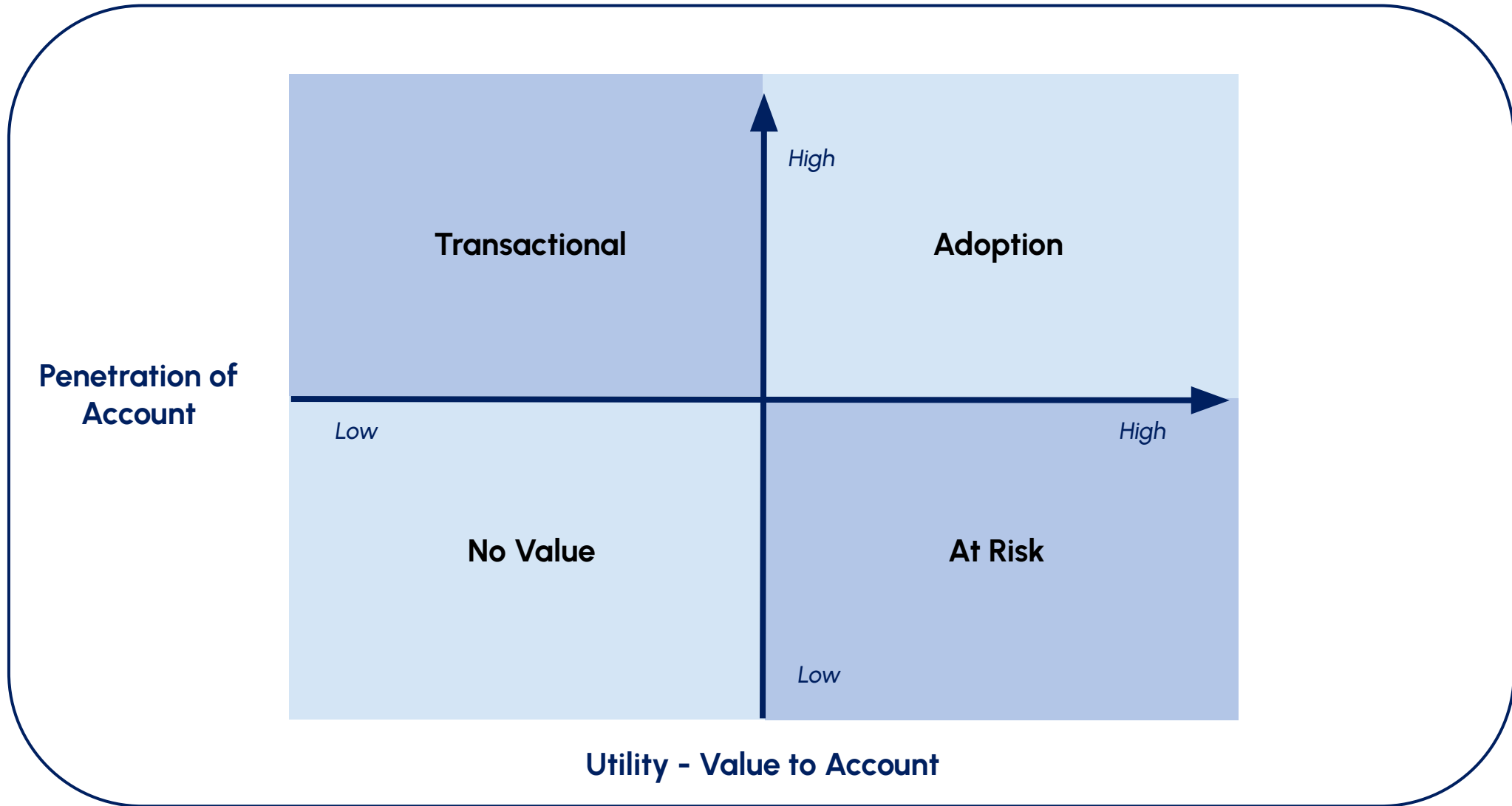


Retail Tech - Where Do Your Accounts Reside?



**Penetration
of Account**

**Value
to Account**

Low

Low

No value for the retailer.

High

Low

There is risk of losing the account.

Low

High

Transactional relationship only.

High

High

Retailer has adopted the solution, is fully engaged.

Where do your best accounts reside?