



Itasca Retail Rated #1 in Satisfaction on RIS LeaderBoard 2021

With numerous top rankings from retailers, Itasca steps into the spotlight alongside the top retail software companies in North America in 20th Annual Report

WEST DES MOINES, IA [Dec. 15, 2020] – Itasca Retail debuts in its first-ever inclusion on the RIS LeaderBoard 2021, with high-ranking recognition in multiple categories.

The supermarket centric software solution provider landed eight number-one rankings in this year’s study, including two of the most coveted: Customer Satisfaction for Grocery Vendors, and Customer Satisfaction by Tier One Retailers.

Where the rankings were from **Tier One Retailers only**, Itasca was first or tied for first in the following lists:

- Customer Satisfaction
- Quality of Service
- Quality of Support
- Return on Investment
- Total Cost of Operations
- Software Reliability
- Overall performance
- Ease of Administration & Maintenance

Itasca also was tied or number-one in six other categories: ROI for Tier One & Mid-Size Retailers; 2021 Leaders in Quality of Support; 2021 Leaders in Quality of Service; 2021 Leaders in Overall Performance by Tier One Retailers; 2021 Leaders in Overall Performance by Mid-Size Retailers; 2021 Leaders in Ease of Administration & Maintenance by Tier One Retailers; 2021 Leaders in Quality of Support by Mid-Size Retailers.

Overall, Itasca earned top-ten rankings in in 37 of the 52 categories covered this year. And, while Itasca Retail has been providing its Magic™ CGO software to grocery retailers since 2003, this is its first appearance in the RIS LeaderBoard.

“A debut with top rankings in so many LeaderBoard charts is unprecedented,” said Tim Denman, RIS News Editor-in-Chief. “Itasca may well have been one of the best-kept secrets in retail software until now.”

Get a copy of the report here: <https://www.itasca-retail.com/itasca-1-in-customer-satisfaction/>

Rising profile

Itasca’s profile has been rising over the past 24 months, with a rapid expansion of its client base and a coveted second recognition in this year’s Inc. 5000. Magic™, its solution for Computer Generated Ordering, Store-Level Perpetual Inventory and DSD, is installed with retailers whose total store count adds up to more than almost 3,000 chain supermarkets across North America, and more on the way.

“This level of recognition by our valued customers in the RIS LeaderBoard is incredibly gratifying – especially the top satisfaction rating,” said Jeffrey Kennedy, Itasca President. “This is first and foremost a reflection of our team’s commitment to utmost quality.”

He added, “Our customers have also made essential contributions to our success over the years, by working closely with us as we fine-tuned our solutions. We help them automate historically manual processes, with increased speed and accuracy, to ensure they continue to provide exceptional shopping experiences.”

Magic™ uses historical sales data and current shelf and selling conditions to calculate the exact right order amounts for tens of thousands of items at any time of the day. This ensures each store always has the right stock levels to fulfill shopper demand, with little to no backstock – true Inventory Optimization. The system combines sophisticated algorithms, artificial intelligence and machine learning along with deep understanding of the North American grocery replenishment process to generate impressive gains in sales and productivity, while concurrently reducing inventory, shrink, product-handling and vendor credits.

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About Itasca Retail:

Itasca Retail Information Systems invents and builds industry-leading solutions for Inventory Management, DSD, Computer Generated Ordering (CGO) and associated data management. The company provides reliable, high-performing and cost-effective solutions for Inventory Optimization, including merchandise forecasting, perpetual inventory, DSD receiving, and the hand-held devices that support store execution processes. Learn more at www.itasca-retail.com

About the RIS LeaderBoard:

A widely anticipated annual feature in *RIS News*, The 20th Annual RIS Software LeaderBoard is one of the most powerful and distinctive studies in retail technology. What makes the LeaderBoard unique is its consistent methodology, allowing for meaningful year-over-year, apples-to-apples comparisons. Retailers can count on the LeaderBoard to track vendor success across numerous critical categories based on feedback from their peers in the field. By relying on an iron-clad methodology and an objective

third-party research partner, RIS has been able to track retailer satisfaction with the top vendors in the industry for two decades. It continues to be a pivotal source that retailers can rely on to help guide important software decisions. *RIS News* is a publication of EnsembleIQ: <https://risnews.com/>

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