

# Theatro ranked #1 in Technology Innovation



RIS SOFTWARE  
**LEADERBOARD '20**

RETAIL INFO SYSTEMS  
**RIS**<sup>®</sup>  
POWERING INTELLIGENT COMMERCE

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- Joe Skorupa, Consultant &  
Strategic Advisor, Editor at  
Large RIS News

## Theatro Named a Leader in 14 Categories in the 2021 RIS Software Leaderboard

**Retailers ranked Theatro as #1 with a perfect 5.0 score  
in Retail Technology Innovation as well as a leading  
retail software company across other key categories.**

For 20 years, the RIS survey has ranked solution providers based on real-world evaluations in retailer satisfaction. In this year's edition, hundreds of retailers ranked software providers based on a variety of criteria. Retailers have come to trust and rely on the survey when considering investing in retail software. All points are awarded by those retailers that have used the solution software in the previous 12 months, thus real world experience with the solution and the vendor support. There are a total of 50 vendors that have been ranked and data aggregated to create the 51 leaderboards.

With the December release of the RIS LeaderBoard '21, Theatro was named among the top 20 vendors in 14 categories, including top 3 rankings in 5 categories.

"... Special kudos are in order for Theatro, which came out on top by a wide margin in the important Criterion of Technology Innovation. Theatro won this Criterion by posting a perfect 5.0, a rare feat only achieved by two vendors in the 2021 LeaderBoard." – Joe Skorupa, Consultant & Strategic Advisor, and Editor at Large for RIS News

Theatro is passionate about innovation for the frontline employee and is honored to have received such remarkable rankings by our customers.

The leaderboard collects data from three specific areas; **Customer Satisfaction, Retail Concentration and Revenue.**

- **Customer Satisfaction** is made up of 10 criteria including overall performance (measure of ease of use, speed and convenience), ROI, total cost of ownership, product reliability, technology innovation, ease of installation/integration, ease of administration and maintenance, quality of support, quality of service and recommendation (how strongly a retailer would recommend the vendor solution).
- **Retail Concentration** is defined as specific software applications that make up a suite of targeted solutions.
- **Revenue Factor** awards points based upon revenue tiers, giving more points for higher revenue.

In addition, there are five categories that have been broken down by Tier One (retailers with more than \$1B in annual revenue) and Mid-Size Retailers (retailers with annual revenue less than \$1B).

### 2021 Customer Satisfaction for Targeted Solution Vendors

RANK	VENDOR	CSAT
1	UTC Retail	48.6
2	Itasca Retail	46.9
3	Reflexis	46.2
4	NGC Software	46.0
5	DemandTec by Acoustic	44.0
6	RTC	43.8
7	<b>Theatro</b>	<b>43.0</b>
8	Antuit AI	42.7
9	Tableau	41.0
10	MicroStrategy	40.1

### 2021 Targeted Solution Vendor Leaders

RANK	VENDOR	CSAT
1	Microsoft	38.7
2	UTC Retail	48.6
3	NGC Software	46.0
4	Reflexis	46.2
5	RTC	43.8
6	Salesforce	37.6
7	Itasca Retail	46.9
8	Appriss Retail	38.2
9	DemandTec by Acoustic	44.0
10	<b>Theatro</b>	<b>43.0</b>

### 2021 Leaders in Technology Innovation by Tier 1 Retailers

RANK	VENDOR	CSAT
1	<b>Theatro</b>	<b>5.0</b>
2	Tableau	4.6
3	DemandTec by Acoustic	4.4
3	Reflexis	4.4
3	Relx Solutions	4.4
4	Logile	4.3
4	Antuit AI	4.3
4	Itasca Retail	4.3
5	Zebra	4.2
5	MicroStrategy	4.2

### 2021 Customer Satisfaction by Tier 1 Retailers

RANK	VENDOR	CSAT
1	Itasca Retail	47.4
2	DemandTec by Acoustic	44.0
2	Mi9 Retail	44.0
3	Tableau	43.3
4	<b>Theatro</b>	<b>43.0</b>
5	Antuit AI	42.7
6	MicroStrategy	42.2
7	Workday	41.0
8	Salesforce	38.1
9	IBM	37.5

### 2021 Leaders in Ease of Admin & Maintenance by Tier 1 Retailers

RANK	VENDOR	CSAT
1	Reflexis	4.6
1	Itasca Retail	4.6
2	DemandTec by Acoustic	4.4
3	<b>Theatro</b>	<b>4.3</b>
3	MicroStrategy	4.3
3	Mi9 Retail	4.3
4	Tableau	4.2
5	Relx Solutions	4.1
5	Logile	4.1
6	Workday	4.0

### 2021 Leaders in Quality of Support by Tier One

RANK	VENDOR	CSAT
1	Itasca Retail	4.8
2	Mi9 Retail	4.8
3	Reflexis	4.7
3	Antuit AI	4.7
4	DemandTec by Acoustic	4.6
5	Logile	4.5
6	Tableau	4.3
6	<b>Theatro</b>	<b>4.3</b>
6	Zebra	4.3
6	Workday	4.3

### 2021 Leaders in Software Reliability by Tier One

RANK	VENDOR	CSAT
1	Itasca Retail	4.9
2	DemandTec by Acoustic	4.8
3	<b>Theatro</b>	<b>4.7</b>
4	Reflexis	4.6
5	MicroStrategy	4.5
5	Mi9 Retail	4.5
5	Workday	4.5
6	Relx Solutions	4.4
6	Tableau	4.4
6	Salesforce	4.4

### 2021 Leaders in Ease of Installation & Integration by Tier One Retailers

RANK	VENDOR	CSAT
1	Reflexis	4.7
2	Itasca Retail	4.6
3	MicroStrategy	4.4
4	Tableau	4.3
4	<b>Theatro</b>	<b>4.3</b>
4	Antuit AI	4.3
4	Mi9 retail	4.3
5	Relx Solutions	4.2
5	DemandTec by Acoustic	4.2
6	Logile	4.1

### 2021 Leaders in Recommendation by Tier One

RANK	VENDOR	CSAT
1	Mi9 retail	4.8
2	Itasca Retail	4.7
3	DemandTec by Acoustic	4.6
3	Relex Solutions	4.6
4	Tableau	4.5
4	Workday	4.5
5	Reflexis	4.4
6	<b>Theatro</b>	<b>4.3</b>
6	Zebra	4.3
6	Logile	4.3

### 2021 Leaders in Technology Innovation

RANK	VENDOR	CSAT
1	<b>Theatro</b>	<b>5.0</b>
2	UTC Retail	4.6
2	Reflexis	4.6
3	ECRS	4.5
3	Itasca Retail	4.5
4	Relex Solutions	4.4
4	DemandTec by Acoustic	4.4
5	Antuit AI	4.3
5	Logile	4.3
5	NGC Software	4.3

### 2021 Leaders in Overall Performance

RANK	VENDOR	CSAT
1	UTC Retail	5.0
2	Itasca Retail	4.9
3	ECRS	4.8
3	NGC Software	4.8
4	Reflexis	4.6
5	Relex Solutions	4.5
6	Mi9 Retail	4.4
6	Magstar Total Retail	4.4
6	Celerant Technology	4.4
7	<b>Theatro</b>	<b>4.3</b>

### 2021 Leaders In Software Reliability

RANK	VENDOR	CSAT
1	UTC Retail	4.9
2	Itasca Retail	4.8
2	DemandTec by Acoustic	4.8
3	<b>Theatro</b>	<b>4.7</b>
4	Reflexis	4.6
4	ECRS	4.6
5	Fujitsu	4.5
5	NGC Software	4.5
5	Magstar Total Retail	4.5
6	Mi9 Retail	4.4

### 2021 Leaders in Ease of Administration

RANK	VENDOR	CSAT
1	UTC Retail	4.7
2	Reflexis	4.6
3	NGC Software	4.5
3	Itasca Retail	4.5
4	ECRS	4.4
4	Magstar Total Retail	4.4
4	Celerant Technology	4.4
4	DemandTec by Acoustic	4.4
5	RTC	4.3
5	<b>Theatro</b>	<b>4.3</b>

### 2021 Leaders in Ease of Installation & Integration

RANK	VENDOR	CSAT
1	UTC Retail	4.8
2	Reflexis	4.7
3	NGC Software	4.5
4	ECRS	4.4
5	Fujitsu	4.3
5	RTC	4.3
5	<b>Theatro</b>	<b>4.3</b>
5	Antuit AI	4.3
5	Magstar Total Retail	4.3
5	Itasca Retail	4.3

Theatro 's goal is to digitally connect every frontline employee to each other and to the enterprise to enable a new level of connection and access to information they need to do their job well. Theatro's solution creates OneTeam across an organization – enabling agility, improved productivity and improved customer experiences necessary to win in today's evolving and highly competitive market.

The RIS Software Leaderboard report is one of the most influential studies in retail technology. This study is a must-read for retailers planning their IT investments, especially in a year when continual change in requirements and processes is driving retailers to change course overnight in order to keep their employees and shoppers safe.

Produced by RIS News, this study ranks leading software vendors based on user evaluations, breadth of technology suite, and revenue. Evaluations of ranked vendors were compiled from 302 retailers casting 714 votes of software they used in 2020. Evaluation forms are distributed and managed by an independent third-party firm, Litchfield Research, which ensures accuracy and integrity of the results.

Check out the [full report](#).

If you are looking for a solution to connect your frontline and create OneTeam across your organization to unlock productivity and empower your team to deliver on customer satisfaction – [let's talk](#). We would love to share how retail's best are benefiting from Theatro's innovation.



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