	46	5	84.9
5	SAP	32.4	47	5	84.4
6	Zebra	38.5	38	5	81.5
7	Oracle	34.5	38	5	77.5
8	Epicor	39.5	32	4	75.5
9	IBM	34.1	32	5	71.1
10	Infor (Infor Nexus/GT Nexus)	31.7	34	5	70.7
11	Blue Yonder	34.5	31	5	70.5
12	Relex Solutions	42.8	24	3	69.8
13	Magstar Total Retail	43.6	25	1	69.6
14	Logile	42.6	22	2	66.6
15	Microsoft	38.7	20	5	63.7
16	UTC Retail	48.6	13	2	63.6
17	Symphony RetailAI	30.3	27	4	61.3
18	NGC Software	46.0	12	3	61.0
19	SAS	33.4	22	5	60.4
20	Reflexis	46.2	10	3	59.2

## 2021 Large Vendors (Full Data Set)

RANK	VENDOR	CUSTOMER SATISFACTION	RETAIL CONCENTRATION	REVENUE FACTOR	TOTAL
1	Aptos	33.9	46	5	84.8
2	SAP	32.4	47	5	84.4
3	Zebra	38.5	38	5	81.5
4	Oracle	34.5	38	5	77.5
5	Epicor	39.5	32	4	75.5
6	IBM	34.1	32	5	71.1
7	Infor (Infor Nexus/GT Nexus)	31.7	34	5	70.7
8	Blue Yonder	34.5	31	5	70.5
9	Microsoft	38.7	20	5	63.7
10	Symphony RetailAI	30.3	27	4	61.3

## 2021 Customer Satisfaction for Large Vendors

RANK	VENDOR	CUSTOMER SAT.
1	Tableau	41.0
2	MicroStrategy	40.1
3	Fujitsu	39.8
4	Epicor	39.5
5	Microsoft	38.7
6	Zebra	38.5
7	Fiserv (First Data)	37.9
8	Salesforce	37.6
9	SPS Commerce	37.5
10	Workday	37.2

on the list. These three deserve kudos because they achieved outstanding scores in the one category that matters most — customer satisfaction. These three vendors are

UTC Retail, Reflexis and NGC Software, which are the only software providers that broke the 46-point mark in customer satisfaction out of a possible 50 points.

### 2021 Mid-Size Vendors (Full Data Set)

RANK	VENDOR	CUSTOMER SATISFACTION	RETAIL CONCENTRATION	REVENUE FACTOR	TOTAL
1	ECRS	45.3	47	2	94.3
2	Celerant Technology	43.2	47	2	92.2
3	Mi9 Retail	43.1	45	3	91.1
4	Relex Solutions	42.8	24	3	69.8
5	Magstar Total Retail	43.6	25	1	69.6
6	Logile	42.6	22	2	66.6
7	UTC Retail	48.6	13	2	63.6
8	NGC Software	46.0	12	3	61.0
9	Reflexis	46.2	10	3	59.2
10	Retail Technology Corporation (RTS)	43.8	14	1	58.8

### 2021 Broad Suite Vendor Leaders (Full Data Set)

RANK	VENDOR	CUSTOMER SATISFACTION	RETAIL CONCENTRATION	REVENUE FACTOR	TOTAL
1	ECRS	45.3	47	2	94.3
2	Celerant Technology	43.2	47	2	92.2
3	Mi9 Retail	43.1	45	3	91.1
4	Aptos	33.9	46	5	84.9
5	SAP	32.4	47	5	84.4
6	Zebra	38.5	38	5	81.5
7	Oracle	34.5	38	5	77.5
8	Epicor	39.5	32	4	75.5
9	IBM	34.1	32	5	71.1
10	Infor (Infor Nexus/GT Nexus)	31.7	34	5	70.7

### 2021 Targeted Solution Vendor Leaders (Full Data Set)

RANK	VENDOR	CUSTOMER SATISFACTION	RETAIL CONCENTRATION	REVENUE FACTOR	TOTAL
1	Microsoft	38.7	20	5	63.7
2	UTC Retail	48.6	13	2	63.6
3	NGC Software	46.0	12	3	61.0
4	Reflexis	46.2	10	3	59.2
5	Retail Technology Corporation (RTC)	43.8	14	1	58.8
6	Salesforce	37.6	16	5	58.6
7	Itasca Retail	46.9	8	1	55.9
8	Appriss Retail	38.2	14	2	54.2
9	DemandTec by Acoustic	44.0	8	2	54.0
10	Theatro	43.0	9	1	53.0

### 2021 Customer Satisfaction for Mid-Size Vendors

RANK	VENDOR	CUSTOMER SAT.
1	UTC Retail	48.6
2	Itasca Retail	46.9
3	Reflexis	46.2
4	NGC Software	46.0
5	ECRS	45.3
6	DemandTec by Acoustic	44.0
7	Retail Technology Corporation (RTC)	43.8
8	Magstar Total Retail	43.6
9	Celerant Technology	43.2
10	Mi9 Retail	43.1

### 2021 Customer Satisfaction for Broad Suite Vendors

RANK	VENDOR	CUSTOMER SAT.
1	ECRS	45.3
2	Magstar Total Retail	43.6
3	Celerant Technology	43.2
4	Mi9 Retail	43.1
5	Relex Solutions	42.8
6	Logile	42.6
7	Epicor	39.5
8	Microsoft	38.7
9	Zebra	38.5
10	Blue Yonder	34.4
10	Oracle	34.5

### 2021 Customer Satisfaction for Targeted Solution Vendors

RANK	VENDOR	CUSTOMER SAT.
1	UTC Retail	48.6
2	Itasca Retail	46.9
3	Reflexis	46.2
4	NGC Software	46.0
5	DemandTec by Acoustic	44.0
6	Retail Technology Corporation (RTC)	43.8
7	Theatro	43.0
8	Antuit AI	42.7
9	Tableau	41.0
10	MicroStrategy	40.1

Aside from the top-20 master list, there are several other lists in this chapter that use the full set of LeaderBoard data even though they slice and dice the data by voters

within specific retail segments or revenue levels.

In the large vendor revenue category, the top three software providers are Aptos, SAP and Zebra. In the

### 2021 Customer Satisfaction for Grocery Vendors

RANK	VENDOR	CUSTOMER SAT.
1	Itasca Retail	46.9
2	Reflexis	45.2
3	ECRS	45.1
4	Magstar Total Retail	44.5
5	Logile	44.1
6	Fujitsu	43.5
7	DemandTec by Acoustic	43.3
8	Relx Solutions	42.6
9	IBM	39.0
10	Tableau	38.8

### 2021 Customer Satisfaction for Apparel Vendors

RANK	VENDOR	CUSTOMER SAT.
1	UTC Retail	49.7
2	NGC Software	46.0
3	Mi9 Retail	45.6
4	MicroStrategy	44.3
5	Microsoft	43.3
6	Antuit AI	42.7
7	Celerant Technology	42.3
8	Zebra	39.8
9	Relx Solutions	39.7
10	SAP	36.0
10	Salesforce	36.0

### 2021 Specialty Vendor Leaders in Customer Satisfaction

RANK	VENDOR	CUSTOMER SAT.
1	UTC Retail	48.0
2	Celerant Technology	44.8
3	Retail Technology Corporation (RTC)	43.8
4	Relx Solutions	43.7
5	Reflexis	43.3
6	Mi9 Retail	40.5
7	Magstar Total Retail	40.3
8	Tableau	40.2
9	Zebra	40.0
10	Salesforce	39.7

### 2021 Grocery Vendor Leaders (Full Data Set)

RANK	VENDOR	CUSTOMER SATISFACTION	RETAIL CONCENTRATION	REVENUE FACTOR	TOTAL
1	ECRS	45.1	47	2	94.1
2	SAP	32.6	47	5	84.6
3	Zebra	37.3	38	5	80.3
4	IBM	39.0	32	5	76.0
5	Oracle	31.4	38	5	74.4
6	Magstar Total Retail	44.5	25	1	70.5
7	Relx Solutions	42.6	24	3	69.6
8	Logile	44.1	22	2	68.1
9	Symphony RetailAI	32.1	27	4	63.1
10	Microsoft	37.0	20	5	62.0

### 2021 Apparel Vendor Leaders (Full Data Set)

RANK	VENDOR	CUSTOMER SATISFACTION	RETAIL CONCENTRATION	REVENUE FACTOR	TOTAL
1	Mi9 Retail	45.6	45	3	93.6
2	Celerant Technology	42.3	47	2	91.3
3	SAP	36.0	47	5	88.0
4	Aptos	33.0	46	5	84.0
5	Zebra	39.8	38	5	82.8
6	Oracle	34.8	38	5	77.8
7	Microsoft	43.3	20	5	68.3
8	Blue Yonder	31.3	31	5	67.3
9	Relx Solutions	39.7	24	3	66.7
10	UTC Retail	49.7	13	2	64.7

### 2021 Specialty Vendor Leaders (Full Data Set)

RANK	VENDOR	CUSTOMER SATISFACTION	RETAIL CONCENTRATION	REVENUE FACTOR	TOTAL
1	Celerant Technology	44.8	47	2	93.8
2	Mi9 Retail	40.5	45	3	88.5
3	Aptos	34.6	46	5	85.6
4	Zebra	40.0	38	5	83.0
5	SAP	30.5	47	5	82.5
6	Oracle	34.6	38	5	77.6
7	Epcior	39.6	32	4	75.6
8	Relx Solutions	43.7	24	3	70.7
9	Magstar Total Retail	40.3	25	1	66.3
10	Microsoft	38.4	20	5	63.4

mid-size vendor revenue category, the top three are ECRS, Celerrant Technology and Mi9.

In the end-to-end suite category, the top three are ECRS, Celerrant Technology and Mi9 Retail. For vendors that have a narrower, more targeted suite of applications the top three are Microsoft, UTC Retail and NGC Software.

The winning vendors within specific retail segments are: ECRS in grocery, Mi9 Retail in apparel, and Celerrant Technology in specialty retail.

In the signature category of customer satisfaction, the overall winner of this year's LeaderBoard

survey is UTC Retail with a score of 48.6. UTC Retail is the only vendor to break the 48-point mark

(out of a possible 50) and deserves special recognition for its outstanding achievement. **RIS**

### 2021 Top Vendors for Tier One Retailers (Full Data Set)

RANK	VENDOR	CUSTOMER SATISFACTION	RETAIL CONCENTRATION	REVENUE FACTOR	TOTAL
1	Mi9 Retail	44.0	45	3	92.0
2	SAP	33.6	47	5	85.6
3	Aptos	29.0	46	5	80.0
4	Oracle	32.9	38	5	75.9
5	IBM	37.5	32	5	74.5
6	Blue Yonder	35.2	31	5	71.2
7	Symphony RetailAI	30.3	27	4	61.3
8	SAS	33.8	22	5	60.8
9	Salesforce	38.1	16	5	59.1
10	Itasca Retail	47.4	8	1	56.4

### 2021 Customer Satisfaction by Mid-Size Retailers

RANK	VENDOR	CUSTOMER SATISFACTION
1	UTC Retail	48.6
2	Reflexis	47.6
3	Logile	46.0
3	Itasca Retail	46.0
4	ECRS	45.3
5	Magstar Total Retail	43.8
6	Celerrant Technology	43.2
7	Relex Solutions	42.9
8	Retail Technology Corporation (RTC)	42.8
8	Mi9 Retail	42.8

### 2021 Top Vendors for Mid-Size Retailers (Full Data Set)

RANK	VENDOR	CUSTOMER SATISFACTION	RETAIL CONCENTRATION	REVENUE FACTOR	TOTAL
1	ECRS	45.3	47	2	96.3
2	Celerrant Technology	43.2	47	2	94.2
3	Mi9 Retail	42.8	45	3	90.8
4	Aptos	36.3	46	5	87.3
5	SAP	30.4	47	5	82.4
6	Oracle	38.3	38	5	81.3
7	Zebra	34.7	38	5	77.7
8	Epicor	39.5	32	4	75.5
9	Logile	46.0	22	2	70.0
10	Relex Solutions	42.9	24	3	69.9

### 2021 Customer Satisfaction by Tier One Retailers

RANK	VENDOR	CUSTOMER SATISFACTION
1	Itasca Retail	47.4
2	DemandTec by Acoustic	44.0
2	Mi9 Retail	44.0
3	Tableau	43.3
4	Theatro	43.0
5	Antuit AI	42.7
6	MicroStrategy	42.2
7	Workday	41.0
8	Salesforce	38.1
9	IBM	37.5
10	Blue Yonder	35.2

### 2021 Top Vendors in Customer Satisfaction

RANK	VENDOR	CUSTOMER SATISFACTION
1	UTC Retail	48.6
2	Itasca Retail	46.9
3	Reflexis	46.2
4	NGC Software	46.0
5	ECRS	45.3
6	DemandTec by Acoustic	44.0
7	Retail Technology Corporation (RTC)	43.8
8	Magstar Total Retail	43.6
9	Celerrant Technology	43.2
10	Mi9 Retail	43.1

### 2021 Top Vendors in Retail Concentration

RANK	VENDOR	CUSTOMER SATISFACTION
1	ECRS	47
1	Celerrant Technology	47
1	SAP	47
2	Aptos	46
3	Mi9 Retail	45
4	Zebra	38
4	Oracle	38
5	Infor (Infor Nexus/GT Nexus)	34
6	Epicor	32
6	IBM	32

# Customer Satisfaction Cuts Through the Hype

Retailers with hands-on experience and knowledge deliver the most trustworthy opinions

BY JOE SKORUPA

There are a lot of consultants and advisers who are only too willing to tell you their opinions about technology they don't use. The *RIS* Software LeaderBoard takes a different approach. It tells you important information about technology based on what real-world users of the technology think, i.e. retailers.

One of the biggest and most comprehensive areas of LeaderBoard research is the Customer Satisfaction score, which accounts for 50 points out of a maximum 105 points a vendor can achieve in charts that use the full set of collected data.

Beyond Customer Satisfaction, the LeaderBoard also collects data about Retail Recognition (a category with a maximum of 50 points that awards one point for each specific retail application or function in a vendor's suite), and Revenue Factor (a scale between one and five points where one is for the lowest revenue bracket and five is for the highest).

Although Customer Satisfaction is not the only data collected in LeaderBoard research, it is given a prominent position because it is an essential part of the due-diligence process every retailer must go through before making a software purchase. Other important parts of the process include analyses of cost, technical specifications, key features and measurable benefits.

Fortunately for retailers, the LeaderBoard provides a quick and easy way to review top solution providers and where they stand in terms of delivering Customer Satisfaction to their retail clients.

## 2021 Leaders in Overall Performance

RANK	VENDOR	CUSTOMER SATISFACTION
1	UTC Retail	5.0
2	Itasca Retail	4.9
3	ECRS	4.8
3	NGC Software	4.8
4	Reflexis	4.6
5	Relex Solutions	4.5
6	Mi9 Retail	4.4
6	Magstar Total Retail	4.4
6	Celerant Technology	4.4
7	Retail Technology Corporation (RTC)	4.3
7	Fujitsu	4.3
7	Theatro	4.3

## 2021 Leaders in Return on Investment

RANK	VENDOR	CUSTOMER SATISFACTION
1	UTC Retail	4.9
2	NGC Software	4.8
3	Itasca Retail	4.7
4	Reflexis	4.6
5	Celerant Technology	4.5
6	Magstar Total Retail	4.4
6	ECRS	4.4
6	DemandTec by Acoustic	4.4
6	Mi9 Retail	4.4
7	Antuit AI	4.3

## Breaking Down Customer Satisfaction

The overall Customer Satisfaction score is composed of 10 individual Criteria that are added together to create a single score. Each of

## 2021 Leaders in Total Cost of Operation

RANK	VENDOR	CUSTOMER SATISFACTION
1	UTC Retail	4.9
2	NGC Software	4.8
2	Itasca Retail	4.8
3	Reflexis	4.6
4	Celerant Technology	4.5
5	Antuit AI	4.3
6	ECRS	4.2
6	Retail Technology Corporation (RTC)	4.2
7	Logile	4.1
7	Relex Solutions	4.1
7	Magstar Total Retail	4.1
7	Mi9 Retail	4.1

## 2021 Leaders in Technology Innovation

RANK	VENDOR	CUSTOMER SATISFACTION
1	Theatro	5.0
2	UTC Retail	4.6
2	Reflexis	4.6
3	ECRS	4.5
3	Itasca Retail	4.5
4	Relex Solutions	4.4
4	DemandTec by Acoustic	4.4
5	Antuit AI	4.3
5	Logile	4.3
5	NGC Software	4.3

the 10 Criteria has a maximum total of 5 points. When combined, the maximum total points a vendor can achieve in Customer Satisfaction is 50.

Retailers evaluate the 10 Crite-

### 2021 Leaders in Quality of Service

RANK	VENDOR	CUSTOMER SAT.
1	UTC Retail	4.9
1	Itasca Retail	4.9
2	Retail Technology Corporation (RTC)	4.8
2	NGC Software	4.8
3	ECRS	4.7
3	Reflexis	4.7
3	Magstar Total Retail	4.7
3	Antuit AI	4.7
4	DemandTec by Acoustic	4.6
4	Logile	4.6
5	Mi9 Retail	4.4
5	Celerant Technology	4.4

### 2021 Leaders in Quality of Support

RANK	VENDOR	CUSTOMER SAT.
1	Itasca Retail	4.9
1	UTC Retail	4.9
2	Retail Technology Corporation (RTC)	4.8
2	NGC Software	4.8
3	Reflexis	4.7
3	SPS Commerce	4.7
3	Antuit AI	4.7
4	DemandTec by Acoustic	4.6
4	Logile	4.6
4	ECRS	4.6
4	Magstar Total Retail	4.6

### 2021 Leaders in Software Reliability

RANK	VENDOR	CUSTOMER SAT.
1	UTC Retail	4.9
2	Itasca Retail	4.8
2	DemandTec by Acoustic	4.8
3	Theatro	4.7
4	Reflexis	4.6
4	ECRS	4.6
5	Fujitsu	4.5
5	NGC Software	4.5
5	Magstar Total Retail	4.5
6	Mi9 Retail	4.4
7	Relex Solutions	4.3
7	Salesforce	4.3

### 2021 Leaders in Ease of Administration

RANK	VENDOR	CUSTOMER SAT.
1	UTC Retail	4.7
2	Reflexis	4.6
3	NGC Software	4.5
3	Itasca Retail	4.5
4	ECRS	4.4
4	Magstar Total Retail	4.4
4	Celerant Technology	4.4
4	DemandTec by Acoustic	4.4
5	Retail Technology Corporation (RTC)	4.3
5	Theatro	4.3
5	Fujitsu	4.3

### 2021 Leaders in Recommendation

RANK	VENDOR	CUSTOMER SAT.
1	UTC Retail	4.9
2	Retail Technology Corporation (RTC)	4.8
2	Itasca Retail	4.8
3	ECRS	4.7
4	Reflexis	4.6
4	DemandTec by Acoustic	4.6
5	Relex Solutions	4.5
5	NGC Software	4.5
5	Logile	4.5
6	Mi9 Retail	4.4
6	Tableau	4.4
6	Celerant Technology	4.4

### 2021 Leaders in Ease of Installation & Integration

RANK	VENDOR	CUSTOMER SAT.
1	UTC Retail	4.8
2	Reflexis	4.7
3	NGC Software	4.5
4	ECRS	4.4
5	Fujitsu	4.3
5	Retail Technology Corporation (RTC)	4.3
5	Theatro	4.3
5	Antuit AI	4.3
5	Magstar Total Retail	4.3
5	Itasca Retail	4.3

ria individually using a 1-5 scale where 1 represents least satisfaction and 5 most satisfaction. The Criteria are: Overall Performance, Return on Investment, Total Cost of Operation, Technology Innovation, Reliability, Installation & Integration, Ease of Administration, Quality of Support, Quality of Service, and Recommendation.

When looking at the Criteria individually it is possible observe a granular perspective of the combined Customer Satisfaction number. To get this view, the Leader-

Board breaks out 10 separate lists, one for each Criterion.

UTC Retail received the highest total Customer Satisfaction score in this year's report, which is an outstanding achievement. And because the overall score was so high it is not surprising that UTC Retail racked up nine number-one rankings in the individual charts and one number two.

Also noteworthy for UTC Retail is that it achieved one of two perfect scores (5 points) this year. The perfect 5.0 appears in the Overall

Performance Criterion.

Another strong performer this year in Customer Satisfaction is Itasca Retail, which notched two number-one rankings by tying UTC Retail for the top spot in Quality of Support and Quality of Service.

Finally, special kudos are in order for Theatro, which came out on top by a wide margin in the important Criterion of Technology Innovation. Theatro won this Criterion by posting a perfect 5.0, a rare feat only achieved by two vendors in the 2021 LeaderBoard. **RIS**



# Retailer Opinions Are Essential

The voice of the retailer makes the LeaderBoard a must-read report

BY JOE SKORUPA

Although the *RIS* LeaderBoard collects research in just three areas, by slicing and dicing the data a total of 51 charts are created through cross-tab analysis. In the process, the LeaderBoard has coined several unique terms and created specific definitions for several broadly used terms.

Since these terms and concepts are converted into numbers that produce scores in the 51 charts, it is important to be clear about how this is done.

## Customer Satisfaction

Customer Satisfaction is made up of 10 specific Criteria. Each of the 10 Criteria has its own unique score of 1-5, with one representing the lowest level of satisfaction and five the highest.

When added together, the 10 Criteria count for a maximum of 50 points, an ideal target no vendor has ever reached over the years, although several have gotten within a few tenths of a point. Points are awarded by retailer voters that have used the vendor's software within the last 12 months.

The 10 Customer Satisfaction Criteria are: Overall Performance (a measure of ease of use, speed, convenience, etc.), Return on Investment (ROI), Total Cost of Operation (TOC), Product Reliability, Technology Innovation, Ease of Installation/Integration, Ease of Administration/Maintenance, Quality of Support, Quality of Service, and Recommendation (a measure of how strongly a retailer would recommend the vendor to one of his/her peers).

## Retail Concentration

Retail Concentration is a term that is unique to the LeaderBoard. It stands for specific software applications that are part of a vendor's retail-spe-

### 2021 Leaders in Overall Performance by Tier One & Mid-Size Retailers

BY TIER ONE RETAILERS			BY MID-SIZE RETAILERS		
RANK	VENDOR	CUSTOMER SAT.	RANK	VENDOR	CUSTOMER SAT.
1	UTC Retail	5.0	1	UTC Retail	5.0
1	Itasca Retail	5.0	1	Itasca Retail	5.0
2	Reflexis	4.8	2	Reflexis	4.8
2	Logile	4.8	2	Logile	4.8
2	ECRS	4.8	2	ECRS	4.8
3	Fujitsu	4.5	3	Fujitsu	4.5
3	Magstar Total Retail	4.5	3	Magstar Total Retail	4.5
4	Relex Solutions	4.4	4	Relex Solutions	4.4
4	Celerant Technology	4.4	4	Celerant Technology	4.4
5	Mi9 Retail	4.3	5	Mi9 Retail	4.3

### 2021 Leaders in Return on Investment by Tier One & Mid-Size Retailers

BY TIER ONE RETAILERS			BY MID-SIZE RETAILERS		
RANK	VENDOR	CUSTOMER SAT.	RANK	VENDOR	CUSTOMER SAT.
1	Itasca Retail	4.8	1	UTC Retail	4.9
2	Mi9 Retail	4.5	2	Reflexis	4.7
2	Reflexis	4.5	3	Magstar Total Retail	4.5
3	DemandTec by Acoustic	4.4	3	Celerant Technology	4.5
4	Antuit AI	4.3	4	ECRS	4.4
4	Workday	4.3	4	Itasca Retail	4.4
5	Salesforce	4.2	5	Logile	4.3
5	Tableau	4.2	5	Mi9 Retail	4.3
6	Logile	4.1	5	Fujitsu	4.3
7	Relex Solutions	4.0	6	Relex Solutions	4.2

### 2021 Leaders in Total Cost of Operations by Tier One & Mid-Size Retailers

BY TIER ONE RETAILERS			BY MID-SIZE RETAILERS		
RANK	VENDOR	CUSTOMER SAT.	RANK	VENDOR	CUSTOMER SAT.
1	Itasca Retail	4.8	1	UTC Retail	4.9
2	Reflexis	4.5	2	Reflexis	4.8
3	Antuit AI	4.3	3	Itasca Retail	4.6
4	Tableau	4.2	4	Celerant Technology	4.5
5	Logile	4.1	5	ECRS	4.2
6	Relex Solutions	4.0	5	Magstar Total Retail	4.2
6	IBM	4.0	5	Logile	4.2
6	Mi9 Retail	4.0	6	Relex Solutions	4.1
6	MicroStrategy	4.0	6	Mi9 Retail	4.1
7	Zebra	3.9	7	Retail Technology Corporation (RTC)	4.0

cific suite. The LeaderBoard identifies 50 applications that are essential for modern retail enterprises and awards one point for each application. The editors of *RIS* verify all Retail Concentration scores by analyzing vendor website content and engaging with vendors, if necessary, to ensure an accurate count.

### Revenue Factor

Revenue Factor accounts for a maximum of five points. It awards 1-5 points based on bracketed levels as follows: one point for vendors with less than \$20 million in annual retail revenue, two points for vendors with revenue between \$20 million and \$50 million, three points for vendors with revenue between \$50 million and \$125 million, 4 points for vendors with revenue between \$125 million and \$250 million, and five points for vendors with revenue greater than \$500 million.

### Other Key Terms

In LeaderBoard terminology Large Vendors refers to software providers that have greater than \$125 million in annual revenue. Mid-Size Vendors have annual revenue less than \$125 million.

Broad Suite Vendors have robust applications suites with 21 or more retail modules. Targeted Solution Vendors have application suites with 20 or fewer modules.

There are five categories that are broken out by specific retail voters. Three of these break out votes by the segment the retailers primarily operate in – Grocery, Apparel and Specialty Retail. The remaining two categories break out retailer votes by revenue – Tier One Retailers, which refers to voters from companies with more than a billion dollars in annual revenue, and Mid-Size Retailers, which refers to voters from companies with annual revenue of less than a billion dollars.

### 2021 Leaders in Technology Innovation by Tier One & Mid-Size Retailers

BY TIER ONE RETAILERS			BY MID-SIZE RETAILERS		
RANK	VENDOR	CUSTOMER SAT.	RANK	VENDOR	CUSTOMER SAT.
1	Theatro	5.0	1	Itasca Retail	5.0
2	Tableau	4.6	2	Reflexis	4.8
3	DemandTec by Acoustic	4.4	3	UTC Retail	4.6
3	Reflexis	4.4	4	ECRS	4.5
3	Relex Solutions	4.4	4	Oracle	4.5
4	Logile	4.3	5	Relex Solutions	4.4
4	Antuit AI	4.3	6	Logile	4.3
4	Itasca Retail	4.3	6	Mi9 Retail	4.3
5	Zebra	4.2	6	Fujitsu	4.3
5	MicroStrategy	4.2	7	Celerant Technology	4.2

### 2021 Leaders in Software Reliability by Tier One & Mid-Size Retailers

BY TIER ONE RETAILERS			BY MID-SIZE RETAILERS		
RANK	VENDOR	CUSTOMER SAT.	RANK	VENDOR	CUSTOMER SAT.
1	Itasca Retail	4.9	1	UTC Retail	4.9
2	DemandTec by Acoustic	4.8	2	Reflexis	4.7
3	Theatro	4.7	3	Itasca Retail	4.6
4	Reflexis	4.6	3	ECRS	4.6
5	MicroStrategy	4.5	4	Magstar Total Retail	4.5
5	Mi9 Retail	4.5	4	Fujitsu	4.5
5	Workday	4.5	5	Mi9 Retail	4.3
6	Relex Solutions	4.4	6	Celerant Technology	4.2
6	Tableau	4.4	6	Epicor	4.2
6	Salesforce	4.4	6	Relex Solutions	4.2

### 2021 Leaders in Ease of Installation & Integration by Tier One & Mid-Size Retailers

BY TIER ONE RETAILERS			BY MID-SIZE RETAILERS		
RANK	VENDOR	CUSTOMER SAT.	RANK	VENDOR	CUSTOMER SAT.
1	Reflexis	4.7	1	UTC Retail	4.8
2	Itasca Retail	4.6	1	Fujitsu	4.8
3	MicroStrategy	4.4	2	Reflexis	4.7
4	Tableau	4.3	3	Logile	4.6
4	Theatro	4.3	4	ECRS	4.4
4	Antuit AI	4.3	4	Magstar Total Retail	4.4
4	Mi9 Retail	4.3	5	Retail Technology Corporation (RTC)	4.2
5	Relex Solutions	4.2	5	Oracle	4.2
5	DemandTec by Acoustic	4.2	5	Mi9 Retail	4.2
6	Logile	4.1	6	Celerant Technology	4.1

### Voice of the Retailer

In the 2021 LeaderBoard, 302 retailers cast 714 votes for vendors with software they have used within the last 12 months. In addition to providing the LeaderBoard with demographic information and evaluations, retailers also write in their thoughts about why they voted the way they did. Here is a sampling of what they had to say:

- “Celerant’s software is one of the main reasons our business operations continue to grow and improve in efficiency. Their cross-channel system allows us to make date-driven decisions by putting a powerful reporting tool in the hands of owners/managers.”

- “ECRS has been great about working with us for modifications required to suit our business model where other companies we have spoken to would not consider feature requests and custom programming at all.”

- “The service from Epicor’s account reps as well as software techs has been excellent. I am very pleased with our updates.”

- “Itasca Retail has top notch application capability and performance backed by strong support and a company that believes in long-term partnerships.”

- “Logile is a great company, easy to work with and helps solve problems. They are always there for us in helping to work through issues and make their software as user friendly as possible.”

- “Magstar’s support staff is unmatched. There has never been an issue they didn’t resolve in a satisfactory way. We are constantly making changes to our environment, and Magstar delivers every time.”

- “Each retail business has its own challenges, but Mi9 Demand Management application is rather flexible to configure to different needs of their customer and very stable.”

### 2021 Leaders in Ease of Administration & Maintenance by Tier One & Mid-Size Retailers

BY TIER ONE RETAILERS

RANK	VENDOR	CUSTOMER SAT.
1	Reflexis	4.6
1	Itasca Retail	4.6
2	DemandTec by Acoustic	4.4
3	Theatro	4.3
3	MicroStrategy	4.3
3	Mi9 Retail	4.3
4	Tableau	4.2
5	Relax Solutions	4.1
5	Logile	4.1
6	Workday	4.0

BY MID-SIZE RETAILERS

RANK	VENDOR	CUSTOMER SAT.
1	UTC Retail	4.7
1	Reflexis	4.7
2	Logile	4.6
3	Fujitsu	4.5
4	ECRS	4.4
4	Celerant Technology	4.4
4	Magstar Total Retail	4.4
5	Mi9 Retail	4.3
6	Itasca Retail	4.2
6	Retail Technology Corporation (RTC)	4.2

### 2021 Leaders in Quality of Support by Tier One & Mid-Size Retailers

BY TIER ONE RETAILERS

RANK	VENDOR	CUSTOMER SAT.
1	Itasca Retail	4.8
2	Mi9 Retail	4.8
3	Reflexis	4.7
3	Antuit AI	4.7
4	DemandTec by Acoustic	4.6
5	Logile	4.5
6	Tableau	4.3
6	Theatro	4.3
6	Zebra	4.3
6	Workday	4.3

BY MID-SIZE RETAILERS

RANK	VENDOR	CUSTOMER SAT.
1	Itasca Retail	5.0
1	Logile	5.0
2	UTC Retail	4.9
3	Retail Technology Corporation (RTC)	4.8
4	Reflexis	4.7
5	ECRS	4.6
6	Magstar Total Retail	4.5
6	Relax Solutions	4.5
7	Mi9 Retail	4.2
8	Celerant Technology	4.1

### 2021 Leaders in Quality of Service by Tier One & Mid-Size Retailers

BY TIER ONE RETAILERS

RANK	VENDOR	CUSTOMER SAT.
1	Itasca Retail	4.9
2	Antuit AI	4.7
3	DemandTec by Acoustic	4.6
3	Reflexis	4.6
4	Mi9 Retail	4.5
4	MicroStrategy	4.5
5	Logile	4.4
6	Zebra	4.3
6	Relax Solutions	4.3
6	Workday	4.3

BY MID-SIZE RETAILERS

RANK	VENDOR	CUSTOMER SAT.
1	Logile	5.0
2	UTC Retail	4.9
3	Itasca Retail	4.8
3	Reflexis	4.8
3	Retail Technology Corporation (RTC)	4.8
4	ECRS	4.7
5	Magstar Total Retail	4.6
6	Celerant Technology	4.4
7	Relax Solutions	4.3
7	Mi9 Retail	4.3

- “Reflexis has been a great partner in understanding the needs of our business and worked with us closely to make sure we met and exceeded our goals with the software.”

- “Relex is great at making complex matters simple to integrate and understand in the business process. They have offered great support not only in the installation/integration process but also after the go-live period.”

- “Symphony RetailAI has very innovative applications that allow us to get strong business insight.”

- “Super easy deployment with Theatro, turnkey solution and support. Feedback from stores has been very positive. Easy to do business with and open to continue to innovate together.”

- “UTC Retail customer service is second to none. There is incredible support and the products are excellent.”

- “A standout for us is Zebra’s

urgency to resolve issues, which are bound to occur with any application. Excellent relationship through all levels of the organization.” **RIS**

**Leaders in Recommendation by Tier One & Mid-Size Retailers**

BY TIER ONE RETAILERS

BY MID-SIZE RETAILERS

RANK	VENDOR	CUSTOMER SAT.	RANK	VENDOR	CUSTOMER SAT.
1	Mi9 Retail	4.8	1	Reflexis	5.0
2	Itasca Retail	4.7	1	Logile	5.0
3	DemandTec by Acoustic	4.6	2	UTC Retail	4.9
3	Relex Solutions	4.6	3	Itasca Retail	4.8
4	Tableau	4.5	3	Retail Technology Corporation (RTC)	4.8
4	Workday	4.5	4	ECRS	4.7
5	Reflexis	4.4	5	Relex Solutions	4.5
6	Theatro	4.3	6	Magstar Total Retail	4.4
6	Zebra	4.3	6	Celerant Technology	4.4
6	Logile	4.3	7	Mi9 Retail	4.3



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DemandTec by Acoustic is committed to taking AI pricing to new heights. With deep and commanding worldwide retail pricing domain knowledge and experience, DemandTec enables retailers and CPG partners to deliver optimal pricing, promotions, and markdowns that protect price image and increase margins and sales, while driving customer loyalty and market share. DemandTec addresses retail pricing challenges today and into the future with relentless focus, commitment, and ongoing investment. For more information, visit <https://www.demandtec.com/>



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