

# RIS SOFTWARE LEADERBOARD '11



## ECRS Makes Customer Service Key to LeaderBoard Success

ECRS appears in 29 best-of lists including #8 in the Top-20 Master List and three #1s in detailed breakout lists

By Joe Skorupa

Many software vendors have tried to bolt on customer satisfaction like a plug-and-play module, but it doesn't work that way. Customer satisfaction must be embedded in the DNA of a vendor's business model and then executed company-wide on a daily basis. And, most importantly, the ultimate measurement of success is not determined by quarterly or annual sales, but by impressions felt by customers who are buying and using the technology.

ECRS has understood this concept right from the start. Its founding philosophy in 1989 included a commitment to customer satisfaction and a mission that stated: "Develop and deliver common sense retail solutions that work as advertised. Take care of your customers and employees, and success will follow."

The result of this commitment is evident in the *RIS News Software LeaderBoard* rankings, where ECRS has posted stellar rankings since the survey began 11 years ago. And importantly, when the report expanded to include dozens of new breakout charts two years ago, the ECRS record of success expanded with it.

In the just-released 2011 LeaderBoard Report, ECRS appears in an impressive 29 best-of lists, including three #1s in top-10 breakouts and #8 in the Top 20 Master List of retail technology's super achievers.

### CATEGORY LEADERSHIP

Of the many breakout lists in the Software LeaderBoard report, the Category breakouts are in a class by themselves. This is be-

#### MID-SIZE VENDOR LEADERS

RANK	COMPANY	RETAIL CONCENTRATION	REVENUE FACTOR	CUSTOMER SATISFACTION	TOTAL SCORE
1	Celerant Technology	39	1	49.3	89.3
2	PCMS	40	3	45.9	88.9
3	JDS Solutions	37	1	49.7	87.7
4	ECRS	36	1	49.1	86.1

#### LEADERS IN GROCERY

RANK	COMPANY	RETAIL CONCENTRATION	REVENUE FACTOR	CUSTOMER SATISFACTION	TOTAL SCORE
1	RedPrairie	39	4	45.9	88.9
2	ECRS	36	1	47.1	84.1

cause they include the broadest number of factors for evaluation and the broadest number of vendors to compete against.

A good example of a Category breakout is the top-10 list for mid-size vendors, in which ECRS finished fourth. Mid-size vendors are defined in the LeaderBoard as those that have less than \$125 million in annual revenue in the retail vertical. Those with more than \$125 million in revenue are called large vendors. Of the 80 vendors that received votes in the LeaderBoard the breakout between mid-size and large revenue categories is roughly 50-50, so ECRS competes against roughly 40 vendors to make this list.

What makes this Category even tougher is that the full spectrum of all LeaderBoard criteria is used for scoring, which means ECRS has to demonstrate broad-based strength in such areas as Retail Concentration, Revenue Factor and Customer Satisfaction to achieve its high ranking. (See the "LeaderBoard Methodology" on page 4 for complete scoring details.)

## Based on its performance in the 2011 Software LeaderBoard ECRS is well positioned to be a front runner when CIOs seek solutions that meet or exceed expectations.

Perhaps even more impressive is the #2 ranking in the Grocery Category. This breakout pits ECRS against all vendors and includes all scoring criteria, but it differs from the Top 20 Master List in that the Customer Satisfaction score is filtered to only include grocery voters, and only those vendors that achieved the minimum number of votes get to be ranked.

In a different but related top-10 breakout, where you isolate grocery voters and single out the Customer Satisfaction score, ECRS scores an impressive achievement by finishing in the #1 spot. So clearly ECRS has industry-leading strength in the grocery segment of retailing.

Another success for ECRS in a major Category is a #2 ranking in Customer Satisfaction for Mid-Size Retailers. In this top-10 list only mid-size retailers are counted (those with revenue of less than \$1 billion) and only the Customer Satisfaction figure is used. Customer Satisfaction is the heart of the LeaderBoard rankings and it is singled out in numerous breakout charts, including this one which focuses on mid-size retailers.

CUSTOMER SATISFACTION LEADERS BY GROCERY RETAILERS		
RANK	VENDOR	CUSTOMER SATISFACTION
1	ECRS	47.1

CUSTOMER SATISFACTION LEADERS BY MID-SIZE RETAILERS		
RANK	VENDOR	CUSTOMER SATISFACTION
1	JDS Solutions	48.7
2	ECRS	47.0

LEADERS IN PRODUCT RELIABILITY		
RANK	VENDOR	CUSTOMER SATISFACTION
1	Cornell-Mayo	5.00
2	JDS Solutions	4.89
3	ECRS	4.83

EASE OF ADMINISTRATION/MAINTENANCE		
RANK	VENDOR	CUSTOMER SATISFACTION
1	Cornell-Mayo	5.00
2	JDS Solutions	4.89
3	ECRS	4.83

LEADERS IN RECOMMENDATION		
RANK	VENDOR	CUSTOMER SATISFACTION
1	Cornell-Mayo	5.00
2	Reflexis	5.00
3	JDS Solutions	4.89
4	ECRS	4.83

LEADERS IN PRODUCT RELIABILITY BY MID-SIZE RETAILERS		
RANK	VENDOR	CUSTOMER SATISFACTION
1	ECRS	4.91

(All charts shown are the top portions of complete lists that appear in the 2011 Software Leaderboard.)

**CRITERIA LEADERSHIP**

In addition to getting top marks in several major Categories in the LeaderBoard, ECRS also scored well in a number of the report's individual Criteria. To achieve a high Customer Satisfaction score a vendor needs to get high marks in 10 individual Criteria, each of which is worth a maximum of five points. Added together these 10 Criteria can award a vendor a maximum of 50 points. (For a list of all 10 Criteria and more information about scoring see the "LeaderBoard Methodology" on page 4.)

ECRS scored superior marks across all the Criteria used in determining the Customer Satisfaction score, including third-place finishes in Product Reliability, Ease of Administration/Maintenance and Recommendation Status, which scores vendors on how strongly retailers would recommend them to their peers. Rankings for these Criteria included ALL retail voters (no filtering) with no revenue segmentation of vendors, which means that ECRS had to score well with the entire pool of voters and compete against all 80 vendors, including the giant global powers in the industry.

Other stellar rankings achieved by ECRS are found in lists that break out individual Customer Satisfaction Criteria as voted on exclusively by mid-size retailers (Tier One retailers are filtered out). These include:

- #1 Leaders in Product Reliability by Mid-Size Retailers
- #1 Leaders in Recommendation Status by Mid-Size Retailers
- #2 Leaders in Return on Investment by Mid-Size Retailers
- #2 Leaders in Installation/Integration by Mid-Size Retailers
- #2 Leaders in Administration/Maintenance by Mid-Size Retailers
- #2 Leaders in Quality of Support by Mid-Size Retailers
- #3 Leaders in Technology Innovation by Mid-Size Retailers
- #3 Leaders in Quality of Service by Mid-Size Retailers

ECRS appears in too many top-10 LeaderBoard lists to fit them all into this summary. For a complete view of how ECRS performed in the 2011 RIS Software LeaderBoard go to [www.risnews.com](http://www.risnews.com) and click on the Research link to download a complete report.

Customer satisfaction plays an important role when CIOs make technology decisions to buy new software or upgrade. Based on its performance in the 2011 Software LeaderBoard ECRS is well positioned to be a front runner when CIOs seek solutions that meet or exceed expectations. ■

LEADERS IN RECOMMENDATION STATUS BY MID-SIZE RETAILERS		
RANK	VENDOR	CUSTOMER SATISFACTION
1	ECRS	4.91

LEADERS IN RETURN ON INVESTMENT BY MID-SIZE RETAILERS		
RANK	VENDOR	CUSTOMER SATISFACTION
1	JDS Solutions	4.78
2	ECRS	4.73

LEADERS IN EASE OF INSTALLATION/INTEGRATION BY MID-SIZE RETAILERS		
RANK	VENDOR	CUSTOMER SATISFACTION
1	JDS Solutions	4.89
2	ECRS	4.73

LEADERS IN ADMINISTRATION/ MAINTENANCE BY MID-SIZE RETAILERS		
RANK	VENDOR	CUSTOMER SATISFACTION
1	JDS Solutions	4.89
2	ECRS	4.82

LEADERS IN QUALITY OF SUPPORT BY MID-SIZE RETAILERS		
RANK	VENDOR	CUSTOMER SATISFACTION
1	JDS Solutions	4.89
2	ECRS	4.82

LEADERS IN TECHNOLOGY INNOVATION BY MID-SIZE RETAILERS		
RANK	VENDOR	CUSTOMER SATISFACTION
1	JDS Solutions	4.78
2	MicroStrategy	4.67
3	ECRS	4.64

LEADERS IN QUALITY OF SERVICE BY MID-SIZE RETAILERS		
RANK	VENDOR	CUSTOMER SATISFACTION
1	JDS Solutions	4.89
2	UTC Retail	4.88
3	ECRS	4.82

# RIS SOFTWARE LEADERBOARD '11



## SOFTWARE LEADERBOARD METHODOLOGY

Now in its 11th year the RIS Software LeaderBoard is a highly regarded report that compares software vendors in head-to-head rankings. Over the years it has become a must-read report for CIOs planning to make their next retail technology purchases.

Polling for the annual report takes place in September and October, and only senior-level retailers with experience using vendors they evaluate within the last 12 months are qualified voters. This year 241 qualified voters submitted 567 evaluations for 80 different vendors. The evaluations are aggregated by an independent, third-party research firm — Litchfield Research.

Scoring comes from three Categories — Retail Concentration, Revenue Factor and Customer Satisfaction, which is the distinctive component that makes this report unique.

**Over the years the RIS Software LeaderBoard has become a must-read report for CIOs planning to make their next retail technology purchases.**

Retail Concentration is worth a maximum of 50 points out of a potential total of 105 points. Another 5 points can be earned from the Revenue Factor Category and a final 50 points earned from Customer Satisfaction.

Scoring for Retail Concentration is done by awarding 1 point for each retail application or module offered by a vendor from a list of 50 that includes allocation planning, assortment planning, POS, fulfillment and more.

Scoring for Revenue Factor is based on a sliding scale broken out as follows: 1 point for vendors with less than \$20 million in

annual retail revenue (or for those that cannot publicly report retail revenue figures), 2 points for vendors with \$20 million to \$50 million in retail revenue, 3 points for vendors with \$50 million to \$125 million, 4 points for vendors with \$125 million to \$250 million, and 5 points for vendors with more than \$500 million.

Scoring for Customer Satisfaction is based on total points accumulated for 10 individual Criteria worth 5 points each. Retailers evaluate each vendor by selecting a number from 1 to 5, with 5 representing the highest level of satisfaction. The 10 Criteria are: Overall Performance, Total Cost of Operation, Return on Investment, Technology Innovation, Product Reliability, Ease of Installation/Integration, Ease of Administration/Maintenance, Quality of Support, Quality of Service and Status of Recommendation (which refers to how strongly a retailer would recommend the vendor).

Although scoring for the Software LeaderBoard has changed somewhat over the years, it has remained consistent for the past three years when the number of modules counted in the Retail Concentration score jumped from 45 to 50. It has also remained consistent for the past four years in the number of breakout categories used to create top-10 charts. This expansion, which occurred in 2008, more than doubled the charts and datapoints available to be analyzed.

**RIS**<sup>®</sup>