

## **New IDC MarketScape Evaluates Point of Sale Software Vendors for Small and Midsize Retail Apparel and Softlines**

*Spending on POS software forecast to grow across all retail sectors at a compound annual growth rate (CAGR) of 5.9%*

**FRAMINGHAM, Mass., July 25, 2018** – Core to the new customer experience is the omni-channel-enabled point of sale (POS). Beyond tendering and recording the transaction, today's POS serves as a nerve center for the store, providing the store associate fresh visibility to product, customer, order history, and more, even empowering the store associate to provide new services to the customer. To help retailers navigate the evolving POS landscape, [IDC Retail Insights](#) today unveiled a new report, *IDC MarketScape: Worldwide Point-of-Sale Software in Small and Midsize Retail Apparel and Softlines 2018 Vendor Assessment* (Doc #US44022018).

The second in a two-part series of IDC MarketScapes for the apparel and softlines retail sector, the new report features seven vendors: Oracle NetSuite, Mi9 Retail, Jesta I.S., Celerant Technology, KWI, Multidev Technologies, and Springboard Retail. The first part of the series was *IDC MarketScape: Worldwide Point-of-Sale Software in Large Enterprise Retail Apparel and Softlines 2017 Vendor Assessment* (Doc #US42709817).

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POS systems remain a crucial investment for retailers. While relative growth rates of the various retail subsectors shift from year to year, spending on POS software is forecast by IDC to grow across all retail sectors at a compound annual growth rate (CAGR) of 5.9%. As the omni-channel ante goes up, to address the needs and wants of today's consumer, retailers are having to deploy POS solutions that can deliver the seamless, frictionless cross-channel customer experience that today's consumers expect.

The new IDC MarketScape examines how POS vendors are developing their solutions to respond to the demanding omni-channel commerce requirements of retailers – and expectations of consumers. IDC assesses the vendor landscape by examining POS software vendors' capabilities against a broad list of omni-channel scenarios and capabilities in the areas of technical capabilities, integration, customer (record/engagement), product, transaction management, and fulfillment.

"Our research provides a comprehensive look at the point-of-sale software vendor landscape in the apparel and softlines retail sector. With consumers' expectations for their customer experiences evolving so rapidly, retailers are under pressure to respond with omni-channel commerce services and capabilities. The point of sale continues to be a crucial component for delivering an exceptional customer experience," said [Robert Eastman](#), research manager, Worldwide Retail Technology Strategies for IDC Retail Insights. "In this research, we offer a fresh look at the new omni-channel capabilities that POS software vendors are delivering, and which POS software vendors are leading in their innovation."

For additional information about this report or to arrange a one-on-one briefing with Robert Eastman, please contact Sarah Murray at 781-378-2674 or [sarah@attunecommunications.com](mailto:sarah@attunecommunications.com). Reports are available to qualified members of the media. For information on purchasing reports, contact [insights@idc.com](mailto:insights@idc.com) ; reporters should email [sarah@attunecommunications.com](mailto:sarah@attunecommunications.com).

### **About IDC MarketScape**

[IDC MarketScape](#) vendor analysis model is designed to provide an overview of the competitive fitness of IT, telecommunications, or industry-specific suppliers in a given market. The research methodology utilizes a rigorous scoring methodology based on both qualitative and quantitative criteria that results in a single graphical illustration of each vendor's position within a given market. IDC MarketScape provides a clear framework in which the product and service offerings, capabilities and strategies, and current and future market success factors of IT, telecommunications, or industry-specific vendors can be meaningfully compared. The framework also provides technology buyers with a transparent foundation to allow companies to independently compare the strengths and weaknesses of current and prospective vendors.

### **About IDC Retail Insights**

[IDC Retail Insights](#) assists retail businesses and IT leaders, as well as the suppliers who serve them in making more effective technology decisions by providing accurate, timely, and insightful fact-based research and consulting services. Staffed by senior analysts with decades of industry experience, our global research analyzes and advises on business and technology issues facing asset intensive, brand oriented, technology oriented, and engineering oriented retail industries. International Data Corporation ([IDC](#)) is the premier global provider of market intelligence, advisory services, and events for the information technology market. IDC is a wholly-owned subsidiary of [IDG](#), the world's leading technology, media, research, and events company. For more information, please visit [www.idc-ri.com](http://www.idc-ri.com), email [info@idc-ri.com](mailto:info@idc-ri.com), or call 508-988-7900. Visit the IDC Retail Insights Community at <http://idc-community.com/retail>.

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