



***ISG** Provider Lens™

2021

Retail - Digital Innovators
2021

imagine your future®

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Overview

The Retail - Digital Innovators 2021 study will highlight niche and innovative technology vendors in the Retail industry. The purpose of the report is not to cover the entire vendor landscape, but to showcase a few upcoming and interesting vendors. A “digital innovator” is a vendor offering solutions that are: technologically advanced, which are built on emerging technologies; innovative, which solve business challenges; market-ready, which find real-world client implementations; unique, with a limited number of competitors; and forward-looking, are big bets for the future.

A cohort of budding, niche technology players is working in several retail areas. The players going to be highlighted in this study are solving some of the long-standing industry challenges in the area of omnichannel personalization, warehouse automation, drone monitoring, fulfillment, e-commerce pricing, content analytics, conversational commerce, image processing, point of sale (POS) solutions, instore analytics, clienteling, smart shelves, wearables, workforce productivity, shrinkage prevention, robotics, in-store inventory tracking, loyalty, product traceability, algorithmic retailing, supply chain optimization and transparency.

The **Retail - Digital Innovators 2021** study would cover the following aspects for a selective set of vendors:

- Vendor overview: Area of expertise, presence and solution(s)
- Solution overview: Feature, characteristics and business impact
- Value proposition: Target customer and effectiveness
- ISG Analysis: Assessment of offering, future potential and key challenges

These vendors would be selected based on a careful evaluation of their responses to the **Retail - Digital Innovators survey 2021**, as created by ISG experts.

The purpose of the report is to educate the enterprise retail ecosystem about the potential of existing technology and the way it can be leveraged to shape the future of the Retail industry.

The report is aimed at:

- 1) Retailers and brands looking to solve long-standing industry challenges or trying to achieve competitive advantage through technology,
- 2) Service providers and large software firms seeking partnerships or/and potential M&A targets.

Eligibility

A participating technology vendor should conform to the following:

- 1) Annual revenue should not exceed \$100 million
- 2) Less than 200 employees
- 3) Founded in the past 10 years

Evaluation criteria

Vendors would be evaluated based on the following criteria:

- Company vision, growth and strategy
- Solution characteristics – Underlying technology, relevancy and deployment options
- Product maturity – Sophistication, ease of implementation and return on investment (ROI)
- Product effectiveness – Cost savings, impact on bottom-line, effort reduction
- Market positioning and value proposition
- Client base
- Partnerships

How to participate?

ISG has identified some intriguing retail tech vendors, and an invite to the **Retail – Digital Innovators survey 2021** would be extended to them. Moreover, a retail tech vendor can nominate itself by reaching out to the below-given e-mail IDs **before Jan 15, 2021**:

- isg.providerlens@isg-one.com
- srividya.prasad@isg-one.com
- ashish.chaturvedi@isg-one.com

Schedule

The research phase for this study will occur between **Dec 2020 and Mar 2021**, during which survey, evaluation, analysis, and validation will take place. The results will be presented to the media in **March 2021**.

Milestones	Beginning	End
Survey Phase	Dec 2, 2020	Jan 25, 2021
Sneak Preview	Feb 22, 2021	Mar 9, 2021
Press Release	Mar 18, 2021	

To view the ISG Provider Lens 2021 research agenda, please click [here](#).

Access to the Online Portal

To view/download the survey, please click [here](#). You can use your existing credentials or create a new one by following the instructions in the invitation email. Looking forward to your participation.

Research Production Disclaimer:

ISG collects data for the purposes of writing research and creating provider/vendor profiles. The profiles and supporting data are used by ISG advisors to make recommendations and inform their clients of the experience and qualifications of any applicable provider/vendor for outsourcing the work identified by clients. This data is collected as part of the ISG FutureSource process and the Candidate Provider Qualification (CPQ) process. ISG may choose to only utilize this collected data pertaining to certain countries or regions for the education and purposes of its advisors and not produce ISG Provider Lens™ reports. These decisions will be made based on the level and completeness of the information received directly from providers/vendors and the availability of experienced analysts for those countries or regions. Submitted information may also be used for individual research projects or for briefing notes that will be written by the lead analysts.

Analysts



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Research Analyst

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Do you need any further information?

If you have any questions, please do not hesitate to contact us at isg.providerlens@isg-one.com.