

Global **Retail CIO** Survey 2010

2010: Preparing the Consumer Chain

Buy Survey at US\$1500:

Please see details overleaf.

FREE: Download Survey Highlights

<http://www.globalretailciosurvey.com/Martec>

The 2010 Global Retail CIO Survey delivers fresh and up to the minute insight into how retailers across the Americas and Europe are shaping their technology strategies in the face of economic and market pressures.

From Store Operations to IT and Data Architecture, the Survey explores all the main areas of a retailer's business to benchmark technologies already in use, plans for the future, plus IT spend and investment. New to the 2010 Survey is research into the impact sustainability has on IT spend and strategies.

Key trends that have emerged from the 2010 research include:

- A gradual return to pre-recession IT spending
- New investment in ways to engage with and retain customers
- Optimization of the product/place/price/promotion offer
- Continued focus on improving on shelf product availability

The survey incorporates the views of retailers whose combined sales represent \$528 billion and more than 62,000 stores - 8% of the total retail market in the Americas and Europe by sales.

Why do you need this survey?

This survey will help you:

- **Benchmark your IT Spend against your peers**
- **Understand how the current economic climate is shaping IT spend**
- **Track what your peers see as key priority areas for investment**



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Global Retail CIO Survey 2010

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Main Differences Between Food and Non-Food Retailers

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Benchmarking Your Company

The Nine Key Business Areas researched for this Survey

Store Operations / Efficiency

Centralized Administration of POS
Mobile Applications
Perpetual Inventory
Self Checkout / self service
Store replenishment
Workforce management / labour scheduling
Task Management

Multi-Channel Retailing

After sales service
Home Delivery
Kiosks
Multi-channel CRM
Transactional web site

Replenishment Optimization and Stock Management

Allocation
Demand forecasting
Automatic replenishment
Investment buying
Space Management
Capacity planning
Load and transport optimization

Pricing and Promotions Optimization

Price Optimization
Promotion optimization
Promotion management
Demand forecasting
Markdown optimization

Marketing

Electronic content management
Market campaign management
CRM (Customer Relationship Management)
Loyalty
Data warehouse / customer intelligence
Electronic marketing communications

Logistics and Distribution

Real time warehouse management system
Picking optimization
Labour management
Yard management
Mobile / wireless / voice controlled applications
Traceability
Logistics network optimization
RFID
Reverse logistics / returns system

Transport

Transport management
Transport planning
Capacity planning
Route planning and optimization
Back hauling (or factory gate pricing)

Supplier Management

Web EDI
Sourcing
Deal optimization
Collaborative product development
VMI / CMI systems (Vendor Managed inventory or Co Managed inventory)

IT and Data Architecture

Enterprise MDM (Master Data Management)
PLM / PIM (Product Lifecycle Management / Product Information Management)
GDSN (Global Data Synchronization)
Enterprise demand forecasting
SOA (Service Oriented Architecture)

I Would Like To Order

2010 Global Retail CIO Survey:

US\$1500 / €1,200 / £1000 + 15% VAT = £1,150

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