



Industry	Customer-Facing Websites					Internal Interactive Systems for Customer-Facing Jobs		“Back Room” Operations	Physical Devices
	Online Shopping	Marketing / Educational	Other Sales (e.g. insurance rate quotes)	Corporate Website	Online Banking	Customer Relationship Support	Job Aid	Interactive	Retail Checkout, ATMs, Remote Control Devices, Set-top Boxes
Retail	✓			✓		✓	✓		✓
Insurance		✓	✓	✓	✓	✓			
eCommerce				✓			✓		✓
Pharmaceutical		✓		✓					
Consulting		✓		✓					
Defense		✓		✓					
Software		✓		✓	✓	✓		✓	✓
Financial				✓	✓	✓	✓	✓	
Shipping/Supply Chain/Logistics						✓	✓	✓	
Medical		✓					✓		
Interactive TV			✓	✓					✓

**Note:** “Retail” and “eCommerce”, while related, have distinct meanings here. **Retail** refers to organizations that sell goods. **eCommerce** refers to organizations that produce systems and equipment to support the **Retail** as well as the **Banking** industries.