

# RIS SOFTWARE LEADERBOARD '24

## RETAIL TECH TITANS

- 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

# Customer Satisfaction Is Your Brand

You don't control your brand in the marketplace, your customers do

BY JOE SKORUPA

**“Your brand is what other people say about you when you're not in the room.” — Jeff Bezos**

There are many tools and levers that software companies can use to influence what their customers think about them. Arguably, the most important is building great technology. However, beyond that software companies cannot truly control their reputation, which is the cornerstone of brand value, unless they achieve high levels of customer satisfaction.

The RIS Software LeaderBoard tracks Customer Satisfaction as well as two other areas with relevance to brand reputation for analysis and ranking. These three, which are backed by ironclad methodology, are: 1. Customer Satisfaction, a data-based assessment made by retail users of software; 2. Retail Concentration, the total number of retail-specific modules or applications offered by vendors; and 3. Revenue Factor, a measure of corporate size and muscle.

However, Customer Satisfaction is the sine qua non, the essential element, that makes the LeaderBoard unique. Of the 53 charts in the report, 40 are based solely on Customer Satisfaction scores and all but one includes Customer Satisfaction as part of the analysis. The outlier is the chart showing software vendors that have the most modules used by retailers – Top Vendors in Retail Concentration.

Retail Concentration is also unique to the RIS LeaderBoard. It is a measure of a vendor's footprint (or breadth) across the spectrum of applications that are essential for

doing business by national or large regional retailers.

The LeaderBoard tracks 50 modules or applications that tech advisors tell RIS are key components in a retailer's tech stack. The specific modules may change minimally year over year, however the total number has stayed constant since the LeaderBoard's start in 2001.

Viewing LeaderBoard rankings over the last two decades it is possible to see some long-term trends. One of these is that software vendors are getting bigger, often by making acquisitions.

In 2003, there were no vendors that had 30 or more modules in Retail Concentration. However, in 2024 14 vendors have 30 or more, which is up from 10 in 2023. Clearly, large-footprint software vendors are a major force in retail today.

The same is true for vendors measured by annual revenue. Just 22 of 46 vendors (48%) had revenue greater than \$125 million in 2003. In the 2024 report, 30 of 41 vendors (73%) have revenue greater than \$125 million, which is up from 66% last year.

Regardless of vendor size, the 2024 LeaderBoard continues its unique approach of head-to-head analysis and stack ranking based on point totals. It is always worth noting that LeaderBoard charts reflect only winners, i.e. software leaders in specific criteria (ROI, TCO, Innovation, etc.) or broad categories (Grocery, Tier One, Apparel, etc.) that score well above the average of their peers. This means no matter where a company appears on a list it is a winner because it has outscored dozens of vendors that did not make

## BY THE NUMBERS

203 Total Respondents

77 Grocery/Convenience/  
Drug Voters

71 Retailers With >\$1 Billion

67 Specialty Retail Voters

57 IT Executive/Manager/  
Director Voters

40 Apparel/Footwear Voters

32 C-Level Voters

13 CEOs or President Voters

10 CIO/CTO Voters

the cut.

When the LeaderBoard was launched 23 years ago, it took inspiration from the American Customer Satisfaction Index (ACSI), J.D. Power and Associates, and others. These organizations have produced a large amount of research that shows a strong correlation between Customer Satisfaction and business performance (revenue and profit).

When the LeaderBoard was launched, Customer Satisfaction was not broadly recognized as a key business principle in software development and sales. Today, Customer Satisfaction is widely recognized but inconsistently pursued because it is hard to achieve. So, kudos are due to all the software vendors appearing in this year's LeaderBoard for successfully building and protecting their brands. **RIS**



## Broad Category Winners

Leaders emerge in categories that use a broad set of data points

The only chart in the *RIS Software LeaderBoard* that shows more than 10 vendors is the overall Top 20 chart. This is often referred to as the “master chart” and it was the only chart (extending all the way to 50 vendors) shown in the original *LeaderBoard* more than two decades ago. All other charts in the current report are top-10 breakout lists, although some show ties and contain more than 10 vendors.

The Top 20 chart is also one of several in the report that uses the full set of data collected by the editors of *RIS* during *LeaderBoard* research. The three data sets are Customer Satisfaction (based on

retailer votes), Retail Concentration, and Revenue Factor. The latter two data points are the result of research performed by the editors.

At the top of this year’s master list, as they were last year, are two perennial leaders — Celerant Technology and ECRS. Both vendors are also the only two that broke the 90-point mark in overall scoring (out of a possible 105 points).

Joining these leaders in the top tier of the master list are SAP, Jesta I.S., and Zebra, each of which broke into the 80s for overall scores.

Several software vendors on the Top 20 list deserve special recognition due to their

### 2024 *RIS Software LeaderBoard* Top 20

RANK	VENDOR	CUSTOMER SATISFACTION	RETAIL CONCENTRATION	REVENUE FACTOR	TOTAL
1	ECRS	45.2	48	3	96.2
2	Celerant Technology	46.7	47	2	95.7
3	SAP	32.3	50	5	87.3
4	Jesta I.S.	39.2	45	3	87.2
5	Zebra	41.7	40	5	86.7
6	Logile	48.7	29	2	79.7
7	Mi9 Retail	42.4	34	2	78.4
8	Oracle	31.7	41	5	77.7
9	Toshiba Global Commerce Solutions	37.0	35	5	77.0
10	Aptos	32.3	39	5	76.3
11	Infor	35.8	35	5	75.8
12	Magstar Total Retail	45.3	29	1	75.3
13	RELEX Solutions	43.5	27	4	74.5
14	AWS	41.5	27	5	73.5
15	Blue Yonder	32.4	35	5	72.4
16	Manhattan Associates	33.0	34	5	72.0
17	IBM	33.4	33	5	71.4
18	Episor	31.4	33	5	69.4
19	Microsoft	37.6	26	5	68.6
20	Impact Analytics	43.3	20	2	65.3

### 2024 Top Vendors in Customer Satisfaction

RANK	VENDOR	CUSTOMER SAT.
1	Logile	48.7
2	Celerant Technology	46.7
3	GK Software	46.2
4	UTC Retail	45.6
5	Theatro	45.4
6	Magstar Total Retail	45.3
7	ECRS	45.2
8	ANT USA	44.8
8	Retail Technologies Corporation (RTC)	44.8
9	RELEX Solutions	43.5
10	Impact Analytics	43.3

### 2024 Top Vendors in Retail Concentration

RANK	VENDOR	CUSTOMER SAT.
1	SAP	50
2	ECRS	48
3	Celerant Technology	47
4	Jesta I.S.	45
5	Oracle	41
6	Zebra	40
7	Aptos	39
8	Toshiba Global Commerce Solutions	35
8	Infor	35
8	Blue Yonder	35
9	Mi9 Retail	34
9	Manhattan Associates	34

exceptionally high Customer Satisfaction scores, which have a maximum point value of 50. These are Logile (48.7), Celerant Technology (46.7), and Magstar Total Retail (45.3).

Another vendor that deserves special recognition because it made the Top 20 list with fewer than 21



modules in its Retail Concentration score is Impact Analytics.

Aside from the Top 20 list, there are several other key lists in this section that use the full data set.

One example is the Large Vendor category, which is sorted by vendors that have annual revenue greater than \$125 million. Here, the top two are SAP and Zebra.

### 2024 Large Vendors (Full Data Set)

RANK	VENDOR	CUSTOMER SATISFACTION	RETAIL CONCENTRATION	REVENUE FACTOR	TOTAL
1	SAP	32.3	50	5	87.3
2	Zebra	41.7	40	5	86.7
3	Oracle	31.7	41	5	77.7
4	Toshiba Global Commerce Solutions	37.0	35	5	77.0
5	Aptos	32.3	39	5	76.3
6	Infor	35.8	35	5	75.8
7	RELEX Solutions	43.5	27	4	74.5
8	AWS	41.5	27	5	73.5
9	Blue Yonder	32.4	35	5	72.4
10	Manhattan Associates	33.0	34	5	72.0

### 2024 Mid-Size Vendors (Full Data Set)

RANK	VENDOR	CUSTOMER SATISFACTION	RETAIL CONCENTRATION	REVENUE FACTOR	TOTAL
1	ECRS	45.2	48	3	96.2
2	Celerant Technology	46.7	47	2	95.7
3	Jesta I.S.	39.2	45	3	87.2
4	Logile	48.7	29	2	79.7
5	Mi9 Retail	42.4	34	2	78.4
6	Magstar Total Retail	45.3	29	1	75.3
7	Impact Analytics	43.3	20	2	65.3
8	UTC Retail	45.6	14	2	61.6
9	Retail Technologies Corporation (RTC)	44.8	12	1	57.8
10	Theatro	45.4	8	2	55.4

### 2024 Broad Suite Vendor Leaders (Full Data Set)

RANK	VENDOR	CUSTOMER SATISFACTION	RETAIL CONCENTRATION	REVENUE FACTOR	TOTAL
1	ECRS	45.2	48	3	96.2
2	Celerant Technology	46.7	47	2	95.7
3	SAP	32.3	50	5	87.3
4	Jesta I.S.	39.2	45	3	87.2
5	Zebra	41.7	40	5	86.7
6	Logile	48.7	29	2	79.7
7	Mi9 Retail	42.4	34	2	78.4
8	Oracle	31.7	41	5	77.7
9	Toshiba Global Commerce Solutions	37.0	35	5	77.0
10	Aptos	32.3	39	5	76.3

### 2024 Customer Satisfaction for Large Vendors

RANK	VENDOR	CUSTOMER SAT.
1	GK Software	46.2
2	RELEX Solutions	43.5
3	MicroStrategy	42.8
4	Fortinet	41.8
5	Zebra	41.7
6	Tableau	41.6
7	AWS	41.5
8	Verizon	41.4
9	Cradlepoint	41.0
10	Workday	39.4

### 2024 Customer Satisfaction for Mid-Size Vendors

RANK	VENDOR	CUSTOMER SAT.
1	Logile	48.7
2	Celerant Technology	46.7
3	UTC Retail	45.6
4	Theatro	45.4
5	Magstar Total Retail	45.3
6	ECRS	45.2
7	Retail Technologies Corporation (RTC)	44.8
7	ANT USA	44.8
8	Impact Analytics	43.3
9	Mi9 Retail	42.4
10	Jesta I.S.	39.2

### 2024 Customer Satisfaction for Broad Suite Vendors

RANK	VENDOR	CUSTOMER SAT.
1	Logile	48.7
2	Celerant Technology	46.7
3	Magstar Total Retail	45.3
4	ECRS	45.2
5	RELEX Solutions	43.5
6	Mi9 Retail	42.4
7	Zebra	41.7
8	AWS	41.5
9	Jesta I.S.	39.2
10	Microsoft	37.6



In the Mid-Size Vendor category, which lists vendors that have less than \$125 million in annual revenue, the top two are ECRS and Celerant

Technology, the only two to crack the 90-point mark.

All software vendors appearing on any of the lists in this chapter,

### 2024 Targeted Solution Vendor Leaders (Full Data Set)

RANK	VENDOR	CUSTOMER SATISFACTION	RETAIL CONCENTRATION	REVENUE FACTOR	TOTAL
1	Impact Analytics	43.3	20	2	65.3
2	GK Software	46.2	15	4	65.2
3	UTC Retail	45.6	14	2	61.6
4	MicroStrategy	42.8	12	5	59.8
5	Tableau	41.6	13	5	59.6
6	Workday	39.4	14	5	58.4
7	Salesforce	33.9	19	5	57.9
8	Retail Technologies Corporation (RTC)	44.8	12	1	57.8
9	Verifone	38.0	14	5	57.0
10	Fujitsu	38.9	12	5	55.9

### 2024 Grocery Vendor Leaders (Full Data Set)

RANK	VENDOR	CUSTOMER SATISFACTION	RETAIL CONCENTRATION	REVENUE FACTOR	TOTAL
1	ECRS	45.2	48	3	96.2
2	Zebra	41.7	40	5	86.7
3	SAP	28.7	50	5	83.7
4	Logile	48.7	29	2	79.7
5	Oracle	30.7	41	5	76.7
6	Toshiba Global Commerce Solutions	35.5	35	5	75.5
7	RELEX Solutions	43.5	27	4	74.5
8	Magstar Total Retail	42.8	29	1	72.8
9	Microsoft	37.0	26	5	68.0
10	GK Software	44.0	15	4	63.0

### 2024 Apparel Vendor Leaders (Full Data Set)

RANK	VENDOR	CUSTOMER SATISFACTION	RETAIL CONCENTRATION	REVENUE FACTOR	TOTAL
1	Zebra	45.0	40	5	90.0
2	Jesta I.S.	41.9	45	3	89.9
3	Mi9 Retail	46.5	34	2	82.5
4	Oracle	35.0	41	5	81.0
5	IBM	36.0	33	5	74.0
6	Aptos	29.7	39	5	73.7
7	Microsoft	36.9	26	5	67.9
8	Impact Analytics	43.5	20	2	65.5
9	UTC Retail	48.7	14	2	64.7
10	Salesforce	31.8	19	5	55.8

### 2024 Customer Satisfaction for Targeted Solution Vendors

RANK	VENDOR	CUSTOMER SAT.
1	GK Software	46.2
2	UTC Retail	45.6
3	Theatro	45.4
4	Retail Technologies Corporation (RTC)	44.8
4	ANT USA	44.8
5	Impact Analytics	43.3
6	MicroStrategy	42.8
7	Fortinet	41.8
8	Tableau	41.6
9	Verizon	41.4
10	Cradlepoint	41.0

### 2024 Customer Satisfaction for Grocery Vendors

RANK	VENDOR	CUSTOMER SAT.
1	Logile	48.7
2	ECRS	45.2
3	GK Software	44.0
4	RELEX Solutions	43.5
5	Magstar Total Retail	42.8
6	Zebra	41.7
7	Google	39.0
8	Microsoft	37.0
9	Fiserve	35.7
10	Toshiba Global Commerce Solutions	35.5

### 2024 Customer Satisfaction for Apparel Vendors

RANK	VENDOR	CUSTOMER SAT.
1	UTC Retail	48.7
2	Mi9 Retail	46.5
3	Zebra	45.0
4	Impact Analytics	43.5
5	Jesta I.S.	41.8
6	Google	40.0
7	Microsoft	36.9
8	IBM	36.0
9	Oracle	35.0
10	Salesforce	31.8



which features charts using the full set of data collected during the LeaderBoard research process, deserve special recognition for achieving excellence across a wide range of data points. **RIS**

### 2024 Specialty Vendor Leaders (Full Data Set)

RANK	VENDOR	CUSTOMER SATISFACTION	RETAIL CONCENTRATION	REVENUE FACTOR	TOTAL
1	Celerant Technology	47.4	47	2	96.4
2	SAP	32.3	50	5	87.3
3	Zebra	40.6	40	5	85.6
4	Blue Yonder	39.0	35	5	79.0
5	Magstar Total Retail	48.0	29	1	78.0
6	Mi9 Retail	41.3	34	2	77.3
7	Relex Solutions	43.6	27	4	74.6
8	Oracle	27.3	41	5	73.3
9	IBM	32.7	33	5	70.7
10	Microsoft	37.6	26	5	68.6

### 2024 Department Store/Mass Merchant Vendor Leaders (Full Data Set)

RANK	VENDOR	CUSTOMER SATISFACTION	RETAIL CONCENTRATION	REVENUE FACTOR	TOTAL
1	Zebra	39.3	40	5	84.3
2	RELEX Solutions	45.1	27	4	76.1
3	Blue Yonder	32.8	35	5	72.8
4	Microsoft	39.2	26	5	70.2
5	Theatro	46.0	8	2	56.0

### 2024 Top Vendors for Tier One Retailers (Full Data Set)

RANK	VENDOR	CUSTOMER SATISFACTION	RETAIL CONCENTRATION	REVENUE FACTOR	TOTAL
1	Zebra	44.6	40	5	89.6
2	SAP	32.7	50	5	87.7
3	Mi9 Retail	44.0	34	2	80.0
4	Logile	48.2	29	2	79.2
5	Toshiba Global Commerce Solutions	37.0	35	5	77.0
6	Oracle	26.9	41	5	72.9
7	RELEX Solutions	41.6	27	4	72.6
8	Blue Yonder	32.4	35	5	72.4
9	IBM	31.8	33	5	69.8
10	Impact Analytics	46.2	20	2	68.2

### 2024 Top Vendors for Mid-Size Retailers (Full Data Set)

RANK	VENDOR	CUSTOMER SATISFACTION	RETAIL CONCENTRATION	REVENUE FACTOR	TOTAL
1	Celerant Technology	47.4	47	2	96.4
2	ECRS	45.2	48	3	96.2
3	SAP	31.0	50	5	86.0
4	Jesta I.S.	37.9	45	3	85.9
5	Zebra	40.5	40	5	85.5
6	Oracle	36.0	41	5	82.0
7	Mi9 Retail	41.6	34	2	77.6
8	RELEX Solutions	45.1	27	4	76.1
9	Infor	36.0	35	5	76.0
10	Magstar Total Retail	45.3	29	1	75.3

### 2024 Customer Satisfaction for Specialty Vendors

RANK	VENDOR	CUSTOMER SAT.
1	Magstar Total Retail	48.0
2	Celerant Technology	47.4
3	Retail Technologies Corporation (RTC)	47.0
4	MicroStrategy	44.4
5	Tableau	44.3
6	Theatro	44.1
7	Verizon	43.7
8	Relex Solutions	43.6
9	UTC Retail	42.9
10	ANT USA	42.0

### 2024 Customer Satisfaction for Department Store/Mass Merchant Vendors

RANK	VENDOR	CUSTOMER SAT.
1	Theatro	46.0
2	RELEX Solutions	45.1
3	Zebra	39.3
4	Microsoft	39.2
5	Blue Yonder	32.8

### 2024 Customer Satisfaction by Tier One Retailers

RANK	VENDOR	CUSTOMER SAT.
1	Theatro	49.1
2	Logile	48.2
3	Impact Analytics	46.2
3	GK Software	46.2
4	Zebra	44.6
5	Mi9 Retail	44.0
6	Retail Technologies Corporation (RTC)	43.0
7	MicroStrategy	42.2
8	RELEX Solutions	41.6
9	Workday	40.3
10	Google	39.1

### 2024 Customer Satisfaction by Mid-Size Retailers

RANK	VENDOR	CUSTOMER SAT.
1	Celerant Technology	47.4
2	Retail Technologies Corporation (RTC)	46.7
3	UTC Retail	45.6
4	Magstar Total Retail	45.3
5	ECRS	45.2
6	RELEX Solutions	45.1
7	ANT USA	43.8
8	MicroStrategy	43.7
9	Fortinet	43.0
10	Tableau	42.9



# Break Out Winners

Taking a deep dive into software vendor Customer Satisfaction

Standing still in retail is not an option. The retail technology stack must be continually analyzed for readiness and upgraded to meet new competitive challenges and shifting shopper needs. Success in the marketplace today is no guarantee of success tomorrow.

As a result, one of the major responsibilities of the retail tech team is to keep abreast of new and emerging software capabilities that can help meet strategic goals for sales and profits. Then, when the time is right to add new software functionalities, the *RIS News LeaderBoard* can help identify how other retailers view the software vendors under consideration.

This is a critical step during the research phase of software selection and the reason why the LeaderBoard places so much emphasis on tracking Customer Satisfaction, the measure of how well a software vendor meets the expectations of its customers.

In the LeaderBoard, Customer Satisfaction is based on evaluations by users of the software and is composed of 10 distinct criteria that are critical to the implementation and use of software in a retail stack.

The 10 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. Retailers evaluate each criterion on a scale of one to five, where one is the lowest score and five the highest. Added together, the maximum overall score obtainable in Customer Satisfaction is 50 points.

While total Customer Satisfaction scores appear in charts that focus on the full set of data collected for the report, in this section, each Customer

## 2024 Leaders in Overall Performance

RANK	VENDOR	CUSTOMER SAT.
1	Logile	4.9
2	Retail Technologies Corporation (RTC)	4.8
2	GK Software	4.8
2	Magstar Total Retail	4.8
3	ANT USA	4.7
3	ECRS	4.7
4	Celerant Technology	4.6
4	UTC Retail	4.6
5	Mi9 Retail	4.5
5	RELEX Solutions	4.5

## 2024 Leaders in Return on Investment

RANK	VENDOR	CUSTOMER SAT.
1	Logile	4.9
2	Celerant Technology	4.6
2	Theatro	4.6
2	UTC Retail	4.6
3	Retail Technologies Corporation (RTC)	4.5
4	GK Software	4.4
5	ECRS	4.3
5	ANT USA	4.3
5	Impact Analytics	4.3
5	Magstar Total Retail	4.3
5	MicroStrategy	4.3
5	Zebra	4.3
5	Cradlepoint	4.3

Satisfaction criterion is broken out into separate rankings. This enables retail technology teams to drill down into specific areas that are high on their priority lists, such as Innovation, ROI, Reliability, and so forth.

As previously seen in the chapter

## 2024 Leaders in Total Cost of Operation

RANK	VENDOR	CUSTOMER SAT.
1	Logile	4.9
2	Retail Technologies Corporation (RTC)	4.7
3	Celerant Technology	4.6
3	UTC Retail	4.6
4	Theatro	4.5
4	ANT USA	4.5
5	GK Software	4.4
6	ECRS	4.3
7	Magstar Total Retail	4.2
8	MicroStrategy	4.1
8	Verizon	4.1
8	Tableau	4.1

## 2024 Leaders in Technology Innovation

RANK	VENDOR	CUSTOMER SAT.
1	Logile	4.9
2	Theatro	4.7
2	ECRS	4.7
2	Impact Analytics	4.7
3	Celerant Technology	4.6
4	ANT USA	4.5
5	RELEX Solutions	4.4
5	UTC Retail	4.4
5	GK Software	4.4
5	Zebra	4.4
5	Verizon	4.4

on Overall Leaders, which uses the full set of research data, the highest-rated software vendors in Customer Satisfaction in this year's LeaderBoard are Logile (48.7), Celerant Technology (46.7), GK Software (46.2), UTC Retail



### 2024 Leaders in Quality of Service

RANK	VENDOR	CUSTOMER SAT.
1	Magstar Total Retail	4.9
1	Logile	4.9
2	Celerant Technology	4.7
2	UTC Retail	4.7
2	Retail Technologies Corporation (RTC)	4.7
2	ANT USA	4.7
3	GK Software	4.6
3	Theatro	4.6
4	Mi9 Retail	4.5
4	ECRS	4.5
4	RELEX Solutions	4.5
4	Tableau	4.5

### 2024 Leaders in Ease of Administration/Maintenance

RANK	VENDOR	CUSTOMER SAT.
1	Logile	4.7
2	Celerant Technology	4.6
2	GK Software	4.6
3	Impact Analytics	4.5
3	UTC Retail	4.5
4	Magstar Total Retail	4.4
4	ECRS	4.4
4	Theatro	4.4
4	RELEX Solutions	4.4
5	ANT USA	4.3
5	Fujitsu	4.3
5	AWS	4.3

### 2024 Leaders in Software Reliability

RANK	VENDOR	CUSTOMER SAT.
1	Logile	4.9
2	Celerant Technology	4.8
2	GK Software	4.8
2	Workday	4.8
2	Fortinet	4.8
2	Magstar Total Retail	4.8
3	MicroStrategy	4.7
4	ECRS	4.5
4	Retail Technologies Corporation (RTC)	4.5
4	Tableau	4.5
4	AWS	4.5
4	UTC Retail	4.5
4	RELEX Solutions	4.5

### 2024 Leaders in Recommendation

RANK	VENDOR	CUSTOMER SAT.
1	Logile	5.0
2	Celerant Technology	4.8
2	GK Software	4.8
2	UTC Retail	4.8
3	ECRS	4.7
4	RELEX Solutions	4.6
4	Theatro	4.6
5	Tableau	4.5
5	AWS	4.5
5	ANT USA	4.5

### 2024 Leaders in Quality of Support

RANK	VENDOR	CUSTOMER SAT.
1	Logile	5.0
2	Magstar Total Retail	4.9
3	ANT USA	4.8
3	GK Software	4.8
4	UTC Retail	4.7
5	Theatro	4.6
6	Celerant Technology	4.5
6	Retail Technologies Corporation (RTC)	4.5
6	ECRS	4.5
7	Mi9 Retail	4.4
7	RELEX Solutions	4.4

### 2024 Leaders in Ease of Installation & Integration

RANK	VENDOR	CUSTOMER SAT.
1	Logile	4.9
2	Theatro	4.7
3	Celerant Technology	4.6
3	GK Software	4.6
3	MicroStrategy	4.6
3	ECRS	4.6
4	Retail Technologies Corporation (RTC)	4.5
4	UTC Retail	4.5
4	Impact Analytics	4.5
5	Fortinet	4.4

(45.6) and Theatro (45.4). So, it is not surprising to see these vendors also appearing near the top in the 10 individual Customer Satisfaction criteria lists.

However, it should be noted that several other solution providers also achieved impressive scores in Customer Satisfaction and deserve special recognition for achieving high marks in individual criteria.

These include Magstar Total Retail, ANT USA, ECRS, Mi9, RELEX Solutions, Zebra, and Impact Analytics. Each of these vendors appears among the Customer Satisfaction leaders across a number of individual criteria lists, which means they have special strengths that retailers should pay attention to when making tech investments.

Because technology executives

are notoriously hard to please when judging the software they deploy, getting them to agree on which software vendors deserve high marks for Customer Satisfaction is a powerful measure of success. As a result, congratulations are due to all software vendors that appear on the charts in this section for delivering outstanding technology, support, and service that meets or exceeds expectations. **RIS**





# Voices in the Numbers

Defining terms and hearing why retailers voted the way they did

The brand reputation of the *RIS* LeaderBoard is built on a long, proven history of rock-solid research based on solid methodology, which has been honed and validated over more than two decades.

Because trust and reliability are so important to the reputation of the report, *RIS* believes it is important to make LeaderBoard methodology crystal clear. This section covers the unique processes and terms used throughout the rankings.

### Customer Satisfaction

Customer Satisfaction in LeaderBoard methodology is made up of 10 specific Criteria. Each of the 10 has a scoring range 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, a level of perfection no vendor has ever reached, although many have gotten close. Retail tech executives, who are the voters in all Customer Satisfaction scoring, are notoriously hard to please. It is also worth noting that Customer Satisfaction points are awarded by retail voters who have used the vendor's software within the last 12 months.

The 10 individual 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 a peer).

### Retail Concentration

Retail Concentration is a term unique to the LeaderBoard. It refers to software applications or modules that

## 2024 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	Theatro	4.8	1	Retail Technologies Corporation (RTC)	5.0
1	GK Software	4.8	2	Magstar Total Retail	4.8
1	Logile	4.8	3	Celerant Technology	4.7
2	Retail Technologies Corporation (RTC)	4.7	4	RELEX Solutions	4.6
2	Mi9 Retail	4.7	4	ECRS	4.6
3	Impact Analytics	4.6	4	ANT USA	4.6
4	Zebra	4.4	4	UTC Retail	4.6
5	RELEX Solutions	4.3	5	Mi9 Retail	4.5
5	Verifone	4.3	6	MicroStrategy	4.3
5	Lexmark	4.3	6	Zebra	4.3

## 2024 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	Theatro	5.0	1	Celerant Technology	4.7
2	Logile	4.8	1	Retail Technologies Corporation (RTC)	4.7
3	Impact Analytics	4.6	2	UTC Retail	4.6
3	Zebra	4.6	3	ECRS	4.4
4	GK Software	4.4	4	RELEX Solutions	4.3
5	Retail Technologies Corporation (RTC)	4.3	4	MicroStrategy	4.3
5	MicroStrategy	4.3	4	Fortinet	4.3
6	Toshiba Global Commerce Solutions	4.0	4	Fujitsu	4.3
6	Workday	4.0	4	Magstar Total Retail	4.3
6	RELEX Solutions	4.0	4	Tableau	4.3
6	Mi9 Retail	4.0	5	ANT USA	4.2
			5	Mi9 Retail	4.2



are part of a vendor's retail-specific suite. The LeaderBoard identifies 50 of these as being essential to modern retail enterprises and awards one point for each application or module. The editors of *RIS* verify all Retail Concentration scores by analyzing vendor website content and checking 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 revenue 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, four 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 solution providers that have greater than \$125 million in annual revenue. Mid-Size Vendors refers to providers that 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.

The report also performs cross-tab analysis that breaks out six other categories based on specific characteristics of the retail voting pool. Four of these isolate votes by large retail segments – Grocery, Apparel, Specialty Retail and Department Stores/ Mass Merchants (broadline retailers).

The remaining two categories are broken out by annual retail revenue – Tier One Retailers refers to voters from companies with more than a billion dollars in annual revenue and Mid-Size Retailers (Not to be confused with Mid-Size Vendors. See above in reference to large and smaller vendors.) refers to voters from companies with annual revenue of less than a billion dollars.

### 2024 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	Theatro	4.8	1	Celerant Technology	4.7
1	Logile	4.8	1	Retail Technologies Corporation (RTC)	4.7
2	Retail Technologies Corporation (RTC)	4.7	2	UTC Retail	4.6
3	Workday	4.5	3	ANT USA	4.4
4	Zebra	4.4	4	Fortinet	4.3
4	GK Software	4.4	4	Tableau	4.3
4	Impact Analytics	4.4	5	ECRS	4.2
5	MicroStrategy	4.3	5	Magstar Total Retail	4.2
6	Mi9 Retail	4.2	6	RELEX Solutions	4.1
7	Lexmark	4.0	6	Verizon	4.1
8	RELEX Solutions	3.8	7	Theatro	4.0
9	Tableau	3.7	7	Infor	4.0
10	Toshiba Global Commerce Solutions	3.6	7	MicroStrategy	4.0

### 2024 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	ECRS	4.7
1	Impact Analytics	5.0	1	Celerant Technology	4.7
2	Logile	4.8	1	Retail Technologies Corporation (RTC)	4.7
3	Zebra	4.7	2	RELEX Solutions	4.6
4	Lexmark	4.5	3	UTC Retail	4.4
5	GK Software	4.4	3	ANT USA	4.4
6	Mi9 Retail	4.3	4	Fortinet	4.3
6	RELEX Solutions	4.3	4	Verizon	4.3
6	MicroStrategy	4.3	4	Theatro	4.3
6	Google	4.3	4	MicroStrategy	4.3
7	Toshiba Global Commerce Solutions	4.2	4	Zebra	4.3



### Voice of the Retailer

One special feature in the LeaderBoard is the opportunity to capture natural-language assessments by voters that help explain why retailers voted the way they did. This creates a unique window into the minds of retail business executives and enables them to provide us with their personal insight into the software they use.

Here is a sampling of opinions and impressions retailers contributed to this year's LeaderBoard analysis.

- **AWS** is very innovative and stands behind what it markets.
- **Blue Yonder** provides a very stable product with consistently good service.
- **Celerant Technology** has a great web support team. Very responsive, supportive, and they have a can-do attitude. They meet tight deadlines when needed.
- **Cradlepoint** has great support when encountering new problems.
- **ECRS** is very good and we highly recommend. We're getting deeper into their ecosystem because it's a great fit with great features.
- **GK Software** Extremely flexible to work with and have been great business partners who have come up with creative solutions that help everyone win.
- **Jesta I.S.** Great quality of service and response time...True partnership, great value...Using as ERP and custom apps for supply chain.
- **Logile** Team Logile delivers, delivers, delivers without fail, and with respect and urgency. The product is accurate and very flexible. The team is always open to collaboration and listening to customer needs.
- **MagStar Total Retail** has excellent support, which is the most important factor in being able to keep things running...Extremely satisfied with the constant improvements, ease of use, fantastic support, and immediate attention to fix any issues that may occur.
- **Mi9** My experience with Mi9 has been that they have been the best

### 2024 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	Workday	5.0	1	Celerant Technology	4.9
2	GK Software	4.8	2	Magstar Total Retail	4.8
2	Logile	4.8	3	RELEX Solutions	4.7
2	Theatro	4.8	3	MicroStrategy	4.7
2	MicroStrategy	4.8	3	Fortinet	4.7
3	Zebra	4.7	4	Tableau	4.6
3	Retail Technologies Corporation (RTC)	4.7	5	ECRS	4.5
4	Mi9 Retail	4.5	5	UTC Retail	4.5
5	Toshiba Global Commerce Solutions	4.4	6	Retail Technologies Corporation (RTC)	4.3
6	Tableau	4.3	6	Infor	4.3
6	Google	4.3	6	Fujitsu	4.3
7	RELEX Solutions	4.2	6	AWS	4.3
7	Impact Analytics	4.2	6	Mi9 Retail	4.3

### 2024 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	Theatro	5.0	1	Retail Technologies Corporation (RTC)	5.0
2	Impact Analytics	4.8	2	Celerant Technology	4.7
2	Logile	4.8	2	MicroStrategy	4.7
3	GK Software	4.6	3	ECRS	4.6
3	Zebra	4.6	4	UTC Retail	4.5
4	MicroStrategy	4.5	5	Fujitsu	4.3
4	Mi9 Retail	4.5	5	Theatro	4.3
5	Tableau	4.0	5	Fortinet	4.3
5	Workday	4.0	5	Verizon	4.3
5	Retail Technologies Corporation (RTC)	4.0	5	RELEX Solutions	4.3
6	Google	3.8	5	Magstar Total Retail	4.3



in responsiveness to customer needs in a very timely manner, especially after the implementation has been completed. They have innovative solutions and terrific support.

- **RELEX Solutions** Overall a very reliable vendor that delivers a good solution. Though it is a complex program, there's ease-of-use as well as good support/service when needed, especially when mak-

ing new implementations. They are very serious and dedicated to customizing technical solutions to fit the customer's needs.

- **Retail Technologies Corporation (RTC)** This team worked a miracle

### 2024 Leaders in Ease of Administration & Maintenance by Tier One & Mid-Size Retailers

#### BY TIER ONE RETAILERS

RANK	VENDOR	CUSTOMER SAT.
1	Impact Analytics	4.8
1	Theatro	4.8
2	GK Software	4.6
2	Logile	4.6
3	Mi9 Retail	4.5
4	Zebra	4.3
5	RELEX Solutions	4.1
6	Google	4.0
6	MicroStrategy	4.0
6	Retail Technologies Corporation (RTC)	4.0
7	Microsoft	3.7
7	Workday	3.7

#### BY MID-SIZE RETAILERS

RANK	VENDOR	CUSTOMER SAT.
1	Celerant Technology	4.7
2	RELEX Solutions	4.6
3	ECRS	4.5
3	UTC Retail	4.5
4	Magstar Total Retail	4.4
5	MicroStrategy	4.3
5	Tableau	4.3
6	ANT USA	4.2
6	Zebra	4.2
7	Infor	4.0
7	Retail Technologies Corporation (RTC)	4.0
7	Theatro	4.0
7	Verizon	4.0
7	Fortinet	4.0
7	AWS	4.0
7	Zendesk	4.0

### 2024 Leaders in Quality of Support by Tier One & Mid-Size Retailers

#### BY TIER ONE RETAILERS

RANK	VENDOR	CUSTOMER SAT.
1	Theatro	5.0
1	Logile	5.0
2	GK Software	4.8
3	Impact Analytics	4.6
4	Mi9 Retail	4.3
5	RELEX Solutions	4.2
6	Zebra	4.1
7	Retail Technologies Corporation (RTC)	4.0
7	Tableau	4.0
7	Workday	4.0
7	MicroStrategy	4.0

#### BY MID-SIZE RETAILERS

RANK	VENDOR	CUSTOMER SAT.
1	Retail Technologies Corporation (RTC)	5.0
2	Magstar Total Retail	4.9
3	ANT USA	4.8
4	UTC Retail	4.7
5	Celerant Technology	4.6
6	RELEX Solutions	4.5
6	Mi9 Retail	4.5
7	ECRS	4.4
8	Fortinet	4.3
8	Verizon	4.3
8	MicroStrategy	4.3

### 2024 Leaders in Quality of Service by Tier One & Mid-Size Retailers

#### BY TIER ONE RETAILERS

RANK	VENDOR	CUSTOMER SAT.
1	Theatro	5.0
2	Logile	4.8
3	Mi9 Retail	4.7
4	GK Software	4.6
4	Impact Analytics	4.6
5	RELEX Solutions	4.4
6	Retail Technologies Corporation (RTC)	4.3
6	Tableau	4.3
6	Zebra	4.3
6	MicroStrategy	4.3
7	Workday	4.0
8	Google	3.9
9	Toshiba Global Commerce Solutions	3.8

#### BY MID-SIZE RETAILERS

RANK	VENDOR	CUSTOMER SAT.
1	Retail Technologies Corporation (RTC)	5.0
2	Magstar Total Retail	4.9
3	Celerant Technology	4.8
4	UTC Retail	4.7
5	RELEX Solutions	4.6
5	ANT USA	4.6
5	Tableau	4.6
6	ECRS	4.5
6	Mi9 Retail	4.5
7	Fujitsu	4.3
7	Fortinet	4.3
7	Verizon	4.3
7	MicroStrategy	4.3



for collaboration and timeline. It is my proudest accomplishment when thinking about our project.

- **Theatro** The entire Theatro team is dedicated to customer success. They are open to listen and quickly work to resolve issues and concerns.
- **UTC Retail** Amazing customer service and continual improvement on products...Great partnership, always supports new and existing issues in a timely manner...UTC provides great and timely updates to the products we have purchased, and their customer service is second to none. A truly amazing experience.
- **Zebra** Encompasses all retail solutions in an easy, one-stop shop. The different teams seem to work well with one another and are always happy to help find solutions that will help your business win, and not just give you a product to just sell it to you. **RIS**

## 2024 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	Theatro	5.0	1	Celerant Technology	4.9
1	Logile	5.0	2	UTC Retail	4.8
2	GK Software	4.8	3	Tableau	4.7
3	Impact Analytics	4.6	3	ECRS	4.7
3	RELEX Solutions	4.6	3	RELEX Solutions	4.7
4	Zebra	4.4	4	Magstar Total Retail	4.4
5	Mi9 Retail	4.3	4	ANT USA	4.4
5	Retail Technologies Corporation (RTC)	4.3	5	Fortinet	4.3
5	Lexmark	4.3	5	Retail Technologies Corporation (RTC)	4.3
6	Tableau	4.0	5	AWS	4.3
6	Google	4.0	5	MicroStrategy	4.3
6	MicroStrategy	4.0	5	Google	4.3
6	Microsoft	4.0	5	Zebra	4.3



### Scalable Retail Commerce Software for Startup to Enterprise Businesses

Celerant offers **comprehensive retail software** designed for enterprise and small businesses, featuring in store and eCommerce, with a seamless upgrade path from single-store to enterprise-level solutions. Cloud-based and customizable with industry-specific functionality, Celerant maximizes business growth and efficiency; helping retailers gain 22% growth in online sales, year over year. [celerant.com](https://celerant.com)



For over 30 years, ECRS has been the trusted point-of-sale solutions provider for local and regional independent retailers. ECRS' CATAPULT® Retail POS solution is the only truly unified platform that connects all critical touchpoints from back office to front store. Transform the consumer experience from transactional to meaningful today. [ecrs.com](https://ecrs.com)



Infor is a global leader in business cloud software for companies in industry-specific markets. Infor builds complete industry suites and efficiently deploys technology that puts the user experience first, leverages data science, and integrates easily into existing systems. Over 60,000 organizations worldwide rely on Infor to help achieve business-wide digital transformation. [infor.com](https://infor.com)



Logile is the leading provider of innovative retail labor planning, workforce management, inventory management, store execution and food safety technology. We deliver solutions that drive unparalleled customer and employee satisfaction while boosting profitability. Empower the connected worker and unlock the logic of retail. [logile.com](https://logile.com)



Toshiba Global Commerce Solutions empowers retail to thrive and prosper through a dynamic ecosystem of smarter, more agile solutions and services that enable retailers to resiliently evolve with generations of consumers and adapt to market conditions. Supported by a global organization of devoted employees and partners, retailers gain more visibility and control over operations while enjoying the flexibility to build, scale, and transform retail experiences that anticipate and fulfill consumers' ever-changing needs. [commerce.toshiba.com](https://commerce.toshiba.com)