



2019

# Retail Analytics Market Overview



**COMCAP**  
Where commerce meets capital

# ComCap's perspectives on Retail Analytics is shared with ~500+ financial and ~300+ strategic investors

- ComCap's perspectives on various industries, including trends in retail analytics, is being shared with our large network of strategic and financial investors globally
- This facilitates a better understanding of sweet spots for these investors; and ultimately helps to better position a mandated client with selected players
- Unique disruptors additionally gain a boost to global coverage via ComCap's reach

## Retail Analytics will continue to experience its industry leading growth trajectory

At-a-Glance: Retail Analytics Market Breakdown	Global Retail Analytics Industry
<ul style="list-style-type: none"> <li>Expected to exceed <b>\$13B by 2024</b> from \$3.1B in 2016, growing at a CAGR 19.7%</li> <li>Major business leaders continue to recognize the value of analytics</li> <li>49% of high-performing strategic, actionable vital to an organization</li> <li>62% of retailers in competitive advantage</li> <li>Despite this, most retailers say 1/3 successful at analytics</li> <li>74% of firms say 1/3 successful at analytics</li> <li>Companies that experience a myriad of highly data-driven significant improvements</li> <li>Companies that more likely to win than competitors: nearly 10x more</li> <li>50% of companies have sales signals</li> </ul>	<ul style="list-style-type: none"> <li>In US \$ Billions</li> <li>14.0</li> </ul>

### Key Workforce Analytics players

	>isier	HIRONOS	PeopleCloud	Cornerstone	workforce
<b>Core solution</b>	Provides workforce intelligence solutions that help organizations better recruit, hire, develop, and retain talent in a cost-effective manner	Offers workforce	Offers one of the largest workforce management solutions	Features a human capital management	Provides a cloud-based workforce management
<b>HQ</b>	Vancouver, BC				
<b>Founded</b>	2010				
<b>Key Clients &amp; Partners</b>	BBVA, Coast Capital, Experient, Firstwest, Anglia, pitney bowes, Micr				

### Major players implementing Retail Analytics

Proprietary Use Cases	Third-Party Use Cases
<b>Target's Guest ID</b>  <ul style="list-style-type: none"> <li>The company assigns each customer a Guest ID that tracks an extensive range of data including purchase history and survey responses</li> <li>Target's predictive analytics application for Guest ID with demographic data to generate targeted product promotions and marketing to individual customer segments</li> <li>Overall, by tracking consumer data Target was able to see a \$2.7 billion dollar lift in top line</li> </ul>	<b>Walmart's Social Sense &amp; Shopper</b>  <ul style="list-style-type: none"> <li>Walmart leverages customer data and social analytics to identify evolving customer preferences</li> <li>The Social Sense platform identifies the popularity of items through social media to meet underserved demands and find new product interests</li> <li>Walmart's Shopper recommends suitable products to Facebook users based on products their friends have previously expressed interest in</li> </ul>
<b>Neiman Marcus - Neustar</b>  <ul style="list-style-type: none"> <li>Neiman Marcus was looking to understand how marketing actions influenced customer buying behavior</li> <li>Neustar's MarketShare platform combined and evaluated Neiman Marcus' online and offline data while also modeling behavior at the customer level to generate targeted campaigns which drove customer acquisition and revenue growth</li> <li>As a result, Neiman Marcus was able to reallocate substantial portions of their marketing spend while increasing response through improved targeting</li> </ul>	<b>Under Armour - SPS Commerce</b>  <ul style="list-style-type: none"> <li>Under Armour wanted to equip its staff with solutions designed to better understand their business and sales performance</li> <li>SPS's analytics solution focused on POS data to generate deep insights regarding the company's leading customers based on a variety of attributes</li> <li>Under Armour's sales teams were able to view sell-through ratios, sales-to-stock ratios, weeks of supply, average inventory turnover, and many other metrics to quickly identify revenue opportunities and areas of strength</li> </ul>

Major retailers continue to leverage analytics to better target consumer segments and optimize sales

COMCAP Source: Target, Walmart, Neustar, SPS Commerce, SAs

## McDonald's transitioning from mass marketing to mass personalization \$300m acquisition will help burger group customize its menu displays based on differing variables

**Acquisition Overview**

McDonald's acquires **dynamic yield**

The acquisition will assist McDonald's to improve customer experience and increase revenue.

Announcement Date: Mar

**Key Business Overview**

- Develops decisioning engine that uses machine learning and predictive algorithms to build valuable customer segments in real time.
- Its AI-powered capabilities can be used to take instant action via personalization, recommendations, automatic optimization and one-to-one messaging.
- The key capabilities include customer data management, personalization and target recommendations, A/B testing & personalization, behavioural messaging, triggering engine & personalization APIs.
- Founded in 2011, it is headquartered in New York, NY and employs over 250 people.
- Serves more than 300 brands, and its bill matches 600m unique users each month, across 100 page views and 6000+ events on those pages.
- Customers include Rakuten, Ikea, Sephora, Decathlon and Urban Outfitters.

COMCAP Source: Company website, Dyrn

### Illustrative Retail Analytics funding map

The industry remains in hyper growth as players continue to gain footholds in the space - as evidenced by the number of startups that have raised between \$20-\$50m



### Over the past few decades, Analytics has seen 4 waves



# An introduction to ComCap

- ComCap is a premier boutique investment bank focused on the intersection of commerce and capital, with key focus on B2B SaaS, B2C ecommerce, payments, mobile commerce, marketplaces and B2B services for retail technologies (IT and marketing services, in-store, fulfillment, logistics, call center, analytics, personalization, location intelligence)
- Headquartered in San Francisco with European coverage from London & Moscow, and LATAM coverage from Sao Paulo. Our firm works with mid-cap public companies on buy-side initiatives and public and private growth companies on financing and strategic M&A
- In addition to being the only boutique focused on disruptive commerce models, we differentiate by:
  - Bringing bulge bracket techniques to emerging models;
  - A strong and uncommon buy-side/strategy practice;
  - Deep understanding of industry drivers and synergy analyses;
  - Deep relationships across the sector; and
  - Worldwide coverage with closed transactions in the United States, Japan, China, the ASEAN region, Western and Eastern Europe and Latin America
  - If you would like to make a submission, please email [analytics@comcapllc.com](mailto:analytics@comcapllc.com)
- Your global ComCap team:



**Aron Bohlig**  
Managing Partner  
M: +1 415-235-8270  
E: [aron@comcapllc.com](mailto:aron@comcapllc.com)



**Steve Terry**  
Managing Director  
M: +1 415-971-3794  
E: [steve@comcapllc.com](mailto:steve@comcapllc.com)



**Fermin Caro**  
Director  
M: +1 650-743-7825  
E: [fermin@comcapllc.com](mailto:fermin@comcapllc.com)



**Carlos Gonzalez**  
Director  
M: +7 915-413-1911  
E: [carlos@comcapllc.com](mailto:carlos@comcapllc.com)

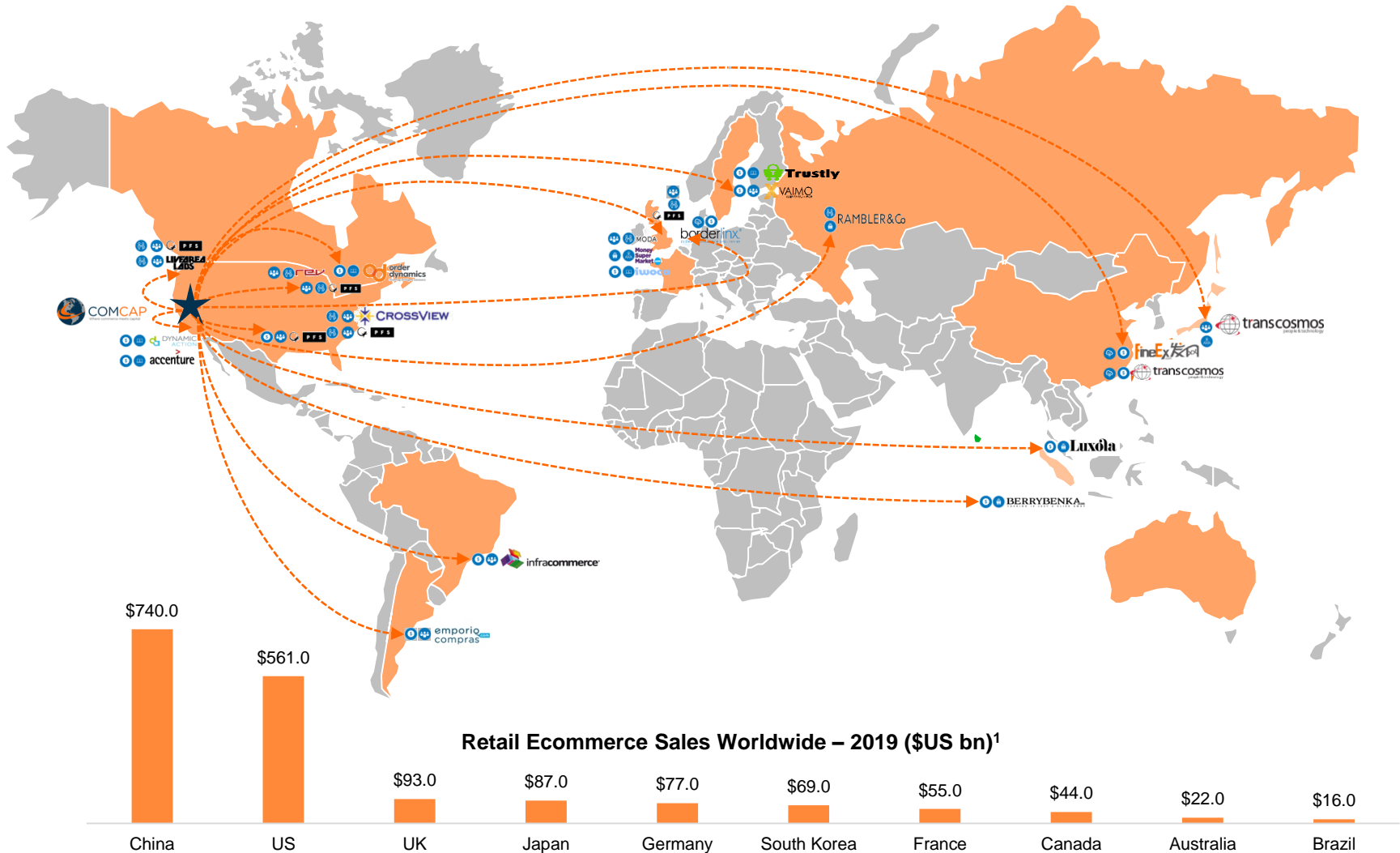


**Peter Creech**  
Senior Associate  
M: +1 508-685-1620  
E: [peter@comcapllc.com](mailto:peter@comcapllc.com)














































**Daniel Radomysler**  
Associate  
M: +55 11 99658-7977  
E: [daniel@comcapllc.com](mailto:daniel@comcapllc.com)

# ComCap – Active in 14 countries, including 9 of the top 10 global ecommerce markets



# ComCap's current thematic focus areas

Theme	Description	Select companies
<b>Artificial Intelligence / Analytics</b>	Focus on disruptors in the artificial intelligence space focused on ecommerce, logistics, retail, predictive, payment, risk and marketing	     
<b>B2C and Vertical Brands (DNVBs)</b>	Digitally native D2C brands harnessing modern technology and business models to reach the end consumer, covering clothing, accessories, personal care, home and kitchen, furniture, and other consumer-focused products	   
<b>Ecommerce SaaS</b>	Emerging and disruptive SaaS businesses in the ecommerce sector	   
<b>Fintech</b>	Retail and commerce-related disruptors in the fintech universe. Current focus areas include payments, risk analytics, false declines and retail point-of-sale, especially mobile (mPOS)	      
<b>Logistics</b>	Emerging platforms and providers innovating and optimizing the many facets of the supply chain ecosystem	  
<b>Mobile</b>	Focused on mobile solution providers optimizing the mobile experience from desktop-to-mobile website conversions, targeted mobile marketing, to simplifying the mobile checkout experience	   
<b>Personalization</b>	Emerging players in the ecommerce personalization space	    
<b>Retail In-store technology</b>	Platforms and solutions that enable retailers improve customer experience, productivity, and operational inefficiencies	     
<b>Agencies and System Integrators</b>	Agencies and systems Integrators implementing retail focused technology spanning the above sectors, including large SIs covering multiple platforms, as well as smaller SIs covering just one or a handful of platforms	   

# ComCap's thematic landscape

Major Players

Amount Raised

>\$200m

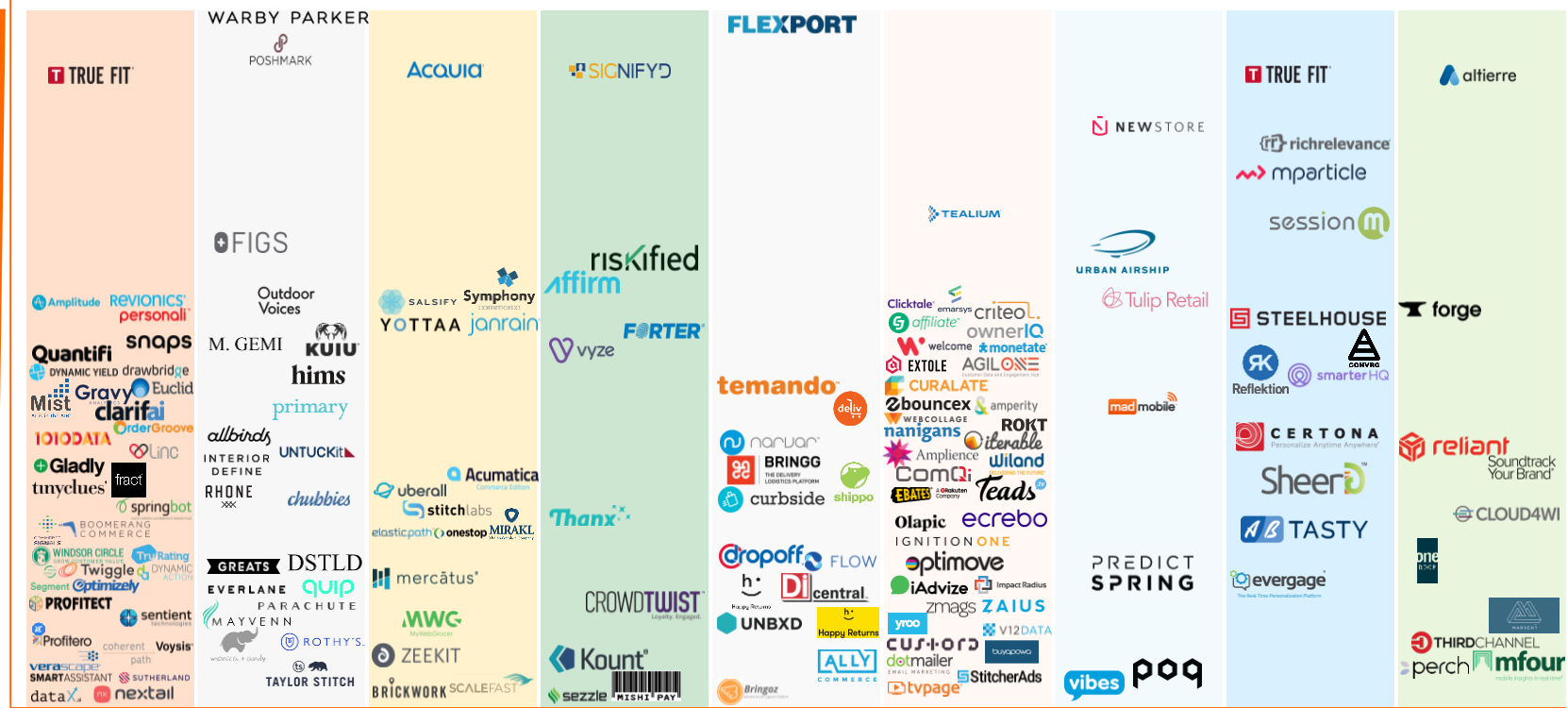
\$100m

\$75m

\$50m

\$25m

0



AI/Analytics

B2C

Ecommerce SaaS

Fintech

Logistics

Marketing

Mobile

Personalization

Retail In-store technology

# Retail Analytics – Key themes and case studies

- P. 8 Retail Analytics Landscape
- P. 10 Retail Analytics Broad Market Overview
- P. 15 Customer Engagement Analytics
- P. 19 Workforce Analytics
- p. 23 Supply Chain Analytics
- p. 27 Landmark M&A Transactions
- P. 36 Leading Public Companies
- P. 38 Select Key Disruptors

# Retail Analytics Landscape

# Illustrative Retail Analytics funding map

The industry remains in hyper growth as players continue to gain footholds in the space – as evidenced by the number of startups that have raised between \$20-\$50m



COMCAP  
Where commerce meets capital

Source: Capital IQ, CrunchBase, ComCap discussions

# Retail Analytics Broad Market Overview

# Over the past few decades, Analytics has seen four waves

*The industry is evolving at fast clip, even by Silicon Valley standards. Below we present a brief history of the industry*

## Analytics 1.0: Need for Business Intelligence

- During this time, there was an uprising in data warehouses where companies stored information on customers and production processes in one centralized repository
- Data surrounding this repository was captured, transformed, and queried using business intelligence tools but the analytics in place was mainly descriptive and/or diagnostic

1



2

## Analytics 2.0: Big Data

- Companies began to emphasize the value of both external and internal sources of data which generated a demand for powerful tools and the opportunity to profit from providing them was made readily available
- Tech firms rushed to build new frameworks that were capable of managing and processing big data but also incorporated early uses of machine learning and predictive analytics

3



## Analytics 3.0: Data Enriched Offerings

- Companies began investing in analytics on a large scale which fully leveraged both predictive and prescriptive analytics
- Now, companies began competing on analytics not only in the traditional sense – improving internal business decisions – but also creating more valuable products and services through a combination of proprietary first party data and merged 3<sup>rd</sup> party data

4



## Analytics 4.0: Automated Capabilities

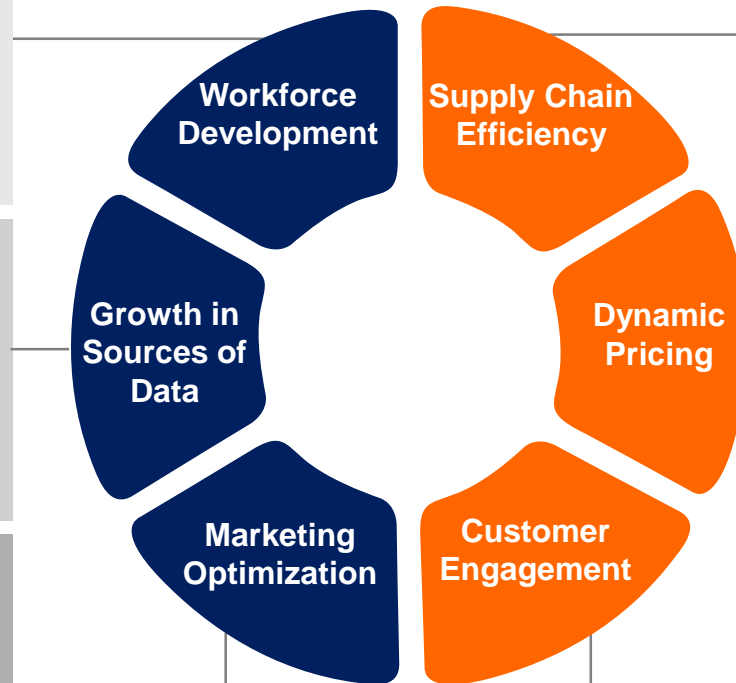
- Analytics 4.0 is making full use of all types of analytics in a broad sense and created an opportunity to scale decision-making processes to industrial strength
- The cost & time for deploying such customized models wasn't entirely affordable and necessitated a cheaper or faster approach, which created the need for automation, accomplished through the incorporation of artificial intelligence

# Key drivers for the implementation of Analytics in Retail

- Retailers can use analytics to more strategically allocate their budget, increasing productivity and scheduling while improving recruitment, retention, and development activities
- Furthermore, analytics can help align the supply of labour and forecasted demand while taking into consideration the availability and preferences of associates and their individualized abilities and skills

- In the past few decades, methods for generating, collecting, and storing data have fundamentally changed with the rise of massive data sources creating torrents of information that is both deep and diverse
- The increasing availability of data has also fuelled advances in analytical techniques and technologies and these newly developed tools have been and will continue to transform traditional retail

- Today's analytics tools can deliver insights through looking at interactions among items like the media channels, promoted items, and target segments to understand the most effective media weight, placement, and flighting
- Analytics is also expanding to include collaborative systems that integrate marketing and merchandising – more closely connecting supplier and distribution partners



- Incorporating analytics to assess store-by-store performance allows brands to better position themselves as strategic partners to retailers who understand their unique customer base
- Through data sharing, retailers and suppliers will be able to further improve efficiency and reduce costs for managing, purchasing, and delivering products

- Advanced analytics can allow retailers to derive valuable insights by measuring differences in demand across customer segments, identifying key value items, clustering in zones, and assessing shopping behaviour across channels
- Guided by a data-driven pricing strategy, retailers can also identify unmet customer demand for retailers to profitably fulfil

- Customer analytics can be leveraged to generate customer insights identifying sales and margin levers in the process along with more traditional targeted marketing
- As a result analytics has begun shift towards analyses of customer engagement to determine underserved groups of customers with the propensity to increase spending broadly and more specifically in corresponding opportunity categories

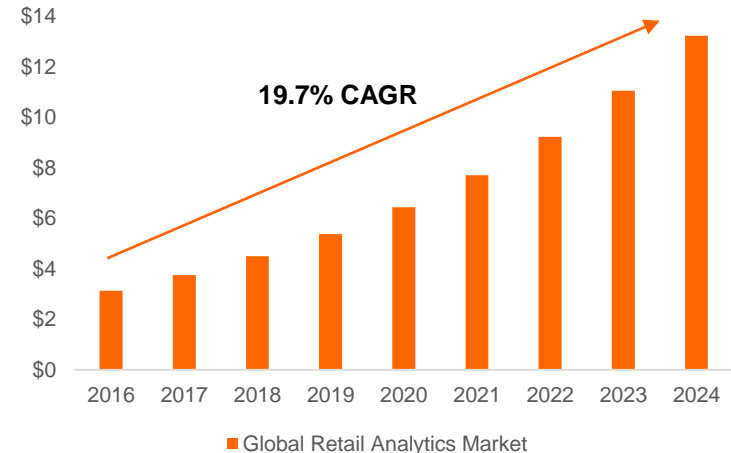
# Retail Analytics will continue to experience its industry leading growth trajectory

## At-a-Glance: Retail Analytics Market Breakdown

- Expected to exceed **\$13B by 2024** from \$3.1B in 2016, growing at a CAGR 19.7%
- Major business leaders continue to recognize the value of analytics
  - 49% of high-performance companies have CEOs who believe strategic, actionable insights based on customer analytics are vital to an organization's success
  - 62% of retailers report that the use of analytics creates a competitive advantage for companies
- Despite this, most retailers struggle to make the most of their data
  - 74% of firms say they want to be data-driven, but only 29% are successful at connecting analytics to action
  - Of the 700 million websites that exists, 72% fail to consistently engage users or drive conversions
- Companies that are successful in implementing analytics experience a myriad of benefits:
  - Highly data-driven organizations are 3x more likely to report significant improvement in decision-making
  - Companies championing the use of retail analytics are 6.5x more likely to retain customers, 7.4x more likely to outperform their competitors on making sales to existing customers and nearly 19x more likely to achieve above-average profitability
  - 50% of companies who master the art of analytics are likely to have sales significantly above their competitors

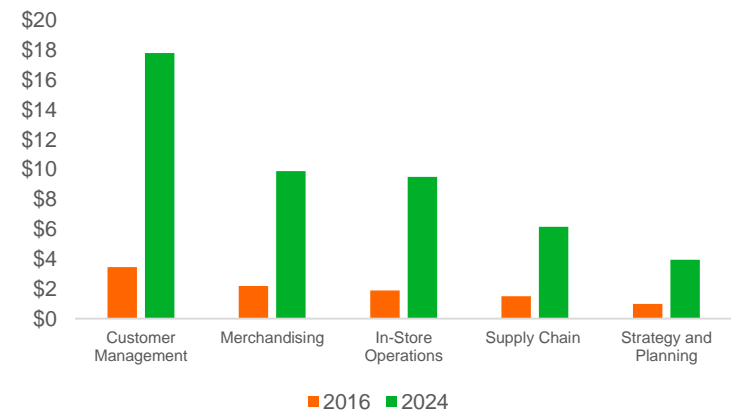
## Global Retail Analytics Industry

In US \$ Billions







## US Retail Analytics Market by Application

In US \$ Billions



# Major players implementing Retail Analytics

Proprietary Use Cases		Third-Party Use Cases	
Target's Guest ID	Walmart's Social Sense & Shoppycat	Neiman Marcus - Neustar	Under Armour – SPS Commerce
			
<ul style="list-style-type: none"> <li>The company assigns each customer a Guest ID that tracks an extensive range of data including purchase history and survey responses</li> <li>Target's predictive analytics application ties Guest ID with demographic data to generate targeted product promotions and marketing to individual customer segments</li> <li>Overall, by tracking consumer data Target was able to see a <b>\$27 billion-dollar</b> lift in top line</li> </ul>	<ul style="list-style-type: none"> <li>Walmart leverages customer data and social analytics to identify evolving customer preferences</li> <li>The Social Sense platform identifies the popularity of items through social media to meet underserved demand and find new product interests</li> <li>Wal-Mart's Shoppycat recommends suitable products to Facebook users based on products their friends have previously expressed interest in</li> </ul>	<ul style="list-style-type: none"> <li>Neiman Marcus was looking to understand how marketing actions influenced customer buying behaviour</li> <li>Neustar's MarketShare platform combined and evaluated Neiman Marcus' online and offline data while also modelling behaviour at the customer level to generate targeted campaigns which drove customer acquisition and revenue growth</li> <li>As a result, Neiman Marcus was able to reallocate substantial portions of their marketing spend while increasing response through improved targeting</li> </ul>	<ul style="list-style-type: none"> <li>Under Armour wanted to equip its staff with solutions designed to better understand their business and sales performance</li> <li>SPS's analytics solution focused on POS data to generate deep insights regarding the company's leading customers based on a various attributes</li> <li>Under Armour's sales teams were able to view sell-through rates, sales-to-stock ratios, weeks of supply, average inventory turnover, and many other metrics to quickly identify revenue opportunities and areas of strength</li> </ul>

Major retailers continue to leverage analytics to better target consumer segments and optimize sales



**COMCAP**  
Where commerce meets capital

Source: Target, Walmart, Neustar, SPS Commerce, SAS

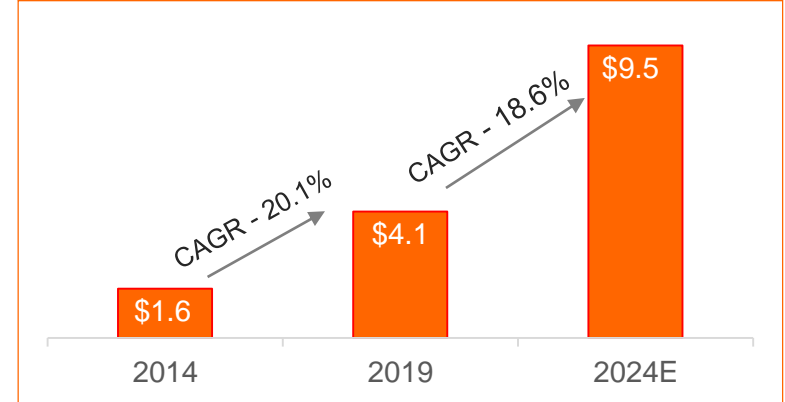
# Customer Engagement Analytics

# Customer Analytics represents a \$4bn market and shows no sign of slowing momentum

## Customer Analytics outlook

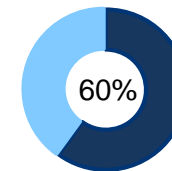
- Expected to reach ~ **\$9.5B by 2024** while growing at an 18.2% CAGR over the next 5 years
- The rise of customer analytics largely stems from recognition of its necessity by industry leaders
  - 73% of business leaders say that delivering a relevant and reliable customer experience is critical to their company's overall business performance today
- Despite the recognition that there is a need for customer analytics, very few companies have acted on this need
  - Only 3% of respondents believed they are able to act on all of the customer data they collect; 21% say they can act on very little of it
  - Additionally, 42% of respondents say their analytics systems don't meet current organizational needs
- However, there are clear incentives to make the shift as data-driven organizations are 23x more likely to acquire customers, and 6 times as likely to retain customers
- Companies championing the use of customer analytics are also 7.4x more likely to outperform competitors in selling to existing customers and nearly 19x more likely to achieve profitability

## Global Customer Analytics Market (In \$b)



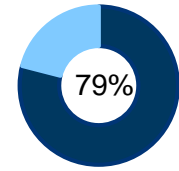
## Importance of real-time customer analytics

Percentage of respondents indicating that the ability to use real-time customer analytics to improve customer experience across touch points and device is extremely important today and that it will be extremely important in two years



2018

Current ability to deliver real time customer interactions across touch points and devices.




2020

Future ability to deliver real time customer interactions across touch points and devices.



# Key Customer Analytics players

					
Core solution	Provides an API-based analytics platform designed to deeply understand every user's journey with instant insights for everyone on mobile and web	Leading enterprise customer success solution that enables companies to align around their customers to increase loyalty and customer lifetime value	Amplitude offers product analytics to help companies better understand user behaviour and derive insights	Develops a customer engagement and analytics platform offering collated and consolidated customer journeys augmented by machine learning	Develops AI-powered consumer experience platform enabling greater customer engagement and better omnichannel buying experiences
HQ	San Jose, CA	San Mateo, CA	San Francisco, CA	Sunnyvale, CA	Singapore, Singapore
Founded	2007	2001	2012	2013	2008
Key Clients & Partners	       	      	       	       	        



# Capillary Technologies overview

## Bata Case Study



### Challenges

Bata's existing marketing efforts at the time were primarily via SMS to mass customer list and as a result Bata was not able to hit their target segments nor generate a strong conversion rate from marketing efforts

### Solution

Filtered customers using offline data such as purchase behaviour and campaign responsiveness and segmented based on demographics  
Incorporated analytics to clearly identify marketing campaigns aimed at the targeted customer segments generated from first layer of filtering  
Overall, Bata saw a 34% higher hit rate from targeted campaigns and 57x ROI specifically from the targeted ladies wear campaigns

## Product Overview

### Insight+

**Omnichannel Data Capture** – customers can gather and integrate customer data across channels to create customer journeys  
**Essential Insights** – enables customers to create analytics dashboards, promoting cross functional collaboration  
**Deep Customer Analytics** – offers companies better understanding of customer journeys and behaviour to enable data-driven marketing  
**Automated Business Insights** – improves efficiency and growth with strategic, actionable generated from AI-powered predictive models  
**Retail Store Insights** – vision-based analytics solution analysing in-store foot patterns to optimize staffing and store performance

### Engage+

**Campaign Manager** – companies can better manage campaigns through intelligent rewards and personalized customer engagement  
**Journey Builder** – leverages data to better engage with and influence consumer journeys to increase marketing impact and relevance  
**Real Time Dynamic Offers** – personalized, dynamic offers sent to customers at each interaction increasing avg. basket sizes and values  
**Data Drive Marketing** – incorporates analytics into understanding consumer behaviour and preferences from existing data sets  
**Omnichannel Customer Engagement** – increases efficiency of data capture and marketing efforts across platforms



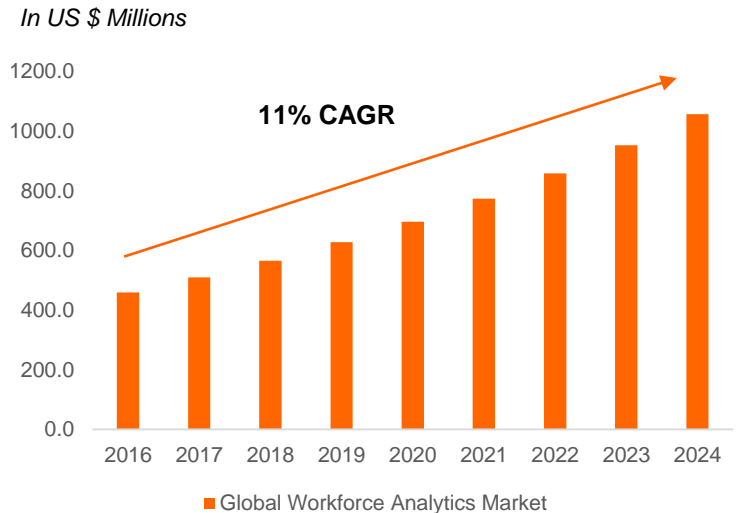
# Workforce Analytics

# Workforce Analytics growth lags other cohorts as only certain industries are embracing the technology

## Workforce Analytics Market Breakdown

- Expected to reach ~**\$2B by 2025** while growing at an 11% CAGR
  - Retail is expected to dominate the market going forward, accounting for more than 23% of the overall revenue share
  - North America currently dominates the field, but the Asia-Pacific region is likely to grow most quickly over the next decade
- Approximately 71% of companies see people analytics as a high priority in their organizations
  - At 68% of organizations, HR analytics is the most common area for future investment
  - 65% of companies are planning to increase investment into analytics over the next 3 years
- Over the last 5 years, the industry has moved from static HR management to more dynamic, real-time tools and platforms
  - 29% of companies think they are effectively leveraging external data as part of their people analytics
  - 44% of companies are using their workforce data to predict their own business performance
  - 51% of organizations now review the business impact of their HR programs
- Despite the strong growth of workforce analytics, predominantly across North America, adoption has been concentrated in certain industries and overall adoption rates remain relatively low
- Incorporation of workforce analytics allows companies to optimally allocate their human resources with minimal operational cost to the organization

## Global Workforce Analytics Industry



## Workforce Analytics Maturity Model



# Key Workforce Analytics players

					
<b>Core solution</b>	Provides workforce intelligence solutions that lets organizations better recruit, retain, and develop their workforce in a cost-effective manner	Offers workforce management and human capital management cloud solutions	Offers one of the largest integrated suites of human capital management solutions spanning the entire employee life cycle	Features a human capital management solution offering recruiting, personalized learning, performance management, and HR planning	Provides a cloud-based workforce management solution to empower employees and managers to optimize time and labor-intensive processes
<b>HQ</b>	Vancouver, Canada	Lowell, MA	Melbourne, Australia	Santa Monica, CA	Livonia, MI
<b>Founded</b>	2010	1977	2001	1999	1999
<b>Key Clients &amp; Partners</b>	       	     	     	     	      



# Visier overview

## Electronic Arts Case Study



### Challenges

EA was looking to revamp their HR process. Despite having plenty of data, reporting was often difficult and time-intensive to produce, and further, these reports didn't offer enough depth to go from workforce observation to diagnosis

### Results

Visier's automated reporting and analytics offered improved visibility across divisions and business partners to better integrate headcount planning processes  
Addition of applicant tracking allowed EA evaluate competencies of new grad hires and found they were more likely to be rated as high performers, more likely to be promoted and cost the company less than their more experienced peers  
Overall, EA saved 24+ weeks of labour yearly due to analytics implementation

## Product Overview

### Planning

Transforms workforce planning process and its effectiveness, by enabling continuous, collaborative, data-driven planning allowing companies to make more informed investments, optimize workforce costs, and eliminate surprises

### Talent Acquisition

Achieve deep insights into your recruitment processes, programs, and results – from questions about your applicant pipeline and sourcing, to quality of hire and candidate diversity, to hiring process and recruiter capacity

### Talent

Answers all important talent questions, from those about employee retention and movement to performance and engagement to leave management, compensation, leadership succession, risk management, and how talent decisions impact business results

### Learning

Gain new understanding of the effectiveness of learning programs, activities, and content – from questions about learning impact, to learning engagement and operations, to compliance learning, new hire programs, and leadership development

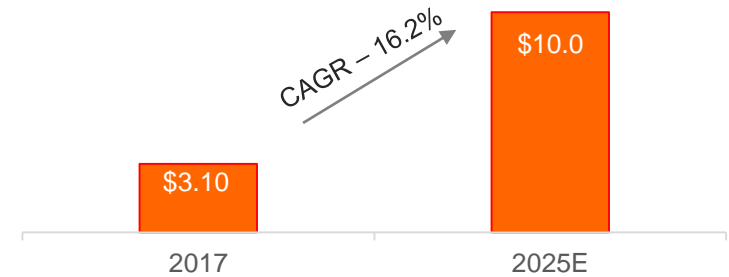
# Supply Chain Analytics

# Supply Chain Analytics maintains huge potential in the coming years

## Supply Chain Analytics outlook

- Expected to reach **~ \$10B by 2025** while growing at a 16.2% CAGR over the next 7 years
- A big factor in this growth is the recognition by industry leaders of analytics revolutionary potential across the supply chain:
  - 66% of supply chain leaders say advanced supply chain analytics are critically important to their supply chain operations in the next 2 to 3 years
- Despite this, companies have been slow to act:
  - Nearly two-thirds (63%) of companies do not use any technology to monitor their supply chain performance
  - While 94% of supply chain leaders say that digital transformation will fundamentally change supply chains, only 44% have a strategy in place
  - The current average supply chain has a digitization of only around 43%
- However, companies that aggressively digitize their supply chains can expect to boost annual growth of earnings by 3.2% and annual revenue by 2.3%
- Furthermore, businesses with optimal supply chains have 15% lower supply chain costs, less than 50% in inventory holdings, and cash conversion cycles at least three times faster than companies not focused on supply chain optimization

## Supply chain Analytics Market (in \$b)



## Use of supply chain capabilities

Optimization Tools	56%	39%	94%
Demand Forecasting	53%	43%	96%
Integrated Business Planning	48%	45%	94%
Supplier Collaboration and risk analytics	46%	47%	92%
In-memory computing	37%	52%	89%
GPS and/or RFID*	37%	49%	86%
Real time Shipment tracking *	37%	50%	86%
Control tower analytics and visualization	27%	53%	79%
Advanced robotics in manufacturing**	26%	51%	77%
3D Printing**	24%	48%	72%
Wearable technology**	23%	50%	73%
Artificial Intelligence	7%	56%	73%
Advanced delivery systems*	2%	47%	59%

# Key Supply Chain Analytics players

					
<b>Core solution</b>	Global leader in supply chain analytics with end-to-end offerings designed to transform supply chains at every planning horizon and across multiple domains	Global provider of supply chain planning and demand analytics software featuring probability forecasting and machine learning based decision-making	Offers advanced analytics to business leaders to support real-world supply chain decisions in order to achieve profitability and growth goals	Provides quantitative supply chain optimization software, with a focus on enabling business to optimize their purchasing and replenishment decisions	Offers flexible supply chain solutions for growing middle market companies increasing forecast accuracy, enhancing collaboration, and optimizing inventory
<b>HQ</b>	Atlanta, GA	Boston, MA	Ann Arbor, MI	Paris, France	Chicago, IL
<b>Founded</b>	2001	1993	2003	2008	1996
<b>Key Clients &amp; Partners</b>	     	      	     	     	      



# ToolsGroup overview

## Proctor & Gamble Case Study



### Challenges

Arc Distribution Iberica (ADI), a subsidiary of Arc International, was looking for solutions to optimize the balance of stock to service by reducing inventories, improving service levels, ensuring future network capacity from an optimal base, and optimizing fulfilment processes

### Results

SO99+ restructured the physical facilities and IT systems ADI had been using as a part of their supply chain by centralizing its inventories and optimized the fulfilment process through the elimination of redundant structures, lowering logistics costs, and ensured service quality

Overall, ADI maintained service levels as inventory was reduced by 38%

## Product Overview

### Allocation & Replenishment

Automatically calculates optimal inventory levels for both existing and new items to create a phased, time-series plan that achieves target service levels even in the face of demand variability and distribution complexity

### Demand Planning & Sensing

Automates the creation of demand plans using machine learning and by incorporating detailed short-term demand signals and demand collaboration, reducing forecast errors and optimally deploying inventory

### Planning as a Service

Provides business-focused technology enabled resources to help customer quickly achieve value from Service Optimizer 99+ implementation and accelerates time-to-value over a traditional implementation and lean approach

### Production Planning

Provides unparalleled visibility, insight, and control of the entire production lifecycle to improve efficiency and quality control, and service demand

### Inventory Optimization

Factors in multiple planning variables and probabilities to generate an optimal, multi-echelon inventory plan for every item in a portfolio to achieve target service levels

# Landmark M&A Transactions

# Select M&A across Retail Analytics technology in 2019

(\$USD millions)

Closed Date	Target	Acquirer	Transaction Size	Enterprise Value	Implied Equity Value	LTM Revenue	EV / LTM Revenue	EV / LTM EBITDA
9/4/19	Certain Assets of Arcadia Data Inc.	Cloudera, Inc.	NA	NA	NA	NA	NA	NA
8/6/19	Celect, Inc.	NIKE, Inc.	NA	NA	NA	NA	NA	NA
7/17/19	Lymbyc Solutions Private Limited	Larsen & Toubro Infotech Limited	\$6	\$5	NA	\$1	5.4x	NA
7/11/19	Mnubo Inc.	Aspen Technology, Inc.	\$78	\$78	\$71	NA	NA	NA
6/13/19	Lattice Engines, Inc.	The Dun & Bradstreet Corporation	NA	NA	NA	NA	NA	NA
6/10/19	Tableau Software, Inc.	salesforce.com, inc.	\$17,378	\$16,337	\$16,933	\$1,192	13.3x	NM
6/6/19	Looker Data Sciences, Inc.	Google LLC	\$2,600	\$2,600	\$2,600	NA	NA	NA
5/29/19	Geografia Aplicada Sociedad Limitada	CARTO	NA	NA	NA	NA	NA	NA
5/20/19	Profitect Inc.	Zebra Technologies Corporation	\$86	NA	NA	NA	NA	NA
4/17/19	MapAnything, Inc.	salesforce.com, inc.	\$225	\$262	\$262	NA	NA	NA
4/4/19	ClearStory Data Inc.	Alteryx, Inc.	\$20	\$20	\$17	NA	NA	NA
3/25/19	Dynamic Yield Ltd.	McDonald's Corporation	\$300	\$300	\$300	NA	NA	NA
3/7/19	SnappyData, Inc.	TIBCO Software Inc.	NA	NA	NA	NA	NA	NA
2/15/19	Operatedata Ltd.	Apple Inc.	NA	NA	NA	NA	NA	NA
Min							5.4x	N/A
Mean							9.3x	N/A
Median							9.3x	N/A
Max							13.3x	N/A

# McDonald's transitions from mass marketing to mass personalization – The \$300m acquisition will help McDonald's customize its menu displays based on differing variables

## Acquisition Overview



Acquired



The acquisition will assist McDonalds to increase personalization and improve customer experiences

Announcement Date: Mar 25, 2019

"It's probably less about the product and more about the data scientists that come with it, the people that come with it, and their ability to move quickly with us,"

- Daniel Henry, McDonald's Global Chief Information Officer and EVP

"The downside for McDonald's here is capped – if this doesn't work, McDonald's loses about \$300 million – but the upside is uncapped

- Liad Agmon, Co-founder and CEO, Dynamic Yield

## Target Business Overview

- Develops decisioning engine that uses machine learning and predictive algorithms to build valuable customer segments in real time
- Its AI-powered capabilities can be used to take instant action via personalization, recommendations, automatic optimization, and one-to-one messaging
- The key capabilities include customer data management, personalisation and targeting, recommendations, A/B testing & personalization, behavioural messaging, triggering engine & personalization APIs
- Founded in 2011, it is headquartered in New York, NY and has over 250 employees
- Serves more than 300 brands, and its tech reaches 600m unique users each month, across 10b page views and 600b "events" on those pages
- Customers include Rakuten, Ikea, Sephora, Decathlon and Urban Outfitters

## Deal Terms

- McDonald's acquired Dynamic Yield for \$300m
- Dynamic Yield will continue to operate and serve clients as a stand-alone business unit of McDonald's; however, this acquisition does prevent Dynamic Yield from supporting other quick-serve restaurants
  - The technology is expected to be brought to 1,000 McDonald's locations in the next three months, and all 14,000 US stores as well as its international restaurants over time
- Based on Zacks Equity Research, this move will allow McDonald's to maintain a significant competitive advantage over its peers that have not adopted similar technology such as Domino's, Chipotle and Yum! Brands

## Strategic Rationale

- Benefits to McDonald:
  - ✓ The insights will be deployed through the restaurant's drive-thru menus and self-service kiosks with the goal of increasing flexibility with its menu presentation...
  - ✓ ...and to expand predictive analytics to in-store kiosks, supply chain, kitchen, for mobile order and pay.
- The acquisition will allow McDonald's to vary its electronic display of items and DOOH network for walk-up or drive-thru customers based on the weather, time of day, restaurant traffic consumer demand and a whole host of other factors that will power Dynamic Yield's integrated AI capabilities

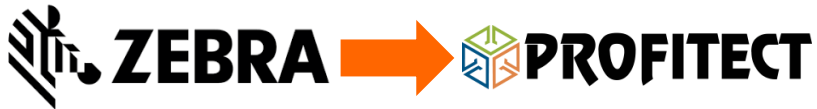
*In some cases the value add from analytics is enough to warrant an outright acquisition*

# Zebra Technologies to acquire Retail Analytics technology, Profitect

The acquisition expands Zebra's relevance deeper and wider within global retail operations while advancing their software capabilities

Zebra Technologies entered into an agreement to acquire Profitect for an undisclosed sum

## Acquisition Overview



Announcement Date : May 20, 2019

*"We are excited to join Zebra and bring our award-winning prescriptive analytics solution to every worker at the edge... Together we will ensure the workforce of the future is more connected and optimally utilized. We value Zebra's support and expertise over the past five years as a key venture capitalist. I'm proud of the contribution that Profitect's solution will bring to Zebra and look forward to working closely to deliver prescriptive analytics as part of its innovative and broad solution portfolio"*

*- Guy Yehiav, CEO and Chairman of the Board of Profitect, PR dated May 20, 2019*

## Target Business Overview

- Develops cloud-based prescriptive analytics solutions for the retail and CPG industries
- Core platform analyses data from across the value chain to help brands improve inventory and pricing accuracy, out of stocks, supply chain efficiency, unsellable merchandise, and assortment discrepancies
- Raised \$14.5m from Benhamou Global Ventures, Motorola Solutions Venture Capital, Genesis Partners and Cedar Fund
- Founded in 2007, the company is headquartered in Burlington, MA

## Deal Terms

- Zebra expects to fund the acquisition of Profitect with a combination of cash on hand along with fully committed financing available under its credit facility
- Guy Yehiav, CEO and Chairman of the Board of Profitect, will be a key leader in the business integration
- The transaction is subject to customary closing conditions and is expected to close in the second quarter of 2019
- The transaction is expected to be immaterial to sales and profitability in the near term

## Strategic Rationale

- With the acquisition, Zebra adds a capable retailer data gathering and interface system to its Enterprise Asset Intelligence solution
  - Assist retailers to increase sales and reduce inventory mismatch via its mobile-connected monitoring and resolution module suite
  - To expand the range of its service offerings beyond just automatic data capture
  - Will work with its' partners to empower front-line workers – across all verticals - with the insights that require to make better, faster, smarter decisions
  - Leverage the investment to accelerate the development of its Savanna data platform

- *The retail analytics market size is expected to exceed \$13 billion by 2024, according to market research report by Global Market Insights in 2019*
- *Key drivers: Need for omnichannel insights, retailers seeking to attract both new customers while retaining existing customers, and an increased demand for customized software solutions*



# Salesforce is buying data visualization company Tableau for \$17.4bn in an all-stock deal

## Acquisition Overview



Acquired



The acquisition will merge the top CRM platform with the leading analytics platform

Announcement Date : June 10, 2019

"As part of the world's #1 CRM company, Tableau's intuitive and powerful analytics will enable millions more people to discover actionable insights across their entire organizations."

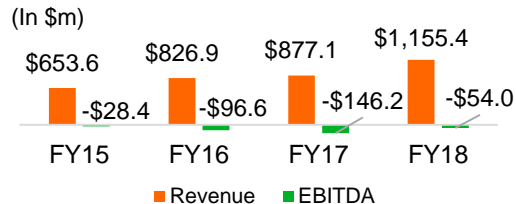
*Adam Selipsky, President and CEO of Tableau*

"It's truly the best of both worlds for our customers—bringing together two critical platforms that every customer needs to understand their world."

*Marc Benioff, Chairman and co-CEO of Salesforce*

## Target Business Overview

- Provides business analytics software products that helps users visualize and understand data
  - Products include: Tableau Desktop, Tableau Server, Tableau Online, Tableau Prep and Tableau Public
- A pioneer of self-service analytics that is considered as the #1 analytics platform
- Has ~86K business customers, including Charles Schwab, Verizon, Schneider Electric, Southwest, and Netflix
- Listed on NYSE on May 16, 2013
- Founded in 2003 and is headquartered in Seattle, WA
- Employs over 4,200 individuals



## Deal Terms

- Salesforce to acquire Tableau from Christian Chabot, Patrick Hanrahan, Christopher Stolte and other shareholders for \$17.4bn<sup>(1)</sup>
- Each common stock of Tableau will be exchanged for 1.103 shares of Salesforce common stock.
- Key transaction multiples & Implied EV: \$16.3b
  - Implied EV / LTM Revenue: 13.7x
  - Implied EV / NTM Revenue: 11.4x
  - Implied EV / NTM EBITDA: 67.7x
- Tableau will operate independently under the Tableau brand as a business unit of salesforce.com and will remain headquartered in Seattle, WA
- It will continue to be led by CEO Adam Selipsky along with the current leadership team
- Expected closing date: Salesforce Q3 ending October 31, 2019

## Strategic rationale

- With Tableau, Salesforce aims to:
  - accelerate digital transformation efforts enabling the companies to streamline and access the data across their entire business
  - surface deeper insights to make smarter decisions, drive intelligent customer experiences, and accelerate innovation
- It will also make Salesforce's Customer 360 and analytics capabilities stronger than before
- Tableau to integrate with Salesforce Einstein to deliver an intelligent, intuitive analytics and data visualization platform for every department at a company to reach more customers
- The purchase will merge Salesforce's community of 1.4 million users and Tableau's consumer base of 1 million individuals

# Nike acquires Celect to optimize inventory, analyze consumer behavior, and tackle \$2bn in inventory write-offs

Nike's August 2019 acquisition of inventory analytics company Celect demonstrates the expected impact that **transformative technology** can have on a retailer's **operations and profitability**.

Celect's ML and AI-based **consumer data science & demand forecasting technology** allows retailers to understand customer shopping patterns in-store and online, helping retailers to estimate future demand and optimize inventory portfolios in stores and across the supply chain.

The acquisition is aligned with Nike's strategy of trying to **sell more directly to consumers** and shift business away from its traditionally dominant wholesale channel.

In 2019, Nike recorded nearly **\$2bn in inventory write-offs**. By helping Nike reduce out-of-stocks, excess inventory, and connect more directly with consumers, ultimately increasing revenue and reducing write-offs, Celect's technology is expected to make a direct impact to Nike's bottom line.



Based on ComCap's analysis, Celect's technology could be worth \$100's of millions over the next several years if it can even marginally reduce Nike's nearly \$2bn FY2019 inventory write-offs.

ComCap sees two primary drivers of value:

- A 2% reduction in inventory write-offs could generate \$130m in additional Net Income
- A 2% increase in sell-through rate could generate \$114m in additional Net Income

Over the next 5 years, these initiatives could combine to create a present value of **\$244m** in additional Net Income

Nike P&L (\$millions)	FY2019A	FY2024E
Revenue	\$39,117	\$56,459
Net Income	\$4,029	\$7,451
Inventory write-offs	\$1,820	\$2,450
% Net Income	45%	33%
Present value of Celect impairment reduction		\$130
Present value of Celect additional sales		\$114
<b>Total present value of Celect technology</b>		<b>\$244</b>

*This case highlights the continued trend that ComCap has both predicted and tracked - major retailers are increasingly becoming technology companies in order to better adjust to a world driven by disruptors including Amazon and Google*

Notes: Forecast period through 2024; Write-offs held constant as a % of COGS through forecast period; After tax benefit from impairment reductions and additional sales grows from \$33-\$42m, and \$27-\$39 through the forecast period, respectively. Additional sales impact assumes recaptured sales Gross Margin flows directly to EBIT. See ComCapllc.com/research for expanded case study and calculation details

Source: Inventory Write-offs via Nike 10k; Revenue, Gross Margin, Net Income, Effective Tax rate via CIO

# Celect is expected to provide value to Nike by optimizing inventory sales and reducing excess inventory write-offs

*Estimated impacts to Nike's Net Income justify a \$100m+ present valuation*

<b>Assumptions</b>						
Discount rate (Nike WACC + 5%)	12.5%					
Inventory write-off reduction due to Celect technology	2.0%					
Additional inventory sell through due to Celect technology	2.0%					
<b>Nike P&amp;L (\$millions)</b>	<b>FY2019A</b>	<b>FY2020E</b>	<b>FY2021E</b>	<b>FY2022E</b>	<b>FY2023E</b>	<b>FY2024E</b>
<b>Revenue</b>	<b>\$39,117</b>	<b>\$42,131</b>	<b>\$45,534</b>	<b>\$49,044</b>	<b>\$52,622</b>	<b>\$56,459</b>
<i>Revenue growth</i>		7.7%	8.1%	7.7%	7.3%	7.3%
<b>COGS</b>	<b>\$21,643</b>	<b>\$23,109</b>	<b>\$24,707</b>	<b>\$26,244</b>	<b>\$27,574</b>	<b>\$29,133</b>
<i>% of revenue</i>	55.3%	54.9%	54.3%	53.5%	52.4%	51.6%
<b>Gross Profit</b>	<b>\$17,474</b>	<b>\$19,022</b>	<b>\$20,827</b>	<b>\$22,801</b>	<b>\$25,048</b>	<b>\$27,326</b>
<i>Gross Margin</i>	44.7%	45.2%	45.7%	46.5%	47.6%	48.4%
<b>SG&amp;A</b>	<b>\$13,445</b>	<b>\$14,432</b>	<b>\$15,560</b>	<b>\$16,742</b>	<b>\$18,317</b>	<b>\$19,875</b>
<b>Net Income</b>	<b>\$4,029</b>	<b>\$4,590</b>	<b>\$5,267</b>	<b>\$6,059</b>	<b>\$6,731</b>	<b>\$7,451</b>
<b>Inventory write-offs</b>	<b>\$1,820</b>	<b>\$1,943</b>	<b>\$2,078</b>	<b>\$2,207</b>	<b>\$2,319</b>	<b>\$2,450</b>
<i>% Net Income</i>	45%					33%
<i>% of COGS (held constant)</i>	8.4%	8.4%	8.4%	8.4%	8.4%	8.4%
<i>Nike effective tax rate</i>		16.1%	15.9%	15.8%	15.5%	15.0%
<b>Impairment add-backs</b>						
2% of inventory write-offs impairment back into EBIT		\$39	\$42	\$44	\$46	\$49
After-tax Impact		\$33	\$35	\$37	\$39	\$42
<b>Additional inventory sell through</b>						
2% of write-offs back into inventory for sale		\$39	\$42	\$44	\$46	\$49
<i>COGS % revenue</i>		54.9%	54.3%	53.5%	52.4%	51.6%
Additional revenue from inventory sale		\$71	\$77	\$82	\$89	\$95
<i>Gross Margin</i>		45.2%	45.7%	46.5%	47.6%	48.4%
Additional Gross Margin from sale		\$32	\$35	\$38	\$42	\$46
After-tax Impact*		\$27	\$29	\$32	\$36	\$39
Present value of Celect impairment reduction		\$130				
Present value of Celect additional sales		\$114				
<b>Total present value of Celect technology</b>		<b>\$244</b>				

\*Assumes Gross Profit flows through directly to EBIT



## Select technology acquisitions by retailers

Date	Target	Acquirer
8/13/19	Sidestep Technologies Inc.	Custom Ink
8/6/19	Celect, Inc.	NIKE, Inc.
5/20/19	Boomerang Commerce	Lowe's Companies, Inc.
4/11/19	Polymorph Labs, Inc	Walmart Inc.
3/25/19	Dynamic Yield	McDonald's
2/26/19	Aspectiva Ltd.	Walmart Inc.
2/15/19	Operatedata Ltd.	Apple Inc.
1/11/19	ZipRoom, Inc.	Bose Corporation
1/11/19	Askuity Inc.	The Home Depot, Inc.
1/3/19	Wiggly-Amps Limited	Walgreens Boots
12/13/18	Int Data Labs, Inc.	Walmart Inc.
11/12/18	Unlockd Media	Wesfarmers Limited
11/8/18	GlamST LLC	Ulta Beauty, Inc.
11/8/18	Qm Scientific	Ulta Beauty, Inc.
10/17/18	daco SAS	Vente-privee.com
9/25/18	Upstream Commerce Ltd.	Flipkart
9/13/18	Delivery Technologies	Walmart Inc.
9/3/18	Dhurya Technologies Private Limited	Walmart Inc.
8/21/18	Liv.ai Pvt. Ltd.	Flipkart
8/1/18	Pretr Online Services Private Limited	Flipkart
7/20/18	CuriosityChina	Farfetch UK Limited



## Select technology acquisitions by retailers

Date	Target	Acquirer
7/16/18	Solvay Tech Solutions Pvt. Ltd.	Flipkart
5/2/18	STORY	Macy's, Inc.
4/20/18	Detour.Com, Inc.	Bose Corporation
4/9/18	Invertex Ltd	NIKE, Inc.
3/22/18	Zodiac Inc.	NIKE, Inc.
3/16/18	Modiface Inc.	L'Oréal S.A.
3/8/18	BeyUp	Nordstrom, Inc.
3/8/18	MessageYes	Nordstrom, Inc.
2/5/18	Spatialand Inc.	Walmart Inc.
12/13/17	Shipt, LLC	Target Corporation
11/16/17	Outward Inc.	Williams-Sonoma, Inc.
10/3/17	Parcel Inc.	Walmart Inc.
9/29/17	Regaind, SAS	Apple Inc.
9/28/17	TaskRabbit, Inc.	IKEA
8/14/17	Grand Junction, Inc.	Target Corporation
4/19/17	Inlogg Internet Pvt. Ltd.	Flipkart
4/5/17	Decorist, Inc.	Bed Bath & Beyond Inc.
4/3/17	Integra Commerce	Magazine Luiza S.A.
11/28/16	GameChanger Media, Inc.	DICK'S Sporting Goods, Inc.



# Leading Public Companies

# Analytics leaders


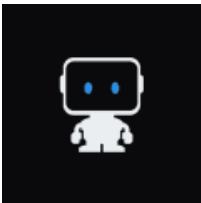


(\$USD millions, except per share amounts)

Company (FYE)	Trading Performance			FD Capitalization			Trading Multiples				Operating Statistics				
	Stock Price	%52W		Equity Market Value	Net Cash (Debt)	Enterprise Value	EV / Revenue		EV / EBITDA		Rev. Growth		EBITDA Margin		LTM
		Low	High				Revenue		EBITDA		CY18 /	CY19 /			Gross
	12/4/2019			Value		Value	CY18E	CY19E	CY18E	CY19E	CY17	CY18	CY18E	CY19E	Margin
<u>Analytics Leaders</u>															
Verisk Analytics, Inc. (US)	\$145.41	142%	88%	\$23,828	(\$2,630)	\$26,458	11.0x	10.2x	23.4x	21.8x	11.6%	8.5%	47.2%	46.6%	63.0%
Splunk Inc. (US)	\$146.62	163%	96%	\$22,629	(\$119)	\$22,748	12.6x	9.7x	NM	58.3x	37.7%	30.4%	15.6%	16.6%	81.9%
Datadog, Inc. (US)	\$36.92	134%	84%	\$10,922	\$699	\$10,223	NA	29.1x	NM	NM	NM	NA	NA	(1.9%)	74.6%
Alteryx, Inc. (US)	\$110.93	229%	75%	\$7,219	\$148	\$7,071	34.6x	18.0x	NM	NM	55.2%	91.8%	(0.2%)	14.4%	90.4%
New Relic, Inc. (US)	\$68.13	136%	63%	\$4,005	\$283	\$3,722	8.4x	6.6x	49.3x	38.9x	35.0%	27.5%	16.9%	16.8%	83.3%
Teradata Corporation (US)	\$25.85	109%	52%	\$2,908	(\$147)	\$3,055	1.4x	1.6x	9.0x	9.5x	0.4%	(13.1%)	15.7%	17.1%	50.3%
MicroStrategy Incorporated (US)	\$151.60	131%	95%	\$1,556	\$464	\$1,093	2.2x	2.3x	49.0x	23.7x	(1.2%)	(2.8%)	4.5%	9.5%	79.1%
Min				\$1,556	(\$2,630)	\$1,093	1.4x	1.6x	9.0x	9.5x	(1.2%)	(13.1%)	(0.2%)	(1.9%)	50.3%
Mean				\$10,438	(\$186)	\$10,624	11.7x	11.1x	32.7x	30.5x	23.1%	23.7%	16.6%	17.0%	74.7%
Median				\$7,219	\$148	\$7,071	9.7x	9.7x	36.2x	23.7x	23.3%	18.0%	15.6%	16.6%	79.1%
Max				\$23,828	\$699	\$26,458	34.6x	29.1x	49.3x	58.3x	55.2%	91.8%	47.2%	46.6%	90.4%








## Select Key Disruptors






## Select AI company profiles

Company	Headquarters	Employees	Amount Raised	Description
	Redwood City, California	~350	\$228.5m	<ul style="list-style-type: none"> <li>C3 delivers a comprehensive and proven set of capabilities for developing, deploying, and operating large scale AI, predictive analytics, and IoT applications 10 to 100x faster than alternative approaches.</li> </ul>
	Boston, Massachusetts	~750	\$430.6m	<ul style="list-style-type: none"> <li>DataRobot offers a machine learning platform for data scientists of all skill levels to build and deploy accurate predictive models in a fraction of the time it used to take. The technology addresses the critical shortage of data scientists by changing the speed and economics of predictive analytics.</li> </ul>
	Montreal, Quebec	~350	\$257.5m	<ul style="list-style-type: none"> <li>Element AI is an artificial intelligence company that gives organizations unparalleled access to cutting-edge technology.</li> <li>They deliver AI software products that augment decisions to make your business stronger, safer, and more agile.</li> </ul>
	Addison, Texas	~700	NA	<ul style="list-style-type: none"> <li>Symphony RetailAI is the leading global provider of role-specific, AI-enabled revenue growth management solutions and customer-centric insights for retailers and CPG manufacturers across the entire value chain.</li> </ul>

# Select Retail Analytics company profiles






Company	Profile	Capabilities
 ace turtle	<b>Ace Turtle</b> A technology driven platform company that provides direct to consumer web commerce solutions for leading retail brands <b>Founded:</b> 2013 <b>HQ:</b> Karnataka, India <b>Total Funding:</b> \$8.9m	<b>Business Highlights:</b> <ul style="list-style-type: none"> <li>Integrates online and offline retail channels automating and optimizing Omni-Channel fulfilment</li> <li>The platform provides brands with a single view of inventory</li> <li>Has raised funds from Vertex Ventures, InnoVen Capital and C31 Venture</li> <li>Solutions are currently used by brands such as Ray-Ban, Puma, Max, Arrow, Flying Machine, Ed Hardy, US Polo, and Fossil</li> <li>Has offices in India and Singapore</li> </ul>
 Amplience <small>CONTENT MANAGEMENT. SIMPLIFIED.</small>	<b>Amplience</b> Simplifies how clients plan, create, manage, and deliver content <b>Founded:</b> 2008 <b>HQ:</b> London, UK <b>Total Funding:</b> \$104.8m	<b>Business Highlights:</b> <ul style="list-style-type: none"> <li>Provides products such as content, media, and content hub to help the creativity and productivity of content and technology teams</li> <li>Key partners include SAP, Salesforce, IBM, Oracle, Magento, and Akamai</li> <li>It serves more than 200 businesses including Crate and Barrel, Heritage Parts, Boohoo, Mulberry, BMC, TUM and others</li> <li>On June 2019, Amplience partnered with Mobify to deliver modern headless front-end experience for commerce</li> </ul>
 capillary	<b>Capillary Technologies Pvt Ltd</b> Develops customized and cloud-based customer analytics marketing platforms for retailers <b>Founded:</b> 2008 <b>HQ:</b> Singapore <b>Total Funding:</b> \$113.1m	<b>Business Highlights:</b> <ul style="list-style-type: none"> <li>Offers an integrated platform of AI and machine learning to make it easy for brands to get deep understanding, engage consumers, provide easy and connected cross-channel commerce experiences and retain the best consumers</li> <li>It serves around 400 brands across 30 countries, key clients include Pizza Hut, Walmart, PetroMin, ToysRus, Charriol and others</li> <li>It has a global presence in 30 countries with 14 offices, and powers 35k stores</li> </ul>
 CB4	<b>CB4</b> Provides a patented AI tool that helps retailers uncover and fix the costliest execution problems in stores <b>Founded:</b> 2012 <b>HQ:</b> New York, NY <b>Total Funding:</b> \$22.0m	<b>Business Highlights:</b> <ul style="list-style-type: none"> <li>Offers a patented software solution for brick and mortar retail companies which uncovers hidden purchasing patterns that detect unfulfilled consumer demand at the SKU and store level</li> <li>Key customers include Barnes &amp; Noble, Urban Outfitters, Ace Hardware</li> <li>With headquarters in New York, CB4 has additional offices in London and Herzliya</li> <li>In Mar 2019, CB4 raised funds of \$16m from Octopus Ventures and three others</li> </ul>
 celect	<b>Celect</b> A cloud-based, predictive analytics SaaS platform for retailers <b>Founded:</b> 2013 <b>HQ:</b> Boston, MA <b>Total Funding:</b> \$41.4m	<b>Business Highlights:</b> <ul style="list-style-type: none"> <li>The company's cloud-based analytics platform provides proprietary insights that allow retailers to optimize inventory across an omnichannel environment through hyper-local demand predictions</li> <li>On August 6, 2019, Nike acquired Celect to fuel its Consumer Direct Offense strategy, serving consumers personally at a global scale</li> </ul>

# Select Retail Analytics company profiles






Company	Profile	Capabilities
	<b>Clarabridge, Inc.</b> Offers SaaS products for sentiment analysis and text analytics to automatically collect, categorize and report on structured data and unstructured data <b>Founded:</b> 2006 <b>HQ:</b> Reston, VA <b>Total Funding:</b> \$124.9m	<b>Business Highlights:</b> <ul style="list-style-type: none"> <li>Offers advanced text analytics which transforms survey, social, voice and all other forms of customer feedback into intelligence tools used to empower confident, decisive action across the business</li> <li>Key partners include ORI, Smooch, Customerville, and Accenture Digital</li> <li>Key customer include Adobe, United, Aramax, Electrolux, Autodesk and others</li> <li>It has offices in London, UK and San Francisco, CA</li> </ul>
	<b>Clicktale</b> A Content square company, that creates solutions to help clients understand their digital audience to connect with them better <b>Founded:</b> 2006 <b>HQ:</b> Tel Aviv, Israel <b>Total Funding:</b> \$60.0m	<b>Business Highlights:</b> <ul style="list-style-type: none"> <li>Offers enterprise-class platform and customer experience experts which transform millisecond-level behaviors and gestures into meaningful insights</li> <li>Key partners include Adobe, Google, Oracle, Salesforce, and Gaprise</li> <li>It serves a wide range of industries including retail, telecommunication, media, finance, tech and travel;</li> <li>Key customers include Avis, Dell, Mobile, USAA, Metlife, and Ring Central</li> </ul>
	<b>Cloud4Wi</b> An AI- driven application suite for location services <b>Founded:</b> 2014 <b>HQ:</b> San Francisco, CA <b>Total Funding:</b> \$23.5m	<b>Business Highlights:</b> <ul style="list-style-type: none"> <li>Offerings include Volare Splash, Volare Compass, Volare Spaces and an ROI Calculator</li> <li>Key industries include retail chains, restaurant chains, shopping centers, and transportation</li> <li>Key customers include Adecco, Bank of America, Burger King, Olive Garden, Salvatore Ferragamo, and The Cordish Companies</li> <li>It connects more than 130 million mobile users across 45,000 locations in more than 120 countries, while collecting more than 10 billion points of location data per month</li> </ul>
	<b>Dynamic Action</b> An advanced retail analytics solution specifically built to enable eCommerce, store and omnichannel teams <b>Founded:</b> 2007 <b>HQ:</b> Redwood City, CA <b>Total Funding:</b> \$19.0m	<b>Business Highlights:</b> <ul style="list-style-type: none"> <li>Delivers new metrics, automated diagnostics and both out-of-the-box and ad hoc analytics and visualizations</li> <li>It has three distinct partner categories including technology, solutions and service</li> <li>Key customer include Cole Haan, Eddie Bauer, DXL Men's Apparel, Farfetch, Heine, SportScheck, and MyOptique Group among others</li> </ul>
	<b>Emarsys</b> An independent marketing platform which enables truly personalized, one-to-one interactions between marketers and customers across all channels <b>Founded:</b> 2000 <b>HQ:</b> Wien, Austria <b>Total Funding:</b> \$55.3m	<b>Business Highlights:</b> <ul style="list-style-type: none"> <li>Provides software products which enable companies to scale marketing decisions and actions beyond human capabilities</li> <li>Key partners include CSO, eco, Return Path, sncd and others</li> <li>It serves more than 4.2 billion consumers across 150 countries; key customers include Ebay, Macy's, Best buy, Canon, ghd, Lesara, Superdrug and others</li> <li>Globally, the company operates 15 additional offices</li> </ul>



# Select Retail Analytics company profiles






Company	Profile	Capabilities
	<b>Environics</b> Offers the full range of analytical services—from data supplier to strategic consultancy <b>Founded:</b> 2003 <b>HQ:</b> Toronto, Canada <b>Total Funding:</b> N/A	<b>Business Highlights:</b> <ul style="list-style-type: none"> <li>▪ The company specializes in geodemographic-based segmentation, site evaluation modelling, and custom analytics</li> <li>▪ Additionally, the company offers marketing data related to demographics, financial, media and behavior, business, geographic, and other consumer attributes</li> <li>▪ Furthermore, it offers services in the areas of customer insights, geocoding, multicultural marketing, target marketing, trade area and site modelling, and customized solutions</li> </ul>
	<b>Eversight</b> AI-powered pricing and promotions service provider which helps brands in optimizing pricing and maximizing ROI on promotional spend <b>Founded:</b> 2013 <b>HQ:</b> Palo Alto, CA <b>Total Funding:</b> \$24.2m	<b>Business Highlights:</b> <ul style="list-style-type: none"> <li>▪ Offers solutions that help retailers and consumer goods manufacturers in improving promotion effectiveness and making better use of trade spend dollars</li> <li>▪ Serves various retail channels such as grocery stores, drug stores, mass merchandise stores, online retailers, and pet speciality stores among others</li> <li>▪ Key partners include Catalina, Vestcom, Altierre, Rite Aid, Google and others</li> <li>▪ It has offices in New York, NY and Chicago, IL</li> </ul>
	<b>EVRYTHNG</b> An IoT SaaS platform for consumer products that manage a wide range of unique digital identities in the cloud <b>Founded:</b> 2011 <b>HQ:</b> London, UK <b>Total Funding:</b> \$41.3m	<b>Business Highlights:</b> <ul style="list-style-type: none"> <li>▪ Provides a suite of solutions to drive new digital applications, better control the supply chain, and engage directly with customers</li> <li>▪ It offers its solutions to the appliances and electronics, apparel and accessories, consumer packaged goods, food and beverages, health and insurance, insurance, lighting, telecommunication, and toys &amp; entertainment industries</li> <li>▪ Key customers include Puma, Diageo, Coca-Cola, Almond, Carrefour, Avery Dennison, WestRock, and Almond</li> </ul>
	<b>First Insight</b> A SaaS-based predictive analytics platform enabling data-driven product decisions for the next generation of retail <b>Founded:</b> 2007 <b>HQ:</b> Warrendale, PA <b>Total Funding:</b> \$23.4m	<b>Business Highlights:</b> <ul style="list-style-type: none"> <li>▪ Offers SaaS-based predictive analytics platform that provides insight about expected product performance, optimal entry price points for new items, planning and target marketing</li> <li>▪ It serves 100+ customers including Rue21, Camuto group, Randa Accessories, Caleres, Crocs, and Vince Camuto</li> <li>▪ First Insight partners with HSN to identify top-performing products</li> </ul>
	<b>Fractal Analytics</b> A technology company which helps brands to listen to their customers and make informed decisions <b>Founded:</b> 2000 <b>HQ:</b> New York, NY <b>Total Funding:</b> \$325m	<b>Business Highlights:</b> <ul style="list-style-type: none"> <li>▪ Offers products which power every human decision by bringing analytics &amp; AI to the decision-making process</li> <li>▪ It serves wide range of industries such as consumer goods, insurance, financial services, retail, technology, healthcare &amp; life sciences, media, and telecom</li> <li>▪ It has presence across 15 global locations including the United States, UK, Ukra, China, Singapore, Germany, Canada, Australia, Malaysia, Sweden, Netherlands, Switzerland, and India</li> </ul>

# Select Retail Analytics company profiles

Company	Profile	Capabilities
	<b>Freedompay</b> A white label ecommerce platform for banks, retailers and healthcare organizations delivering cashless solutions for clients and operators <b>Founded:</b> 2000 <b>HQ:</b> Philadelphia, PA <b>Total Funding:</b> \$42.8m	<b>Business Highlights:</b> <ul style="list-style-type: none"> <li>Offers transaction solutions, including mobile payments, cashless solutions, virtual and remote terminals, payment processing, intelligent analysis, routing of promotions, incentives and customer relationship management services</li> <li>Key partners include Gateway, Noble, Agilysys, Corneil Centers, and Vista</li> <li>It serves a wide range of industries including contract food services, financial services, gaming, higher education, hospitality and retail</li> </ul>
	<b>Ginesys</b> An ERP software which covers the entire retail value chain from manufacturing to distribution to retail <b>Founded:</b> 2006 <b>HQ:</b> Gurgaon, India <b>Total Funding:</b> NA	<b>Business Highlights:</b> <ul style="list-style-type: none"> <li>Offerings includes procurement, production, inventory, sales &amp; distribution, retail management, point of sale, data analytics, SMS / email notification, finance &amp; accounts and e-commerce integration</li> <li>It enable 25,000 transactions annually across 500+ businesses</li> <li>The company has 5 offices across India</li> </ul>
	<b>GoodData Corporation</b> Provides the platform to create business applications that harness existing data to help in automating, recommending and taking better business actions <b>Founded:</b> 2007 <b>HQ:</b> San Francisco, CA <b>Total Funding:</b> \$115.8m	<b>Business Highlights:</b> <ul style="list-style-type: none"> <li>Offers the technology and expertise to drive wide-scale adoption of analytics across entire business networks</li> <li>The company's clients span a wide range of industries including financial services, insurance, retailers</li> <li>Key customers include Emerald Club, ByPass, FCM travel Solutions, and Fourth</li> <li>In Nov 2018, the company raise \$14.4m in its most recent round of funding</li> </ul>
	<b>Gravy Analytics</b> Provider of real-world location intelligence for a broad array of clients including marketers, data players, and retailers <b>Founded:</b> 2011 <b>HQ:</b> Dulles, VA <b>Total Funding:</b> \$35m	<b>Business Highlights:</b> <ul style="list-style-type: none"> <li>The company processes billions of anonymous mobile location signals every day to create its industry-leading and privacy-friendly data services, insights, and audiences</li> <li>Its patented AdmitOne engine verifies consumer attendances at various places, points-of-interest and local events, providing unprecedented visibility into the offline consumer journey</li> <li>It serves various industries such as automotive, hospitality &amp; travel, financial services, real estate, restaurants, retail and sports &amp; entertainment</li> </ul>
	<b>InContext Solutions, Inc.</b> Provider of enterprise mixed reality (MR) solutions for total retail optimization and shopper engagement <b>Founded:</b> 2009 <b>HQ:</b> Chicago, IL <b>Total Funding:</b> \$46.9m	<b>Business Highlights:</b> <ul style="list-style-type: none"> <li>Offers web-based virtual reality (VR) shopping and retail solutions, allowing brands to simulate real in-store shopping situations to ideate, evaluate and activate all types of in-store shopping experiences within a VR store environment</li> <li>Key clients include P&amp;G, and Walmart, PepsiCo, Kraft Heinz, Kimberley Clark, Kellogg's, and Diageo</li> <li>Key partners include Accenture, Capgemini, Microsoft, and JDA</li> <li>It has offices in Milwaukee WI, London, UK and Bentonville, AR</li> </ul>




# Select Retail Analytics company profiles

Company	Profile	Capabilities
	<b>Iterable, Inc</b> Growth marketing platform that enables brands to create, execute and optimize campaigns across email, push, SMS, in-app with data flexibility <b>Founded:</b> 2013 <b>HQ:</b> San Francisco, CA <b>Total Funding:</b> \$90.2m	<b>Business Highlights:</b> <ul style="list-style-type: none"> <li>Provides cross-channel customer engagement platform focusing on audience identification, flexible data integration, lifecycle campaign composition, behavior-based personalization and performance optimization</li> <li>Key customers include Zillow, Tender, Ipsy, Madisonreed, Opendoor, AT&amp;T, and Box</li> <li>Raised \$50m in Mar 2019 from Blue Cloud Ventures, Stereo Capital and various other firms</li> </ul>
	<b>Jaggaer Inc.</b> Develops cloud-based business automation software solutions for spend management <b>Founded:</b> 1995 <b>HQ:</b> Morrisville, NC <b>Total Funding:</b> \$48.4m	<b>Business Highlights:</b> <ul style="list-style-type: none"> <li>Offers full digital transformation through its business management tools including spend analytics, category management, supplier management, sourcing, contracts, e-procurement, invoicing, inventory management, supply chain collaboration and quality management</li> <li>Key partners include PWC, Infosys, Fincons group, Everis, TWS partners, The Hackett Group, and Rapid Ratings</li> <li>In Oct 2019, Discover and JAGGAER launched a joint B2B payments solution</li> </ul>
	<b>MarketDial</b> Offers A/B testing platform for offline commerce to retailers <b>Founded:</b> 2016 <b>HQ:</b> Salt Lake City, UT <b>Total Funding:</b> \$9.6m	<b>Business Highlights:</b> <ul style="list-style-type: none"> <li>Provides cloud-based software that enable brick-and-mortar retailers to maximize their budgets by measuring and evaluating the ROI of strategic initiatives</li> <li>It automatically performs trade-area analysis to enrich data with consumer demographics and competitive location data</li> <li>Key customers include WoolWorths and Rego restaurants</li> <li>In September 2018, the company raised \$7.5m to supercharge brick-and-mortar retail</li> </ul>
	<b>MemSQL Inc</b> Provides real-time databases for transactions and analytics <b>Founded:</b> 2010 <b>HQ:</b> San Francisco, CA <b>Total Funding:</b> \$109.7m	<b>Business Highlights:</b> <ul style="list-style-type: none"> <li>Offers operational analytics, machine learning &amp; artificial intelligence, modernizing data analytics, IOT analytics, risk management, secure Government workloads, monitoring and detection and customer 360 solutions</li> <li>Serves clients in financial, media, energy, government, retail, high-tech industries; key customers include Teespring, Dell EMC, Sony, Tapjoy, Novus, Fanatics</li> <li>Raised \$30m in May 2018 from Accel, GV, IA Ventures and various others</li> </ul>
	<b>MPP Global Solutions</b> Provider of subscriber management & billing platforms <b>Founded:</b> 2000 <b>HQ:</b> Warrington, UK <b>Total Funding:</b> \$15.5m	<b>Business Highlights:</b> <ul style="list-style-type: none"> <li>Offers eSuite, a smartest subscription &amp; billing platform providing enterprises with the freedom to deploy business models that drive recurring revenue streams</li> <li>Clients include Sky, McClatchy, L'Equipe, Bonnier, Specsavers, Daily Mail, Racing Post and the New Zealand Herald</li> <li>Has over 20 million subscribers, with 700,000 transactions processed everyday and over GBP 1bn annual revenue for clients</li> </ul>







# Select Retail Analytics company profiles





Company	Profile	Capabilities
 	<b>Narvar Inc.</b> Provides a shipping and delivery solutions platform for retailers <b>Founded:</b> 2012 <b>HQ:</b> San Mateo, CA <b>Total Funding:</b> \$66.7m	<b>Business Highlights:</b> <ul style="list-style-type: none"> <li>Offers concierge, ship, track, notify, and return products that allows retailers to extend their brand from consideration to fulfillment; deliver real-time tracking information &amp; customers engagement</li> <li>Acquired Kronos Care on Jan 2019</li> <li>Key customers include Dagne Dover, Dooney &amp; Bourke, Hibbett, and Rebecca Minkoff</li> <li>Key partners include Magento, Shopify, IBM, Oracle, Fedex, and DPDGroup</li> </ul>
	<b>Optimove</b> Relationship marketing hub that leverages AI to maximize the value of every customer <b>Founded:</b> 2009 <b>HQ:</b> Glen Allen, VA <b>Total Funding:</b> \$20m	<b>Business Highlights:</b> <ul style="list-style-type: none"> <li>Offers insights, engagement, optimization bots, predictive modelling, customer success management, and strategic services to empower brand-consumer relationships</li> <li>Serves over 500+ brands in retail, gaming, financial services, app and others; key customers include Staples, Dollar Shave Club, Ebury, Family Dollar, and Sisal</li> <li>Key partners include ActiveTrail, Amaya, Arc, Facebook, flexReceipts, and Flow</li> <li>Acquired DynamicMail in May 2018</li> </ul>
	<b>Passage AI</b> Designs and develops an artificial intelligence-driven conversational interface to help companies create chatbots <b>Founded:</b> 2016 <b>HQ:</b> Mountain View, CA <b>Total Funding:</b> \$10.3m	<b>Business Highlights:</b> <ul style="list-style-type: none"> <li>A natural language understanding and processing (NLU/NLP) platform that can be used to create a deep conversational interface for any website or business</li> <li>Serves various industries such as auto, retail, telecom, hospitality, and financial services</li> <li>Key customers include Ipsos, Telax, Kohl's, Soft Bank, Accenture, Ford, BMW, MasterCard, Bridgestone, Renault, and TransUnion</li> </ul>
	<b>Precima Inc.</b> Offers solutions for development and execution of customer-centric retail strategies <b>Founded:</b> 1991 <b>HQ:</b> Toronto, Canada <b>Total Funding:</b> NA	<b>Business Highlights:</b> <ul style="list-style-type: none"> <li>Offers assortment optimization, total store price optimization, promotion optimization, personalized marketing, category and shopping insights, supplier collaboration solutions and translates retail customer data into critical insights</li> <li>Serves retailers and manufacturers; key customers include Pepsico, Loblaws, Jumbo, US Foods, and Hudson's Bay</li> <li>Key partners include DemandTec, Inc. and Winston Weber &amp; Associates</li> </ul>
	<b>Profitero Ltd.</b> Offers cloud based real-time eCommerce intelligence to retailers and brands <b>Founded:</b> 2010 <b>HQ:</b> Dublin, Ireland <b>Total Funding:</b> \$28.7m	<b>Business Highlights:</b> <ul style="list-style-type: none"> <li>Offers digital shelf analytics, Amazon sales &amp; share analytics and expert analysis &amp; recommendations to understand performance factors and to increase sales</li> <li>Key customers include Bayer, Beiersdorf, iRobot, Edgewell, General Mills, Heineken, Kids II, MillerCoors and L'Oreal</li> <li>Key partners include Neilson, Kantar and Brandbank</li> </ul>



# Select Retail Analytics company profiles

Company	Profile	Capabilities
	<b>Qless</b> Develops Software-as-a-Service queue management solutions <b>Founded:</b> 2007 <b>HQ:</b> Pasadena, CA <b>Total Funding:</b> \$19.0m	<b>Business Highlights:</b> <ul style="list-style-type: none"> <li>Solutions include appointment scheduling and Queue management</li> <li>The company serves over 1000 locations globally spanning various industries such as DMW, government, education, healthcare, logistics, retail and others</li> <li>Since inception, the company has achieved over 100% average yearly revenue growth</li> <li>Additionally, Qless operates five data centres in the U.S. and Europe</li> </ul>
	<b>Quantifind, Inc.</b> A data science company that develops an on-demand insights platform to help marketers understand, and change their impact on revenue <b>Founded:</b> 2009 <b>HQ:</b> Menlo Park, CA <b>Total Funding:</b> \$46.4m	<b>Business Highlights:</b> <ul style="list-style-type: none"> <li>Offers financial crimes intelligence automation services including investigations, alerts management and customer due diligence and provides brand intelligence products to drive revenues</li> <li>Serves clients in the automotive, consumer packaged goods, entertainment, financial services, pharmaceutical, retail, and telecom industries</li> <li>Key customers include the NFL, Taco Bell, and Chipotle</li> <li>In Sep 2019, the company entered into a strategic collaboration with Oracle Financial Services</li> </ul>
	<b>Qubit.</b> A personalization platform which drives customer loyalty and lifetime value by collecting and processing large data sets <b>Founded:</b> 2010 <b>HQ:</b> London, UK <b>Total Funding:</b> \$74.9m	<b>Business Highlights:</b> <ul style="list-style-type: none"> <li>Provides qubit start, qubit grow, qubit pro, and peak season personalization which ensures a best in class personalization experience</li> <li>It provides solution in the field of merchandising, product recommendation, product badging, customer affinities, content personalization, A/B testing, platform integrations, customer data management and omnichannel personalization</li> <li>It serves a wide range of industries including beauty &amp; cosmetics, fashion, luxury, airlines, travel &amp; tourism and online betting</li> <li>Key customers include River Islands, LVMH, Emirates, and Estee Lauder</li> <li>Key partners include Google Cloud, SAP, Salesforce, and Actionable</li> <li>It has offices across London, New York, San Francisco and Paris</li> </ul>
	<b>Reflektion, Inc.</b> Develops an artificial intelligence driven predictive marketing software <b>Founded:</b> 2012 <b>HQ:</b> San Mateo, CA <b>Total Funding:</b> \$45.9m	<b>Business Highlights:</b> <ul style="list-style-type: none"> <li>Offers customer engagement platform to create impactful commerce experiences, e-commerce solutions that leads visitors to various products, predictive product recommendations that creates a one-to-one connection with shoppers and mobile solution that unifies customers shopping by integrating various devices</li> <li>Key partners include Magento, Shopify, Netsuite, Bigcommerce, Narvar, and Tulip</li> <li>Key customers include TOMS shoes, Sport Chek, Marmot, Reeds, and ULTA Beauty</li> </ul>

# Select Retail Analytics company profiles

Company	Profile	Capabilities
	<b>Rocket Software, Inc.</b> Develops a broad array of enterprise software solutions and suite offerings <b>Founded:</b> 1990 <b>HQ:</b> Waltham, MA <b>Total Funding:</b> \$141.9m	<b>Business Highlights:</b> <ul style="list-style-type: none"> <li>Offers products in application lifecycle management and development, archive and backup management, business intelligence and analytics, data migration, data virtualization, DBMS and application servers, enterprise performance management, enterprise search and text analytics, and supply chain integration</li> <li>Key technology partners include Intel, Microsoft and Oracle</li> <li>Key customers include Orchard Brands, PVH Corp, Vermont Teddy Bear Co., and the Wolverine Packing Company</li> <li>Acquired RSD SA in Sep 2019</li> </ul>
	<b>Skupos</b> A data platform which develops tools for recording and analyzing a wide range of transactions for retailers <b>Founded:</b> 2016 <b>HQ:</b> San Francisco, CA <b>Total Funding:</b> \$41.9m	<b>Business Highlights:</b> <ul style="list-style-type: none"> <li>Provides software products including scan data reporting, predictive ordering &amp; consumer engagement for ensuring seamless processes of recording &amp; analyzing data</li> <li>Key partners include Core Mark, Eby Brown, US Oil, and Atlantic Dominion</li> <li>Key customers include Valero, Chevron, Sunoco, Exxon, and Marathon</li> <li>Connects CPG brands to more than 10,000 convenience retailers ranging in size from single-site operators to large chains</li> <li>The company covers all 50 states in the U.S. with a broad network of retail locations</li> </ul>
	<b>ThirdChannel</b> Operates a cloud-based platform that provides visibility into store networks and drives new revenue across retail partners in the US <b>Founded:</b> 2012 <b>HQ:</b> Boston, MA <b>Total Funding:</b> \$9.1m	<b>Business Highlights:</b> <ul style="list-style-type: none"> <li>The company leverages powerful, cloud-based technology with people in every local community to read the physical shopping environment in different color and context, decoding what matters to consumers and then translating those messages into shopping environments</li> <li>Mass consumer brands and retailers can shape the shopping experience to consumers as easily as they configure their ecommerce storefronts</li> <li>The Web based platform integrates real time data from field teams on the ground with POS, inventory, traffic, and other sources of data to reveal retail execution issues</li> </ul>
	<b>Wiser (Previously known as Quad Analytix)</b> Provides compliance, market intelligence and optimization solutions for retail markets <b>Founded:</b> 2012 <b>HQ:</b> San Mateo, CA <b>Total Funding:</b> NA	<b>Business Highlights:</b> <ul style="list-style-type: none"> <li>Offers MAP monitoring, pricing intelligence and retail auditing services that collects and analyzes online and in-store data to provide insights that drive business value for clients</li> <li>Key customers include Amazon, Clorox, Sears, Hershey's, Pepsi, Lovepop and Unilever</li> <li>Acquired Hooky, Inc. in Sep 2017</li> </ul>

