

Top Suppliers 2017 / 18

Digital store





Making the most of mobile in store

Consumers are adopting digital technologies far faster than retailers are implementing them and expectation is not matched by experience. **Penelope Ody** asks whether it's time for a fully integrated omnichannel model

TODAY'S DIGITAL STORE involves rather more than the odd kiosk, tablet computers for staff, e-receipts or free WiFi for customers. It is a world where retailers are starting to discover, among other things, the full potential of mobile, RFID and augmented reality. Many of these technologies have been with us for decades, so take-up has been slow until now. However, the growth in mobile usage and increasing consumer expectations are set to change that.

The store is still the place where the majority of transactions are completed. It now attracts additional footfall through click-and-collect and it is also part of the omnichannel continuum, linking to mobile and website to deliver a fully integrated and seamless retail experience.

Typical of the new retail approach is Debenhams' 'social shopping' concept, using mobile technology to enhance customer experience. Rather than simply issuing an app to deliver loyalty points or product information, Debenhams' plans to integrate the smartphone as part of the shopping process, enabling customers to make best use of their time by, for example, booking a fitting room in real-time to try on click-and-collect garments during their lunch-hour, rather than having to take them home and then return the rejects.

Luxury online retailer Farfetch is already creating its vision of the digital store in Brown's boutique in London, which it bought in 2015. Again, the mobile is central, with customers able to scan their smartphones as they enter the store to activate their customer profile, as well as to alert staff of their buying history. RFID is used on a 'smart rail', which allows shoppers to record the items that interest them on their phones. Once in the fitting room, augmented reality mirrors show 3D images of any selected garments, as well as acting as an interface for payment should the shopper choose to buy anything.

Made.com, another online retailer moving into the real world, uses digital projections in its London store to allow shoppers to see how various items would fit into a room set, while customers can use tablets instore to scan products for more information and add any that interest them to a wish list. There are also desktop Macs available for those who want to place an order directly, without the need of a store assistant.

Some digital technologies have already passed their use-by dates, notably the in-store kiosk which, despite early enthusiasm back in the 1980s, never really found favour with customers. Others such as iBeacons have so far failed to live up to expectation.

Futurists have been predicting the shape of tomorrow's stores almost since shops began. Back in the early 2000s, there was the IBM clip showing a shopper in a supermarket filling his pockets and



Ten issues to consider

IINTEGRATE, INTEGRATE, INTEGRATE: Shoppers expect a seamless experience. Can your store staff access a customer's online buying history, for example, to make appropriate recommendations?

2SAVE THEM TIME: Customers are often busy people. Can your customers text ahead to say they'll pick up that click-and-collect order in the next 30 minutes so that it will it be ready for them?

3FIND RELEVANT PARTNERS: The digital economy enables greater collaboration to expand the customer offer via platforms. Providing click-andcollect services for a complementary e-tail business could be a start.

4KEEP MEASURING : Remember, "if you can't measure it, you can't improve it". Make sure you have KPIs in place for any new technology or process changes you implement.

5 digital wallets instead of payment cards, what do you do when a shopper, making a major purchase, finds out that their phone battery is flat?

then walking out, not as a thief but as someone who had just paid for items – already logged by RFID – by using contactless near-field technology. In the 1980s, there was the idea of a hologram sales assistant to meet and greet, suggest purchases and record a wish list as it accompanied the shopper around a department store. We've also all seen the intelligent fridge compiling your shopping list and the enabled waste-bin which automatically re-orders your toothpaste as the old tube is thrown away.

Decades on and thanks to the Internet of Thing, some of these old ideas are now becoming a reality. We may never have hologram sales staff but a digital assistant on a smartphone will fulfil the same function, while robots are already being used to meet and greet in a growing number of retail locations – not all of them in Japan. Augmented reality has been used instore by the likes of Lego, while Mothercare is adding the technology to its 2017/18 catalogue to deliver interactive tours of virtual nurseries.

For the immediate future, we can expect greater emphasis on personalisation. Many of today's customers are happy to make their buying habits available to staff as they enter a store, in the expectation of receiving more relevant service and personal offers. This is in marked contrast to the **6** DON'T ADOPT TECHNOLOGY FOR ITS OWN SAKE: Technology has to be relevant to your customers and investment should be driven by their demands. If not, it will end up like all those kiosks left gathering dust in corners.

TFOCUS ON CUSTOMERS: Technology and improved distribution can replace many back office functions, so switch staff to customer-facing roles that will enhance the customer experience.

START SMALL: Major retailers know that it's important to pilot new technologies in a handful of stores to identify pitfalls and make improvements, so don't rush to roll out new services.

BEWARE OF HACKERS: Widespread use of digital technology and the Internet of Things are increasing the opportunities for cyberattacks. Make sure your security systems and firewalls provide appropriate defences.

10 ENCOURAGE CROSS-CHANNEL: Customers who shop all your channels spend more than those using more limited touchpoints. Use loyalty apps to identify and expand interactions.

reluctance of earlier generations to even sign-in with loyalty cards at kiosks. We can also expect artificial intelligence to play a part in improving customer segmentation and targeting so that recommended products really do match a customer's needs and relevant suggestions are made in real time.

Analysts are also talking of tomorrow's retail businesses as 'platforms' which, using digital technology and partnerships between e-tail and high street, can meet a wide range of customer needs. As Paul Martin, UK head of retail at KPMG puts it, they will "...keep the consumer within the ecosystem and target them with multiple propositions to maximise the customer lifetime value."

In summary

Customers love shops but many love digital technology even more, so they expect today's high-tech tools to be as relevant and accessible in the high street as when shopping the web. Rather than just adding digital gadgets, it is important for businesses to match their IT investments to what their customers expect, be that e-receipts, augmented reality or simply how they communicate.

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Customers:

Airbnb AO.com Fruugo.com Jet2.com Ocado Office Shop Direct Urban Outfitters Partners: activereach BT Capgemini GlobalDots IBM

Trustwave

BOUNCEX

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BounceX's People-Based Marketing (PBM) Cloud is the first new channel with scale in 10 years. Our technology powers thousands of digital properties, spanning a variety of industries. For the first time in years, marketers have a meaningful revenue channel outside of Google, Facebook and email. With the combined use of our identification engine and our PBM channels, ecommerce marketers can now activate users in the middle of the funnel and convert unidentified high-intent prospects into buyers generating an incremental 5%-10% of digital revenue. We have offices in NYC, San Francisco, and London. We are trusted by global enterprises such as Uniqlo, Samsonite and Forever 21.

Customers:

Clarks Forever 21 Henri Bendel Hugo Boss Kate Spade Quiksilver Samsonite Uniglo

Partners:

Bronto Oracle Marketing Cloud Return Path Salesforce Marketing Cloud

criteo

CLOUD IQ

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Cloud IQ's effortless optimisation platform is based on real-time behavioural and inventory-driven data to enable retailers to engage effectively and dynamically with consumers, driving revenues and increasing marketing ROI. Without any barriers, resource or knowhow, global brands such as Samsung, EE and TUI use Cloud IQ to act on real-time customer data insights, building individual experiences throughout the purchase journey that result in lifetime value and loyalty. Our exclusive conversion rate optimisation partnership means Cloud IQ is the only way ecommerce businesses can track 100% of their customer transactions via PayPal.

Customers: Boots Denby **Fitness Superstore** Lloyds Pharmacy MenKind Pets at Home Samsung

Partners: **BigCommerce** Demandware Magento PayPal Salesforce Shopify WooCommerce

THE FILTER

THE FILTER

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Our mission is to help you retain and delight your customers; increase conversion and drive customer lifetime value. Having established ourselves as a market leader in the media and TV-ondemand sector, powering the personalisation and recommendations for platforms including BTTV and UKTV, we are now bringing that expertise to the retail sector. A cost-effective, customisable, merchandising platform for ecommerce, we help you present the right products, and content, to your customers, at the right time, giving them a truly personalised experience. Working with brands including Liberty of London and Menkind, we are able to deliver return on investment for all retail operations.

Customers:

вт Liberty of London Menkind

Partners: Greenlight Tryzens

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Criteo (NASDAQ: CRTO), the leader in commerce marketing, is building the highest-performing and open commerce marketing ecosystem to drive profits and sales for retailers and brands. More than 2,700 Criteo team members partner with 17,000 customers and thousands of publishers across the globe to deliver performance at scale by connecting shoppers to the things they need and love. Designed for commerce, Criteo's Commerce Marketing Ecosystem sees over \$550bn in annual commerce sales data. For more information, please visit www.criteo.com.

Customers:

Clarks **JD** Williams La Redoute New Look Secret Escapes TravelRepublic

GREENLIGHT COMMERCE

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greenlight commerce

Greenlight Commerce is an award-winning, digital commerce agency that specialises in implementing SAP Hybris Commerce and Salesforce Commerce Cloud platforms. Our team of experts apply creativity and a deep understanding of your business to deliver platforms for digital growth. Using tried and tested processes, we build omnichannel experiences and service offerings that give you the edge in the marketplace. Part of the Greenlight group, we are a full-service partner, giving our customers the expertise and technology to deliver digital growth across all areas, in the one place.

Customers

BHS Euronics **Furniture Village** Liberty London Maplin Master of Malt RB

Partners:

In Cloud Solutions Ingenico ePayments Salesforce Commerce Cloud SAP Hybris

KLARNA

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Klarna. Smoooth payments.

Klarna was founded in 2005 in Stockholm with the aim of making it easier for people to shop online. In the last 12 years, technology has evolved, transforming the world around us, yet our mission remains as relevant as ever -to make paying as simple, safe and smooth as possible. Klarna is now one of Europe's largest banks and is providing payment solutions for 60m consumers across 70,000 merchants in 18 countries. Klarna offers direct payments, pay after delivery options and instalment plans with a smooth one-click purchase experience that lets consumers pay when and how they prefer to. Klarna is backed by investors such as Sequoia Capital, Bestseller, Permira, Visa and Atomico.

Customers:

Arcadia Group ASOS Finery London HYPE JD Sports Maplin Schuh

Partners: Adyen Magento Demandware Hybris Shopify Stripe

Woocommerce

Maginus

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MAGINUS SOFTWARE SOLUTIONS

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Whether you're a retailer, wholesale distributor, online pureplay or mail-order company, Maginus' core solutions are designed to meet your specific business needs. Maginus aims to take the stress and uncertainty off our customers' shoulders through the provision of industry-specific solutions based on world-leading technology platforms. Maginus' solutions include in-store technology, merchandising and warehouse management systems for processing sales and fulfilling orders as well as some of the leading eCommerce solutions in the industry.

Maginus has unique experience in integrating these technologies, to provide a true omnichannel platform.

Customers:

Bettys & Taylors The Card Factory The Co-op Electrical Habitat Nisbets RSPB SMEG

Partners: EPiServer iCore Solutions Magento Microsoft Sana

LOOP54

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Loop54, the leading on-site search software used by nearly 200 retailers across the Nordics to increase revenue from search, is now serving clients in the UK. Powered by advanced machine learning, Loop54 offers unparalleled flexibility, personalisation and automation. Office Depot Sweden reported a 12% increase in online revenue, Nordic fashion retailer, Bubbleroom, increased mobile revenue by 97% and consumer electronics retailer, Teknikmagasinet, increased site-search conversion rates by 30%. Loop54 can be implemented within days via a REST API. Once live, the search engine will eliminate all manual work by automatically sorting search and category listings in real-time.

Customers: Åhlens Coop Harmony Store Maplin Electronics Office Depot Svenskt Tenn Teknikmagasinet XXL Partners: Intershop Magento

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PARASPAR

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Paraspar is a trusted ecommerce solutions provider. We provide market-leading on-site search, autocomplete, visual and selflearning merchandising automation with content integration.

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Customers:

7Liverpool Crew clothing Dune London Foot Asylum Harvie & Hudson Lombok ____ Partners:

Amplience Attenda Nosto Postcode Anywhere Rackspace Sage Pay



PFS



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PFS is a global commerce service provider of solutions including digital strategy consulting, digital agency and marketing services, technology development services, business process outsourcing services and a complete omnichannel technology ecosystem. The company seeks to optimise every customer experience and enhance the traditional and online business channels of clients across numerous industries. PFS is solution agnostic, with strong and longstanding partnerships with the major enterprise commerce platform providers, which results in the best technologies being utilised for each implementation. PFS has offices across three continents in North America, Europe and Asia.

Customers:

ASICS Anastasia Beverly Hills Barbour Gore The Entertainer L'Oréal Pandora

Partners:

SalesForce Commerce Cloud SAP Hybris IBM Magento **Oracle Commerce**

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Rakuten Marketing is the global leader in integrated marketing solutions, spanning affiliate, display and search. We empower marketers to achieve the full potential of digital marketing by delivering data-driven personalised ad experiences that engage consumers across screens, platforms and traditional publishers, and influences them to purchase. Rakuten Marketing is committed to transparency, providing consumer journey insights that are used to continually optimise performance. We are a division of Rakuten Inc, one of the world's leading internet service companies. With UK offices in London and Brighton, the company is headquartered in San Mateo, California, with additional offices in France, Australia, Brazil, Japan and throughout the United States.

Customers:

House of Fraser Maplin Electronics Monsoon Net-A-Porter NotOnTheHighStreet.com Pets At Home **River Island** SpaceNK

Partners:

Domo MediaMath Salesforce Tableau The TradeDesk

POQ

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Pog, the app commerce company, is a Software-as-a-Service that empowers retailers to create highly effective and customised native apps. These allow retailers to build stringer brands, sell more products, deepen customer loyalty and deliver relevant content, communications and rewards.

Our platform is the result of years of focus on retail apps and is proven to increase conversion rates and revenue. New code is rolled out every week and new releases delivered every quarter. Clients include the UK's largest brands and department store retailers.

Customers:

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Partners:

Attraqt Braintree Hybris Magento Stripe **Urban Airship** Salesforce Commerce Cloud

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commerce cloud

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Salesforce Commerce Cloud powers commerce operations across all points of sale, including web, social, mobile, in-store and more. The leading enterprise cloud commerce solution, it allows the world's top retail brands to continuously innovate in the complex, consumer-driven world. Now, as part of the world's numberone CRM platform, Commerce Cloud is uniquely positioned to empower companies to deliver a consistent brand experience throughout the customer lifecycle. By leveraging Salesforce's leading sales, service, marketing, communities, analytics, IoT and platform solutions, brands and retailers can ensure every engagement, regardless of channel or device, is completely unified.

Customers:

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Partners:

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SHOPWARE AG

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Shopware is a leading open source ecommerce platform that is trusted by over 60,000 businesses, including some of the leading European brands, retailers and manufacturers across B2C and B2B industries. Shopware has a global network of 1,200+ solution and technology partners as well as a very active developer community that gives customers access to robust third-party extensions and certified professional support. Shopware is the industry's leading feature-rich, highly scalable, enterprise-class platform, with a full suite of out-of-the-box capabilities and lower total cost of ownership.

Customers: Hughes

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Partners: **CB Square**

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Pentagon is a market-leading service and technology provider that enables retailers to accelerate their online growth through international marketplaces worldwide. Using a team of more than 150 ecommerce experts, we optimise and localise data, integrate to new ecommerce platforms, connect stock management and order managements systems to marketplaces, launch and manage online stores, drive ecommerce sales, handle international logistics and returns, and provide multilingual customer service. Our tiered service offering provides retailers with a tailored solution to meet their unique requirements, from a robust technical integration to fully managed online stores across multiple international platforms.

| Customers: | Partners: |
|--|--|
| Ann Summers BMW Canon Dyson Next Halfords Nissan | Amazon eBay Lazada Myntra Newegg Privalia Rakuten Ichiba |
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Vaimo is the global leader in delivering award-winning digital storefronts, omnichannel solutions and mobile apps. Our focus is to accelerate B2B and B2C sales for our manufacturing, brand, and retail clients. As the leading Magento Global Elite Partner, our international team are the most knowledgeable experts in Magento omnichannel and commerce. With 15 global offices across EMEA and Africa and over 350 employees, we provide an international presence that allows us cultivate close, long-term relationships with our global clients.

Customers:

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