



VENTANA
RESEARCH

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.

Values: **Excellence. Independence. Innovation.**
Reliability. Research. Teamwork.

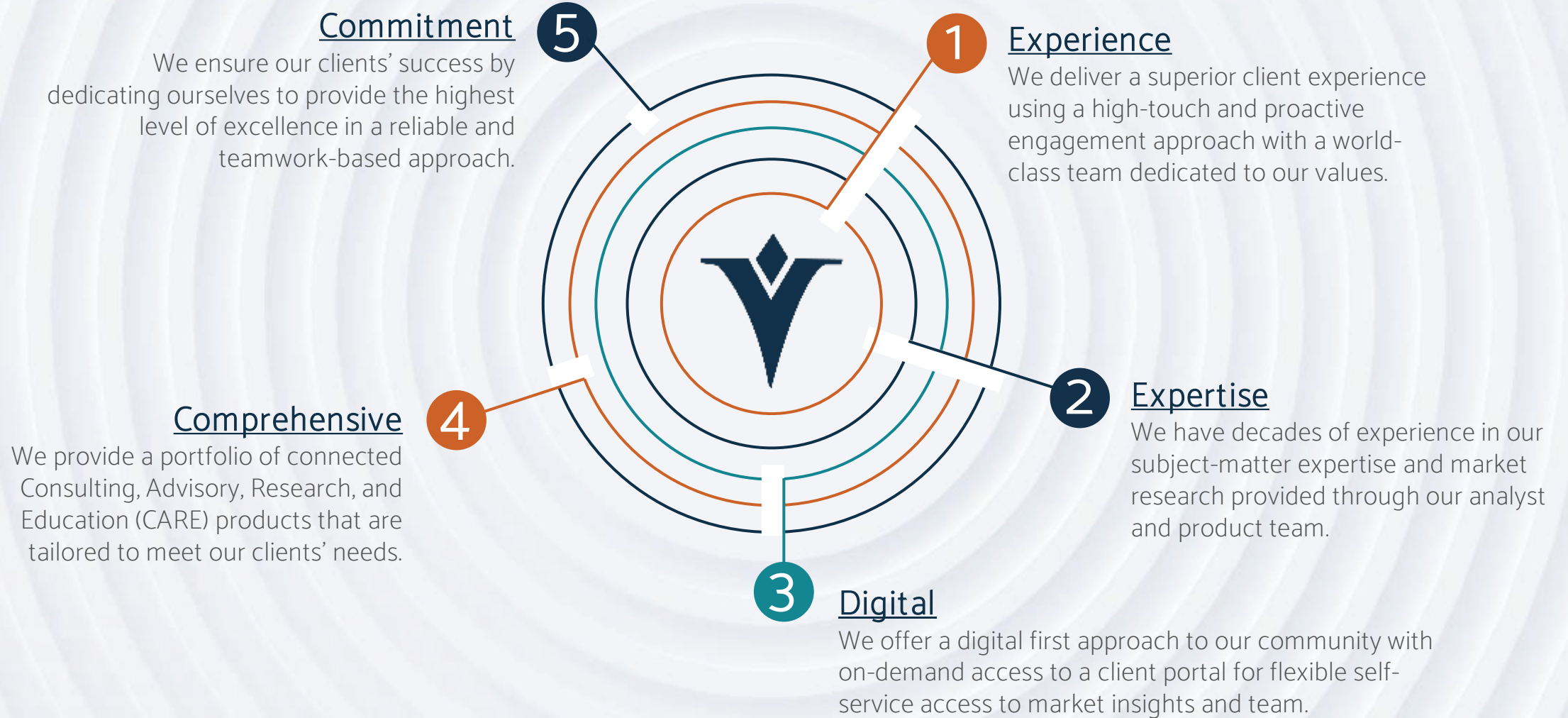
20
Years
Strong

800+
Technology
Vendors in Coverage

100k
Community
Members



The Ventana eXperience Difference



Ventana Research Community of Educational Content

- **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.

Community of Educational Content



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.



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

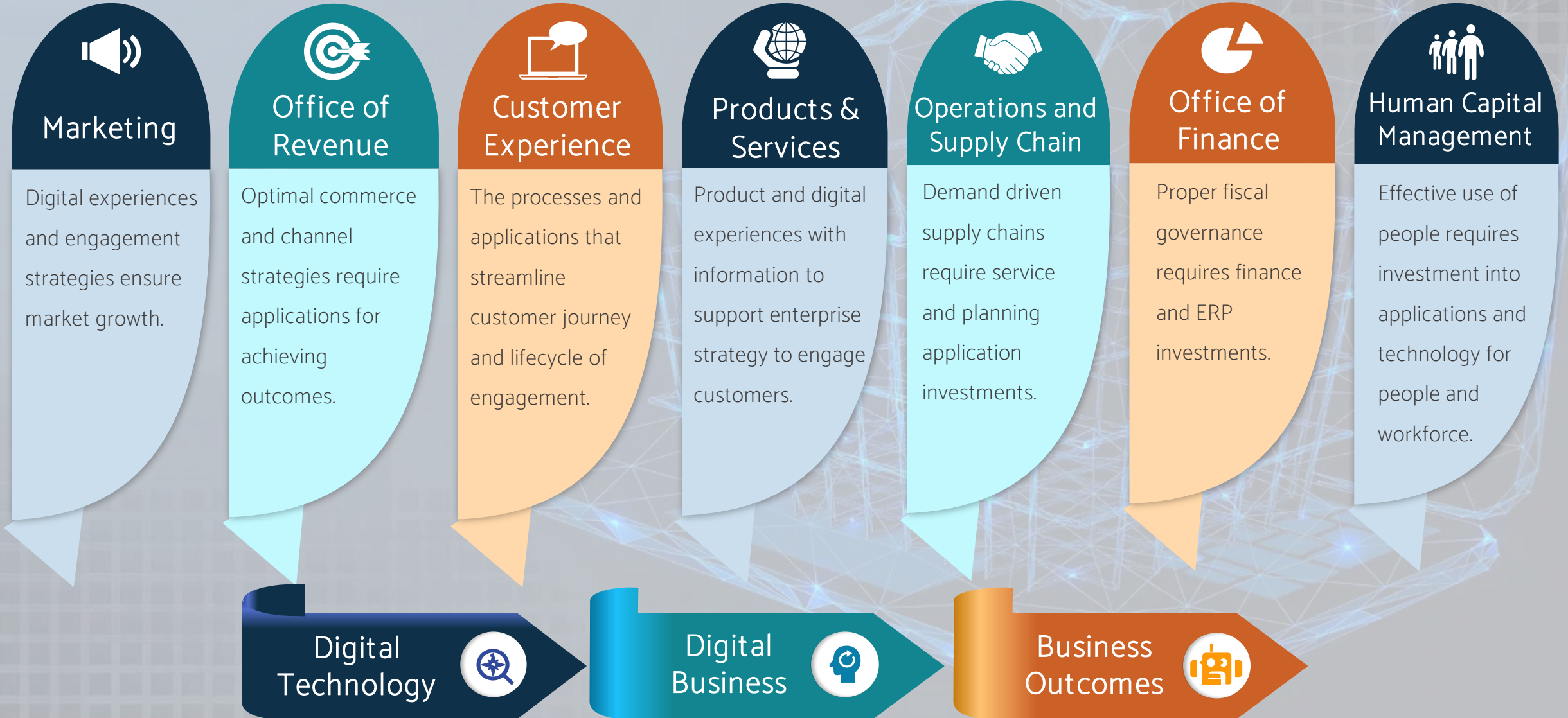
Marketing

Office of Finance

Operations and
Supply Chain

Office of Revenue

Expertise Alignment to Retail Industry



Retail

Industry Assertion

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.



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Mark Smith
CEO & Chief Research Officer

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

Business Trends in Retail Industry

1.

Omnichannel Shopping 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.

2.

Personalized Shopping and Product Experiences



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.

3.

Supply Chain Transparency for Engagement



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

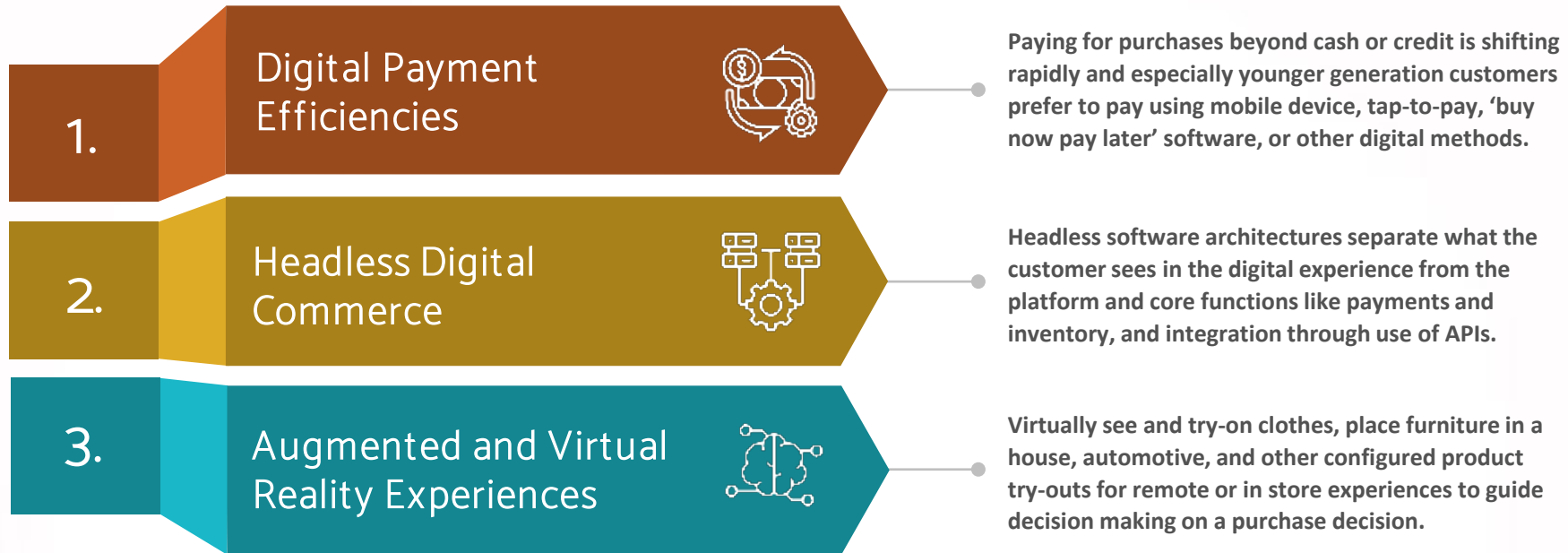
By 2026, three-quarters of retail organizations will engage stakeholders influencing customer experience software buying decisions resulting in greater accountability and better resource allocation.



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Keith Dawson
VP & Research Director

Technology Trends in Retail Industry



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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 Encourage Engagement and Satisfaction

WHITE PAPER



VENTANA RESEARCH

Product Information Management as a Service for Retailers

Increase Value of Products to Consumers

RESEARCH PERSPECTIVE



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A Complete View of the Customer Enables a Better Retail Experience

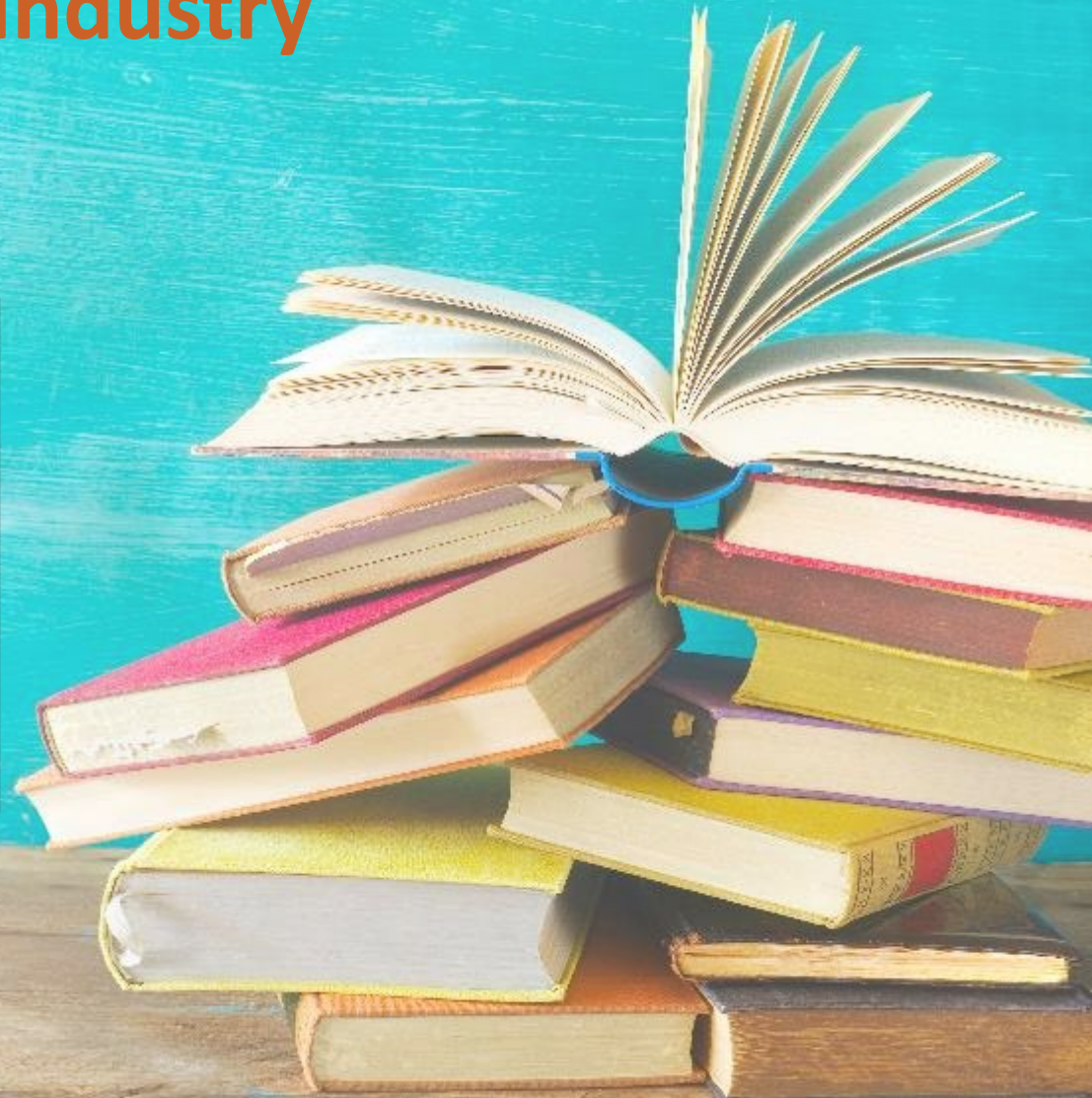
Viewpoint
Keith Dawson
VP &
Research Director

Today we are in "the age of the customer" and terms such as "customer journey" and "customer experience" are used in many contexts. However, unlike in the 1990s, it's now possible for retailers to develop a more complete view and interact with the customer in a personalized manner. Our research finds that most organizations have come to understand that customer engagement and the quality of the customer experience are ways to differentiate themselves from the competition. This involves handling multiple forms of interactions, many of which are digital. The challenge for most retailers is to handle interactions in the context of the customer journey—the relationship the retailer has with the customer and the impact interactions have on both customers and employees. Due to this challenge, by 2024, one-half of retail organizations will see the need for a dedicated tool for integrating their siloed stores of customer data, sparking discussions between IT and CX professionals on data management strategies.

Customer journeys and relationships develop over the course of multiple interactions—commerce, social media, text messages, face-to-face discussions, chat sessions, posts to marketplaces and public forums—with marketing, sales, and customer service representatives. They might be one-off or frequent, involve one or more people and technology tools, and be close or at arm's length. They can cover a range of subjects and vary in type (complaint, comment, request, inquiry, thanks). Furthermore, each interaction results in different reactions and responses, largely driven by emotions, that retail organizations should consider. Is the customer happy or sad? Satisfied or dissatisfied? Likely to recommend or negatively comment about the retailer? Likely to buy more or look for an alternative supplier?

From a retail operations perspective, organizations face a different set of questions: Are those who handle interactions doing a good job? Is handling interactions costing too much? Are interactions delivering expected outcomes? Is digital technology performing as well as it could? The challenge for retail organizations is to balance both perspectives.

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