

# Showcasing innovation

Jacqueline Gold, the CEO of Ann Summers and Knickerbox, will be headlining the Multi-Channel Retailing Pavilion speaker programme at the forthcoming Retail Business Show 2008

As one of the UK's most powerful women in retail, Gold will chart the success of the Ann Summers brand, focusing on the company's commitment to multi-channel retailing and developing new opportunities.

The Retail Business Show will be held in London Olympia on 5-6 February 2008. Now in its third year, the show has established itself as a leading event for the trade, showcasing innovation and bringing together the industry's thought leaders all under one roof. Organised by Retail Events, it aims to provide a constructive and relevant forum for retailers to evaluate systems and services designed to enhance profitability and efficiency.

Featuring a comprehensive portfolio of the latest business solutions for the modern multi-channel retailer, including dedicated Internet Retailing and Internet Fraud zones, the show will include the case study-led Multi-Channel Retailing Pavilion, sponsored by K3, with presentations by key players from the industry. A comprehensive range of 20 free workshops will also take place over the two days.

Leading UK and international retailers including Waitrose, WH Smith, Jaeger and Homebase will be joined by experts and market leaders across the retailing arena to provide a source of ideas, insights and thought leadership on a range of issues of strategic, commercial importance. As we all know, the retailing industry has never been more challenging or competitive as customers become more demanding in how they make purchases. Add to the mix the global nature of today's retail marketplace and the need for accurate, real-time information and sophisticated decision support systems has never been greater. Event director, Paul Bessant, says: "At The Retail Business Show our understanding of what is important to our exhibitors and visitors ensures that the show is tailored and progressive in its thinking. Each year we present a show that excites and fulfils expectations that, by being part of the event, all will benefit

through the growth of their business."

The show's conference programme will be split into five sections: Multi-Channel Retailing, Internet Retailing, Retail Fraud, Mobile Retailing and Social Media. The K3 Multi-Channel Retailing Pavilion is a high-level conference designed to examine the latest developments in retail technology, and demonstrate how this technology can form an integral part of the retail industry. Presentations will focus on the business of retailing and the processes that will shape improvements and change, illustrated by the very best retailer-only case studies, with a key focus on achieving rapid ROI. Speakers will include Kevin Barry, the head of IT at Waitrose and Mary-Louise Ter Beek, environmental manager at McDonalds talking on issues ranging from workforce management and multi-channel trends to supply chain issues and business intelligence.

With online sales predicted to increase by 40 per cent in 2007, the Internet Retailing Zone, sponsored by PayPal, promises to deliver a comprehensive portfolio of exhibitors, speakers and workshops represented by companies such as Sainsbury's, Dolcis, Virgin Media and the Alliance and Leicester.

According to the British Retail Consortium criminal activity cost UK retailers £2.2 billion in 2006. Building on the conference, Retail Fraud, the Retail Fraud Zone featuring the Vendorcom Retail Fraud theatre in association with RSA, will demonstrate how to prevent fraud and reduce losses by covering key areas in loss prevention including CNP fraud, employee theft and legal issues. Speakers will include Steve Hearn, head of safety and security at Jaeger and Charlie McMurdie, the head of computer crime at the Met Police.

With signs that the m-commerce market is about to move into mainstream retail products and services, the M-tailing – Next Generation Multi-Channel Retailing Zone will run for one day only and explore the future of mobile retailing hosted by innovators who are leading the way in this new media development. Also running for one day only

will be a Social Media Conference revealing how it can enhance a business.

Over 200 exhibitors will showcase the latest business solutions for the modern multi-channel retailer including WPM, the full online service company who will promote its internet and e-commerce website strategies. PayOffline will be showing how its new secure payments system aims to open up e-commerce to the five million people in Britain who do not have a bank account. Trustwave (formerly Ambiron Trustwave) will illustrate how credit card compromises in Europe are occurring and how the hackers are exploiting defences. By analysing statistics and reviewing the trends, they will show how to apply security to reduce exposure and ultimately a business' IT spend in order to achieve PCI DSS compliance.

YESpay, the merchant service provider of internet, chip and PIN and magnetic card payment processing services to all types of retailers, will exhibit its EMBOSS payment service, designed to reduce the timescales, merchant capital investment and card processing service costs. K3, the UK's largest provider of Microsoft Dynamic, will be demonstrating its established suite of integrated retail solutions, built around the complete Microsoft technology stack. Whilst Barclaycard Business will showcase its OneTouch contactless technology which enables customers to pay for transactions for £10 and under at retailers using cards such as the Barclaycard OnePulse. This is a three-in-one card that combines cashless technology in over 1,000 stores in London with the ease and convenience of an Oyster card and the security and flexibility of Barclaycard.



The Retail Business Show will take place in February.