

Theatro Celebrates Impressive Achievements With Top 5 Rankings Across 29 Key Categories



"Based on these impressive achievements, Theatro's outstanding performance this year firmly establishes them as an industry leader in software technology for retail. Ranking in the top 5 across 29 categories and achieving nine #1 rankings by Tier 1 Retailers, including technology innovation, overall performance, and return on investment, is a clear reflection of their excellence in service, innovation, and customer value."

-Jamie Grill-Goodman
Editor-in-chief, RIS News

Voted #1 Leader in Tech Innovation by Tier 1 Retailers.

What is the RIS Software Leaderboard Report?

The RIS Software Leaderboard report is one of the most influential studies covering retail technology. This study is a must-read for retailers planning their IT investments, especially in a year when customers have demanded deeper digital connections, increased personalization and enhancements in personal safety.

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 retail respondents casting votes on the software solutions they used in 2023. Evaluation forms are distributed and managed by an independent third-party firm, Litchfield Research, which ensures the accuracy and integrity of the results. As highlighted throughout the report, solution providers across the retail technology industry rely solely on real customer feedback to earn their Leaderboard rankings.

How then was Theatro able to rank so highly across so many different categories? Relentless collaboration with its retail customers to address their unique business challenges. Simply put, Theatro's success this past year would not be possible without the feedback and insights of the many retailers Theatro works closely with every day.

Leading the Way in Innovation and Performance

What distinguishes Theatro as a leader in software performance and innovation is its commitment to identifying challenges within the retail space and collaborating with retailers to find custom-built solutions that work. Theatro understands that its customers represent the very companies that face the challenging and shifting retail landscape on a daily basis. Thus, rather than developing point-solutions that solve what Theatro thinks its customers need, Theatro strives to help customers uncover tangible opportunities to drive innovation and deliver solutions that solve real business challenges.

This year, Theatro released innovative solutions for the safety and security of in-store teams, QR Codes for Customer Assistance, and applied GenAI to Theatro's Intelligent Virtual Assistant, enabling every employee to be an expert from day one. Chris Todd, CEO of Theatro, reflects on this achievement: "Our team's unwavering commitment and collaboration with customers have been pivotal in securing these top positions on the RIS Software Leaderboard yet again this year. We are deeply honored by this industry recognition and remain dedicated to continually advancing retail software technology innovation."

Driving Excellence for Retailers

Theatro ranked in a total of **30 software categories** and was voted as the top vendor in the following **nine categories**:

- **Leader in Leader Overall Performance by Tier 1**
- **Leader in Return on Investment by Tier 1**
- **Leader in Recommendation Overall**
- **Leader in Cost of Operations by Tier 1**
- **Leader in Technology Innovation by Tier 1**
- **Leader in Ease of Installation/Integration by Tier 1**
- **Leader in Ease of Admin/Maintenance by Tier 1**
- **Leader in Quality of Service by Tier 1**
- **Leader in Recommendation by Tier 1**

These outstanding accomplishments are a powerful testament to Theatro's ability to deliver software, services and support that consistently meets the evolving business needs of its customers. In an industry constantly shaped by change, Theatro prides itself on continually finding new groundbreaking and solutions to help its customers thrive in a competitive market.

OVERALL RANKINGS ON 2024 RIS SOFTWARE LEADERBOARD

CATEGORY	RANK	CATEGORY	RANK
Top Mid-Size Vendors (full data set)	10	Customer Satisfaction by Tier 1 Retailers	1
Customer Satisfaction for Mid-Size Vendors	4	Leaders in Overall Performance by Tier 1	1
Leaders in Quality of Support	5	Leaders in Return on Investment by Tier 1	1
Leaders in Quality of Service	3	Leaders in Total Cost of Operations by Tier 1	1
Customer Satisfaction for Department Store/Mass Merchant Vendors	1	Leaders in Quality of Support by Tier 1	1
Department Store/Mass Merchant Vendor Leaders	5	Leaders in Technology Innovation by Tier 1	1
Leaders in Recommendation	4	Leaders in Quality of Service by Tier 1	1
Top Vendors in Customer Satisfaction	5	Leaders in Recommendation by Tier 1	1
Leaders in Total Cost of Operation	4	Leaders in Ease of Installation & Integration by Tier 1	1
Leaders in Return on Investment	2	Leaders in Software Reliability by Tier 1	2
Leaders in Technology Innovation	2	Leaders in Ease of Administration & Maintenance by Tier 1	1
Leaders in Ease of Installation & Integration	2	Leaders in Ease of Installation & Integration by Mid-Size Retailers	5
Leaders in Ease of Administration/Maintenance	4	Leaders in Technology Innovation by Mid-Size Retailers	4
		Leaders in Ease of Administration & Maintenance by Mid-Size Retailers	7
		Leaders in Total Cost of Operations by Mid-Size Retailers	7

LEADERS IN TECHNOLOGY INNOVATION BY TIER 1

2021			2022			2023			2024		
RANK	VENDOR	CSAT	RANK	VENDOR	CSAT	RANK	VENDOR	CSAT	RANK	VENDOR	CSAT
1	Theatro	5.0	1	Theatro	5.0	1	Theatro	4.9	1	Theatro	5.0
2	Tableau	4.6	2	Microsoft	4.8	2	Logile	4.6	1	Impact Analytics	5.0
3	DemandTec	4.4	2	Zebra	4.8	2	Appriss Retail	4.6	2	Logile	4.8
3	Reflexis	4.4	3	Salesforce	4.7	2	Relex Solutions	4.6	3	Zebra	4.7
3	Relex Solutions	4.4	3	Appriss Retail	4.7	3	Microsoft	4.3	4	Lexmark	4.5
4	Logile	4.3	4	Relex Solutions	4.4	4	Zebra	4.2	5	GK Software	4.4
4	Antuit AI	4.3	5	Itasca Retail	4.3	5	Itasca Retail	4.0	6	Mi9 Retail	4.3
4	Itasca Retail	4.3	6	Logile	4.2	6	MicroStrategy	3.8	6	RELEX Solutions	4.3
5	Zebra	4.2	7	Oracle	4.0	6	Lexmark	3.8	6	MicroStrategy	4.3
5	MicroStrategy	4.2	8	Blue Yonder	3.7	7	Veriphone	3.7	6	Google	4.3
			8	Logility	3.7	8	Mi9 Retail	3.6	7	Toshiba GCS	4.2

TIER 1 RETAILERS

TIER 1 RETAILERS

BY TIER 1 RETAILERS

BY MID-SIZE RETAILERS

LEADERS IN SOFTWARE RELIABILITY BY TIER 1

2021

2022

2023

2024

RANK	VENDOR	CSAT	RANK	VENDOR	CSAT	RANK	VENDOR	CSAT	RANK	VENDOR	CSAT
1	Itasca Retail	4.9	1	Itasca Retail	5.0	1	Logile	4.7	1	Workday	5.0
2	DemandTec	4.8	2	Blue Yonder	4.7	1	Itasca Retail	4.7	2	Theatro	4.8
3	Theatro	4.7	2	Appriss Retail	4.7	2	Lexmark	4.6	2	GK Software	4.8
4	Reflexis	4.6	3	Relex Solutions	4.5	2	Relex Solutions	4.6	2	Logile	4.8
5	MicroStrategy	4.5	3	Microsoft	4.5	3	Theatro	4.3	2	MicroStrategy	4.8
5	Mi9 Retail	4.5	4	Salesforce	4.3	3	Tableau	4.3	3	Zebra	4.7
5	Workday	4.5	4	Logility	4.3	3	Verifone	4.3	3	RTC	4.7
6	Relex Solutions	4.4	4	Zebra	4.3	3	Zebra	4.3	4	Mi9 Retail	4.5
6	Tableau	4.4	4	Oracle	4.3	4	Appriss Retail	4.2	5	Toshiba GCS	4.4
6	Salesforce	4.4	5	Theatro	4.0	4	Microsoft	4.2	6	Tableau	4.3
			5	Logile	4.0				6	Google	4.3
			6	Kronos	3.6				7	RELEX Solutions	4.2
									7	Impact Analytics	4.2

LEADERS IN EASE OF INSTALLATION & INTEGRATION BY TIER 1

2021

2022

2023

2024

RANK	VENDOR	CSAT	RANK	VENDOR	CSAT	RANK	VENDOR	CSAT	RANK	VENDOR	CSAT
1	Reflexis	4.7	1	Relex Solutions	4.7	1	Theatro	5.0	1	Theatro	5.0
2	Itasca Retail	4.6	1	Salesforce	4.7	2	Logile	4.6	2	Impact Analytics	4.8
3	MicroStrategy	4.4	1	Appriss Retail	4.7	3	Itasca Retail	4.4	2	Logile	4.8
4	Theatro	4.3	2	Microsoft	4.5	3	Appriss Retail	4.4	3	GK Software	4.6
4	Tableau	4.3	3	Theatro	4.3	4	Tableau	4.3	3	Zebra	4.6
4	Antuit AI	4.3	3	Zebra	4.3	4	Relex Solutions	4.3	4	MicroStrategy	4.5
4	Mi9 Retail	4.3	3	Itasca Retail	4.3	5	Zebra	4.2	4	Mi9 Retail	4.5
5	Relex Solutions	4.2	4	Logile	4.1	5	Lexmark	4.2	5	Tableau	4.0
5	DemandTec	4.2	5	Blue Yonder	4.0	6	Aptos	4.0	5	Workday	4.0
6	Logile	4.1	6	Oracle	3.8	6	Microsoft	4.0	5	RTC	4.0
									6	Google	3.8

LEADERS IN RECOMMENDATION BY TIER 1

2021

2022

2023

2024

RANK	VENDOR	CSAT	RANK	VENDOR	CSAT	RANK	VENDOR	CSAT	RANK	VENDOR	CSAT
1	Mi9 Retail	4.8	1	Theatro	5.0	1	Theatro	4.9	1	Theatro	5.0
2	Itasca Retail	4.7	2	Itasca Retail	4.8	2	Logile	4.8	1	Logile	5.0
3	DemandTec	4.6	3	Salesforce	4.7	2	Relex Solutions	4.8	2	GK Software	4.8
3	Relex Solutions	4.6	3	Blue Yonder	4.7	3	Appriss Retail	4.6	3	Impact Analytics	4.6
4	Tableau	4.5	3	Appriss Retail	4.7	3	Lexmark	4.6	3	RELEX Solutions	4.6
4	Workday	4.5	4	Zebra	4.6	3	Itasca Retail	4.6	4	Zebra	4.4
5	Reflexis	4.4	4	Relex Solutions	4.6	4	Zebra	4.3	5	Mi9 Retail	4.3
6	Theatro	4.3	5	Microsoft	4.5	5	Microsoft	4.1	5	RTC	4.3
6	Zebra	4.3	6	Logile	4.4	6	SAP	4.0	5	Lexmark	4.3
6	Logile	4.3	7	Oracle	4.3	7	Mi9 Retail	3.8	6	Tableau	4.0
			8	Logility	4.0				6	Google	4.0
									6	MicroStrategy	4.0
									6	Microsoft	4.0

LEADERS IN OVERALL PERFORMANCE BY TIER 1

2022

2023

2024

RANK	VENDOR	CSAT	RANK	VENDOR	CSAT	RANK	VENDOR	CSAT
1	Itasca Retail	4.8	1	Logile	4.8	1	Theatro	4.8
2	Theatro	4.7	2	Itasca Retail	4.7	1	GK Software	4.8
2	Appriss Retail	4.7	3	Theatro	4.4	1	Logile	4.8
3	Zebra	4.5	3	Relex Solutions	4.4	2	RTC	4.7
4	Logile	4.4	3	Appriss Retail	4.4	2	Mi9 Retail	4.7
5	Salesforce	4.3	3	Zebra	4.4	3	Impact Analytics	4.6
5	Relex Solutions	4.3	4	Tableau	4.3	4	Zebra	4.4
5	Logility	4.3	4	Verifone	4.3	5	RELEX Solutions	4.3
5	Oracle	4.3	5	Lexmark	4.2	5	Verifone	4.3
5	Microsoft	4.3	6	Microsoft	4.1	5	Lexmark	4.3
5	Blue Yonder	4.3						

LEADERS IN RETURN ON INVESTMENT BY TIER 1

2022

2023

2024

RANK	VENDOR	CSAT	RANK	VENDOR	CSAT	RANK	VENDOR	CSAT
1	Itasca Retail	4.8	1	Itasca Retail	4.7	1	Theatro	5.0
2	Appriss Retail	4.7	2	Logile	4.6	2	Logile	4.8
2	Logile	4.7	3	Theatro	4.5	3	Impact Analytics	4.6
3	Zebra	4.6	4	Relix Solutions	4.2	3	Zebra	4.6
4	Theatro	4.3	5	Appriss Retail	4.0	4	GK Software	4.4
4	Salesforce	4.3	5	Verifone	4.0	5	RTC	4.3
4	Logility	4.3	6	Zebra	3.9	5	MicroStrategy	4.3
4	Oracle	4.3	7	Microsoft	3.8	6	Toshiba GCS	4.0
4	Microsoft	4.3	8	SAP	3.7	6	Workday	4.0
4	Blue Yonder	4.3	8	Tableau	3.7	6	RELEX Solutions	4.0
						6	Mi9 Retail	4.0

LEADERS IN TOTAL COST OF OPERATIONS BY TIER 1 & MID-SIZE RETAILERS

BY TIER 1 RETAILERS

BY MID-SIZE RETAILERS

2023

2024

2024

RANK	VENDOR	CSAT	RANK	VENDOR	CSAT	RANK	VENDOR	CSAT
1	Itasca Retail	4.6	1	Theatro	4.8	1	Celerant Technology	4.7
1	Logile	4.6	1	Logile	4.8	1	RTC	4.7
2	Appriss Retail	4.4	2	RTC	4.7	2	UTC Retail	4.6
2	Zebra	4.4	3	Workday	4.5	3	ANT USA	4.4
3	Theatro	4.3	4	Zebra	4.4	4	Fortinet	4.3
3	Verifone	4.3	4	GK Software	4.4	4	Tableau	4.3
4	Relix Solutions	4.2	4	Impact Analytics	4.4	5	ECRS	4.2
5	Microsoft	4.0	5	MicroStrategy	4.3	5	Magstar Total Retail	4.2
6	Lexmark	3.8	6	Mi9 Retail	4.2	6	RELEX Solutions	4.1
7	Tableau	3.7	7	Lexmark	4.0	6	Verizon	4.1
7	Aptos	3.7	8	RELEX Solutions	3.8	7	Theatro	4.0
			9	Tableau	3.7	7	Infor	4.0
			10	Toshiba GCS	3.6	7	MicroStrategy	4.0

2024 LEADERS IN QUALITY OF SERVICE BY TIER 1

RANK	VENDOR	CSAT
1	Theatro	5.0
2	Logile	4.8
3	Mi9 Retail	4.7
4	GK Software	4.6
4	Impact Analytics	4.6
5	RELEX Solutions	4.4
6	RTC	4.3
6	Tableau	4.3
6	Zebra	4.3
6	MicroStrategy	4.3
7	Workday	4.0
8	Google	3.9
9	Toshiba GCS	3.8

2024 LEADERS IN QUALITY OF SUPPORT BY TIER 1

RANK	VENDOR	CSAT
1	Theatro	5.0
1	Logile	5.0
2	GK Software	4.8
3	Impact Analytics	4.6
4	Mi9 Retail	4.3
5	RELEX Solutions	4.2
6	Zebra	4.1
7	RTC	4.0
7	Tableau	4.0
7	Workday	4.0
7	MicroStrategy	4.0

LEADERS IN TECHNOLOGY INNOVATION

2021

2022

2023

2024

RANK	VENDOR	CSAT	RANK	VENDOR	CSAT	RANK	VENDOR	CSAT	RANK	VENDOR	CSAT
1	Theatro	5.0	1	Theatro	4.8	1	Theatro	4.9	1	Logile	4.9
2	UTC Retail	4.6	1	Appriss Retail	4.8	2	Logility	4.7	2	Theatro	4.7
2	Reflexis	4.6	2	ECRS	4.7	3	Appriss Retail	4.6	2	ECRS	4.7
3	ECRS	4.5	3	Fujitsu	4.5	3	Logile	4.6	2	Impact Analytics	4.7
3	Itasca Retail	4.5	3	Logile	4.5	4	Relex Solutions	4.5	3	Celerant Tech	4.6
4	Relex Solutions	4.4	3	UTC Retail	4.5	5	Celerant Tech	4.4	4	ANT USA	4.5
4	DemandTec	4.4	4	Celerant Tech	4.4	5	ECRS	4.4	5	RELEX Solutions	4.4
5	Antuit AI	4.3	5	Relex Solutions	4.3	6	RTC	4.3	5	UTC Retail	4.4
5	Logile	4.3	5	Zebra	4.3	7	Zebra	4.0	5	GK Software	4.4
5	NGC Software	4.3	6	Microsoft	4.2	7	Itasca Retail	4.0	5	Zebra	4.4
			6	Fortinet	4.2	7	fiserve	4.0	5	Verizon	4.4
						7	Microsoft	4.0			

LEADERS IN EASE OF INSTALLATION & INTEGRATION

2021

2022

2023

2024

RANK	VENDOR	CSAT	RANK	VENDOR	CSAT	RANK	VENDOR	CSAT	RANK	VENDOR	CSAT
1	UTC Retail	4.8	1	Theatro	4.7	1	Theatro	4.9	1	Logile	4.9
2	Reflexis	4.7	2	Appriss Retail	4.6	2	Logile	4.6	2	Theatro	4.7
3	NGC Software	4.5	2	Relex Solutions	4.6	3	RTC	4.5	3	Celerant Tech	4.6
4	ECRS	4.4	3	UTC Retail	4.5	4	Appriss Retail	4.4	3	GK Software	4.6
5	Theatro	4.3	3	Logility (NGC)	4.5	4	Itasca Retail	4.4	3	MicroStrategy	4.6
5	Fujitsu	4.3	4	Fortinet	4.4	5	Jesta I.S.	4.3	3	ECRS	4.6
5	RTC	4.3	4	Itasca Retail	4.4	5	Lexmark	4.3	4	RTC	4.5
5	Antuit AI	4.3	4	Logile	4.4	5	Magstar Total Retail	4.3	4	UTC Retail	4.5
5	Magstar Total Retail	4.3	5	ECRS	4.3	5	Relex Solutions	4.3	4	Impact Analytics	4.5
5	Itasca Retail	4.3	5	Sensormatic Sol.	4.3	5	UTC Retail	4.3	5	Fortinet	4.4

TOP VENDORS IN CUSTOMER SATISFACTION

2022

2023

2024

RANK	VENDOR	CSAT	RANK	VENDOR	CSAT	RANK	VENDOR	CSAT
1	Appriss Retail	47.8	1	Logile	46.2	1	Logile	48.7
2	UTC Retail	47.5	2	RTC	45.8	2	Celerant Technology	46.7
3	Theatro	47.3	3	Theatro	45.4	3	GK Software	46.2
4	Itasca Retail	46.6	4	Logility	45.3	4	UTC Retail	45.6
5	ECRS	46.0	4	Itasca Retail	45.3	5	Theatro	45.4
6	Logile	45.3	5	Relex Solutions	44.2	6	Magstar Total Retail	45.3
7	Magstar Total Retail	44.9	5	Magstar Total Retail	44.2	7	ECRS	45.2
8	Celerant Technology	44.8	6	Appriss Retail	44.0	8	ANT USA	44.8
9	Fujitsu	44.0	7	UTC Retail	43.9	8	RTC	44.8
9	Logility (NGC)	44.0	8	Celerant Technology	43.5	9	RELEX Solutions	43.5
			9	ECRS	43.1	10	Impact Analytics	43.3

CUSTOMER SATISFACTION FOR MID-SIZE VENDORS

2022

2023

2024

RANK	VENDOR	CSAT	RANK	VENDOR	CSAT	RANK	VENDOR	CSAT
1	Appriss Retail	47.8	1	Logile	46.2	1	Logile	48.7
2	UTC Retail	47.5	2	RTC	45.8	2	Celerant Technology	46.7
3	Theatro	47.3	3	Theatro	45.4	3	UTC Retail	45.6
4	Itasca Retail	46.6	4	Logility	45.3	4	Theatro	45.4
5	ECRS	46.0	4	Itasca Retail	45.3	5	Magstar Total Retail	45.3
6	Logile	45.3	5	Magstar Total Retail	44.2	6	ECRS	45.2
7	Magstar Total Retail	44.9	6	Appriss Retail	44.0	7	RTC	44.8
8	Celerant Technology	44.8	7	UTC Retail	43.9	7	ANT USA	44.8
9	Logility (NGC)	44.0	8	Celerant Technology	43.5	8	Impact Analytics	43.3
10	RTC	43.2	9	ECRS	43.1	9	Mi9 Retail	42.4
						10	Jesta I.S.	39.2

LEADERS IN QUALITY OF SUPPORT

2022

2023

2024

RANK	VENDOR	CSAT	RANK	VENDOR	CSAT	RANK	VENDOR	CSAT
1	UTC Retail	5.0	1	RTC	4.8	1	Logile	5.0
1	Appriss Retail	5.0	1	UTC Retail	4.8	2	Magstar Total Retail	4.9
2	Magstar Total Retail	4.8	2	Magstar Total Retail	4.7	3	ANT USA	4.8
2	Logility (NGC)	4.8	2	Logility	4.7	3	GK Software	4.8
2	Fujitsu	4.8	3	Theatro	4.6	4	UTC Retail	4.7
3	Theatro	4.7	3	Appriss Retail	4.6	5	Theatro	4.6
3	ECRS	4.7	3	Logile	4.6	6	Celerant Technology	4.5
4	Itasca Retail	4.6	4	Itasca Retail)	4.5	6	RTC	4.5
5	Logile	4.5	4	Lexmark	4.5	6	ECRS	4.5
5	Relex Solutions	4.5	4	Relex Solutions	4.5	7	Mi9 Retail	4.4
5	RTC	4.5	5	fiserve	4.3	7	RELEX Solutions	4.4
			5	ECRS	4.3			

2024 LEADERS IN TOTAL
COST OF OPERATION

RANK	VENDOR	CSAT
1	Logile	4.9
2	RTC	4.7
3	Celerant Technology	4.6
3	UTC Retail	4.6
4	Theatro	4.5
4	ANT USA	4.5
5	GK Software	4.4
6	ECRS	4.3
7	Magstar Total Retail	4.2
8	MicroStrategy	4.1
8	Verizon	4.1
8	Tableau	4.1

2024 LEADERS IN QUALITY
OF SERVICE

RANK	VENDOR	CSAT
1	Magstar Total Retail	4.9
1	Logile	4.9
2	Celerant Technology	4.7
2	UTC Retail	4.7
2	RTC	4.7
2	ANT USA	4.7
3	Theatro	4.6
3	GK Software	4.6
4	Mi9 Retail	4.5
4	ECRS	4.5
4	RELEX Solutions	4.5
4	Tableau	4.5

LEADERS IN RETURN ON INVESTMENT

2022

2023

2024

RANK	VENDOR	CSAT	RANK	VENDOR	CSAT	RANK	VENDOR	CSAT
1	Appriss Retail	4.8	1	Itasca Retail	4.8	1	Logile	4.9
1	Itasca Retail	4.8	2	Theatro	4.6	2	Theatro	4.6
1	Logile	4.8	2	Logile	4.6	2	Celerant Technology	4.6
1	Logility (NGC)	4.8	a	UTC Retail	4.5	2	UTC Retail	4.6
2	Theatro	4.7	4	Celerant Technology	4.4	3	RTC	4.5
2	UTC Retail	4.7	5	fiserve	4.3	4	GK Software	4.4
3	Celerant Technology	4.6	5	RTC	4.3	5	ECRS	4.3
3	ECRS	4.6	5	Logility	4.3	5	ANT USA	4.3
4	Fujitsu	4.5	5	ECRS	4.3	5	Impact Analytics	4.3
5	RTC	4.4	5	Magstar Total Retail	4.3	5	Magstar Total Retail	4.3
			6	Relax Solutions	4.2	5	MicroStrategy	4.3
						5	Zebra	4.3
						5	Cradlepoint	4.3

LEADERS IN RECOMMENDATION

2022

2023

2024

RANK	VENDOR	CSAT	RANK	VENDOR	CSAT	RANK	VENDOR	CSAT
1	Theatro	5.0	1	Theatro	4.9	1	Logile	5.0
2	UTC Retail	4.8	2	Logile	4.8	2	Celerant Technology	4.8
2	Itasca Retail	4.8	3	Lexmark	4.7	2	GK Software	4.8
2	Appriss Retail	4.8	3	RTC	4.7	2	UTC Retail	4.8
2	ECRS	4.8	3	Relex Solutions	4.7	3	ECRS	4.7
3	Magstar Total Retail	4.7	3	Logility	4.7	4	Theatro	4.6
4	Relex Solutions	4.6	4	Itasca Retail	4.6	4	RELEX Solutions	4.6
4	Logile	4.6	4	Appriss Retail	4.6	5	Tableau	4.5
5	Fujitsu	4.5	4	Magstar Total Retail	4.6	5	AWS	4.5
5	Lexmark	4.5	4	ECRS	4.6	5	ANT USA	4.5
			5	fiserve	4.3			
			5	Celerant Technology	4.3			
			5	Google	4.3			

DEPARTMENT STORE/MASS MERCHANT VENDOR LEADERS (FULL DATA SET)

2023

2024

RANK	VENDOR	CUSTOMER SATISFACTION	RETAIL CONCENTRATION	REVENUE FACTOR	TOTAL	RANK	VENDOR	CUSTOMER SATISFACTION	RETAIL CONCENTRATION	REVENUE FACTOR	TOTAL
1	Zebra	37.4	36	5	78.4	1	Zebra	39.3	40	5	84.3
2	Microsoft	39.0	24	5	68.0	2	RELEX Solutions	45.1	27	4	76.1
2	Mi9 Retail	40.0	27	1	68.0	3	Blue Yonder	32.8	35	5	72.8
3	MicroStrategy	37.3	12	5	54.3	4	Microsoft	39.2	26	5	70.2
4	Theatro	45.3	4	2	51.3	5	Theatro	46.0	8	2	56.0

CUSTOMER SATISFACTION FOR DEPARTMENT STORE/MASS MERCHANT VENDORS

2023

2024

RANK	VENDOR	CSAT	RANK	VENDOR	CSAT
1	Theatro	45.3	1	Theatro	46.0
2	Mi9 Retail	40.0	2	RELEX Solutions	45.1
3	Microsoft	39.0	3	Zebra	39.3
4	Zebra	37.4	4	Microsoft	39.2
5	MicroStrategy	37.3	5	Blue Yonder	32.8

2024 LEADERS IN EASE OF ADMIN/MAINTENANCE

RANK	VENDOR	CSAT
1	Logile	4.7
2	Celerant Technology	4.6
2	GK Software	4.6
3	Impact Analytics	4.5
3	UTC Retail	4.5
4	Theatro	4.4
4	Magstar Total Retail	4.4
4	ECRS	4.4
4	RELEX Solutions	4.4
5	ANT USA	4.3
5	Fujitsu	4.3
5	AWS	4.3

2024 LEADERS IN TECHNOLOGY INNOVATION BY MID-SIZE RETAILERS

RANK	VENDOR	CSAT
1	ECRS	4.7
1	Celerant Technology	4.7
1	RTC	4.7
2	RELEX Solutions	4.6
3	UTC Retail	4.4
3	ANT USA	4.4
4	Theatro	4.3
4	Fortinet	4.3
4	Verizon	4.3
4	MicroStrategy	4.3
4	Zebra	4.3

2024 MID-SIZE VENDORS (FULL DATA SET)

RANK	VENDOR	CUSTOMER SATISFACTION	RETAIL CONCENTRATION	REVENUE FACTOR	TOTAL
1	ECRS	45.2	48	3	96.2
2	Celerant Technology	46.7	47	2	95.7
3	Jesta I.S.	39.2	45	3	87.2
4	Logile	48.7	29	2	79.7
5	Mi9 Retail	42.4	34	2	78.4
6	Magstar Total Retail	45.3	29	1	75.3
7	Impact Analytics	43.3	20	2	65.3
8	UTC Retail	45.6	14	2	61.6
9	RTC	44.8	12	1	57.8
10	Theatro	45.4	8	2	55.4

2024 LEADERS IN EASE OF INSTALLATION & INTEGRATION BY MID-SIZE RETAILERS

RANK	VENDOR	CSAT
1	RTC	5.0
2	Celerant Technology	4.7
2	MicroStrategy	4.7
3	ECRS	4.6
4	UTC Retail	4.5
5	Theatro	4.3
5	Fujitsu	4.3
5	Fortinet	4.3
5	Verizon	4.3
5	RELEX Solutions	4.3
5	Magstar Total Retail	4.3

About Theatro

Theatro, pioneers of the first voice-enabled Mobile Communication Platform, is driving Digital Transformation for the hourly workforce with its powerful suite of Collaboration Apps and Digital Workflows powered by GenAI. With its “Heads Up & Hands-Free” As-a-Service solution, Theatro helps enterprises unlock their frontline’s full potential and accelerate business success by enabling them to automate manual or multi-step processes which improve productivity, operational efficiency, employee engagement, and the customer experience.

To learn more about how Theatro is driving innovation and digitally connecting the frontline, contact us at info@theatro.com or schedule a no obligation [demo](#) today.

**Check out the 2024 RIS Software Leaderboard
to see the full report and learn more about
how technology is shaping the future of retail**



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