Retail Systems
FIRST CHOICE FOR TECHNOLOGY PURCHASERS IN MULTI-CHANNEL RETAIL

RBTE Preview

RETAIL BUSINESS TECHNOLOGY EXPO
9TH - 10TH MARCH 2016, LONDON OLYMPIA
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It’s almost that time of year again. As the retail technology industry prepares to hit London for RBTE 2016, here’s what we at Retail Systems are expecting from the show.

Many of the conference presentations and solutions on display at RBTE over the past few years have addressed retailers’ attempts to ensure they remain relevant in an omnichannel world. At the 2016 gathering, we’re hoping to see this move to the next level; not just remaining relevant but going the extra mile, driven by the goal of a single view of stock and the customer. There’s been a lot of talk about omnichannel in the past, but some retailers are now (gasp!) actually walking the walk. In the conference streams and on the show floor, there should be an emphasis on re-invention, as retailers learn from past mistakes and successes and strive to offer seamless, personalised omnichannel customer experiences, with the following themes up for discussion:

Greater recognition of the synergy between online and bricks and mortar…

Whilst the growth of digital undoubtedly has raised questions about the future of physical retailing, there has been a shift back to recognising that we are social animals and, as such, shopping remains for many a key leisure activity and a source of enjoyment. Having bought into the ‘online is everything’ hype, retailers, it would seem, have finally woken up to the fact that in order to stay relevant, every aspect of their digital experience – site, mobile, app, email – must have an in-store component. Meanwhile, Amazon is opening bricks and mortar stores to complement its online infrastructure. There should be lots of talk at RBTE 2016 about bringing the offline and online world closer together, so consumers have the flexibility that they desire.

It’s all about knowing your customer…

Data and analytics are increasingly being leveraged to enable personalised and hyper-localised offerings. The global retail analytics market is set to grow at a CAGR of over 20 per cent from 2016 to 2020, according to a study by Technavio. Its report states that the market was valued at $2.8 billion in 2015 and is likely to exceed $7 billion by 2020, fuelled by the increasing need to develop competitive strategies and to reduce expenses and operational costs. This has accelerated the interest of retailers in assessing the performance of business operations such as the supply chain, human resources and finance, from the perspective of enterprises as well as consumers.

...And mobile

The mobile commerce boom will inspire some of the most significant retailer innovations this year. Expect to see plenty of tech vendors at RBTE 2016 showing off solutions that claim to make the mobile shopping experience personal and frictionless, re-define the role of the store assistant, and reel in those all-important Millennials.

Digital and physical retail continue to converge, as customers increasingly expect a unified and personalised shopping experience across all channels. It is time for retailers to re-define what they stand for, embrace technological innovation, and bring about a cultural shift that fuels a personalised service experience across every channel. Here’s to retailers and tech vendors getting to grips with all this and more at a truly omnichannel RBTE 2016!

www.retail-systems.com
Overview: What’s on at RBTE this year

The Retail Business Technology Expo returns to London Olympia for its second year in 2016 (following a move from Earls Court), and continues to be a key show for industry decision makers looking to keep abreast of the latest market solutions, as well as take advantage of the strategic and tactical advice on hand from the wealth of high profile speakers and expert exhibitors.

Once again, RBTE will be held alongside the Retail Design Expo, which will feature over 270 stands, and will be running its own programme of speakers, including figureheads from the likes of Ted Baker, Selfridges, Space NK, Benetton, John Lewis, Coca-Cola, Virgin Holidays, UGG, Oasis, Diageo and Chanel. New for this year, however, is the Retail Design Signage Expo. Here, visitors will be able to chat to over 40 suppliers of digital signage solutions, who will be showcasing everything from screens, kiosks and software, to content creation, networking, installation and management services.

In the conference streams
The main RBTE conference programme has lined up another enticing range of industry speakers for the keynotes, panels and presentations being staged in several conference theatres around the Olympia Grand. Keynote sessions on day one (Tuesday 9th March) include Robbie Feather, director of online at Sainsbury’s Supermarkets, talking about global leadership and innovation in online grocery, plus the chief executive of Domino’s Pizza, David Wild, addressing leadership and customer service in an omnichannel world. Screwfix CEO Andrew Livingston will also been imparting his knowledge on developing multi-channel capabilities.

Day two (Wednesday 10th March) includes presentations from Ocado, Argos, Blackwells and All Saints. Delegates can also enjoy a panel entitled ‘Making RFID work in the real retail world’, featuring head of RFID strategic development at Marks and Spencer, Richard Jenkins, and head of technology at Tesco, Matt Newby, among others. And for those contemplating the next big developments in the industry, the afternoon will host a ‘Predictions for e-commerce in 2020’ panel, featuring Lucy Hirom, the acting head of digital marketing at Selfridges, and Richard Voyce, the head of e-commerce at Dreams.

On the exhibition floor
There will be more than 350 stands for RBTE visitors to peruse this year, each staffed by technology partners displaying their latest products and innovations.

First-time RBTE attendee Lobster will be exhibiting its retail data transfer system, Lobster_data, at stand 100. This technology allows users to exchange
thousands of files in any format with suppliers, clients and professional partners, enabling mapping and new profiles to be set up in-house. Able to scale up over busy periods, complementary software also enables the management of supply chains, product information and e-commerce. Lobster’s head of UK, Jeni Steele, says: “We are really excited to be showcasing Lobster_data at RBTE for the first time. High profile clients in the retail sector already appreciate the way our software allows them to respond to changing demands and speed up the decision making process, and we are looking forward to spreading the word further at this key industry event.”

Over at stand 164, Zebra Technologies will be showcasing two new desktop printers (the ZD410 and ZD420 models) that offer fixed, WiFi and Bluetooth connectivity to help retail employees update product pricing, shelf labels and coupons in alignment with a store’s merchandising and pricing strategies. The company’s latest lightweight, ergonomic TC8000 enterprise mobile computer will also be on display, which the firm says can help increase the productivity of warehouse workers by an average of 14 per cent based on workflow.

Meanwhile, PMC at stand 728 will be focusing on its mobile POS solution, Store Enabler. This system allows retailers to utilise the investments that they have already made in e-commerce or web-based systems to deliver a mobile POS solution in-store. It can be deployed on multiple footprints of Android or iOS devices simultaneously, and provides the ability to scan, take secure payments and print. PMC adds that Store Enabler also gives retailers the flexibility to adopt new tablets, scanners and printers, or change payment providers, without the requirement to re-implement.

Eurostop, which supplies retail management solutions for the fashion, footwear and lifestyle sectors, will also be demonstrating its new ‘e-mobile’ product, designed to provide retail insights and actionable information for store managers on-the-go. Deborah Loh, Eurostop’s marketing manager, explains: “Our software provides a best-of-breed approach with the power to integrate with other business systems. As shoppers shop on-the-go, managers now need to be able to manage on-the-go, and with e-mobile we are delivering that capability.” The company will also be running a competition on its stand – number 433 – to win an Apple iWatch.

Automatic data capture and industrial automation specialist Datalogic will be on hand to demo its latest innovations at stand 440. Solutions new for this year’s show include an ‘industry first’ line of fully digital imaging high performance scanner/scales, a checkout scanner designed for use at tills with a conveyor belt, and the Joya touch device for both self-shopping and shop floor applications, such as inventory checks and mark downs. “All our technology is designed to help retailers improve the shopping experience while driving operational efficiencies,” says Mike Doyle, regional director UK and Ireland for Datalogic. “At this year’s expo we’ll be showcasing our latest solutions for applications such as automated checkout, self-shopping, queue busting, e-commerce, reverse logistics, order fulfilment, loss prevention and distribution centre automation.”

And of course, our featured exhibitors will also be in attendance. Genetec (turn to page 6 of this preview) can be found at stand 198; Ingenico (p10) at stand 610; Kirona (p14) at stand 722, Miura Systems (p18) at stand 268, Pyramid Analytics (p22) at stand 1010, Star Micronics (p26) at stand 310, and Verifone (p30) at stand 450.
Six things retailers can do to enhance customer experience

Everyone has been there. A customer is standing in a store, hoping that someone would help them make a choice, find an item, or give an opinion. But often, a store assistant never seems to be around to help. After the customer has skipped going online to do their shopping, opting for a real customer service experience, they now find that personal attention nowhere to be found, or indifferent to their presence. This is when they give up, walk out, and the business loses a customer – probably forever.

Remarkably, most businesses would settle for it ending there. Whilst they would prefer customers to spend money in-store, what they’re really afraid of is that they will go online and share their negative experience with countless others.

In 2014, NewVoiceMedia released a study stating that U.S. brands lose about $41 billion each year due to poor customer service. Retailers spend huge amounts of time and energy trying to improve the customer experience. But with increasingly tight budgets, they’re looking at new ways to leverage existing systems.

One particularly effective way to enhance customer experience is by using existing loss prevention solutions, such as video surveillance technology. There are several ways that retailers can extend their investment in physical security by using it to reduce loss associated with poor customer service.

How security systems can improve retail operations
To start, retailers can use their existing video surveillance systems to alert sales personnel to customers at various locations in their store. Adding sensors to high-value display cases, specialty demonstration rooms, or specific items in a store can trigger automated alerts for store managers and employees. With this type of system, available personnel, even those who aren’t nearby, can respond and provide assistance quickly. This means that customers won’t have to go looking for help.

Retailers can also leverage their existing physical security system by extending video surveillance monitoring to customer service managers. One possible application for this type of extension is to provide customer service managers with the ability to monitor employee performance. This can help facilitate and support ongoing training efforts as
secure video access would allow managers to monitor their employees more effectively. To safeguard privacy, a retailer could use granular permissions to ensure that managers have access to only those cameras and video capabilities directly related to their jobs.

Another method for extending the benefits of an existing system is integrating retail analytics into a video surveillance platform. Video analytics give retailers valuable in-store data, including both people-counting and shopping trends. And they can generate real-time store traffic reports that store managers can use to more accurately determine appropriate staffing needs during store hours. As a result, they can ensure that they have enough staff to respond to customers’ needs during peak hours and then maintain a reduced staff during slower hours so as not to unnecessarily over-run the store with personnel.

In addition to video analytics, retailers can also integrate POS systems with existing video surveillance, which can improve the efficiency of loss prevention investigations. POS systems make it possible for investigators to automatically retrieve and view all video clips related to a specific purchase or receipt number.

By making the process significantly more efficient, these systems can help retailers resolve issues quickly.

Businesses may not be aware that by using wireless access control for high-value displays can also improve customer experience. It’s recognized that the latest generation of wireless locks allow for much cleaner looking and more attractive display cases and can provide an automatic audit trail of who opened which box and when. But they also keep retail staff from having to constantly locate the right key every time they need to open a case. This may seem like a small thing, but, when staff can easily access locked cases, it can really ease their interaction with customers.

Finally, retailers can move to the cloud, which can reduce many associated hardware and maintenance costs, allowing personnel to focus on providing better customer service. Managing on-premises IT systems and servers can be an unwanted – and increasingly unnecessary – distraction. By migrating many storage and services tasks to the cloud, retailers can reduce or eliminate the need for local hardware. What’s more, cloud solutions can shift the responsibilities associated with managing data from retail personnel to corporate IT support. This would allow local staff to get on with their jobs, confident that someone else is looking after the systems on which they rely.

The retail industry is continually evolving. By leveraging the tools and systems that were originally put in place for video surveillance and access control, retailers can extend those functions for maximised return on investment.
Tell us about your company…
Genetec provides unified video surveillance, access control and automatic number plate recognition solutions that enable retailers to protect their people, property and assets. We work with retail and leisure companies large and small, helping them to simplify their security and loss prevention operations by managing everything via one intuitive user interface.

How long have you been coming to RBTE and why is it a key show for you?
In past years we have exhibited alongside our technology partner Axis Communications. However, this year we’ll have our very own stand. RBTE is a key show for us as it gives us the opportunity to speak directly to the end users of our technology about the challenges they face and the technological innovations we offer that can address these.

What have you got planned for RBTE 2016?
We’ll be showcasing our unified security platform Security Center 5.4 and communicating the wide range of supporting technologies such as POS systems and video analytics that it can be integrated with. It’s important that our customers can choose the right hardware to suit their needs and budget, instead of being locked into a limited choice from just one vendor.

Why should visitors seek out your stand?
To understand how we can help simplify operations and increase productivity. Our unified system blends multiple IP security surveillance systems into a single intuitive interface, meaning less operator training is required, there is less to install/maintain and no compatibility issues. Franchise operators should also come to learn about our Federation feature. It increases cost efficiency by allowing them to centrally monitor lots of outlets.

RBTE launched in 2011. How has the retail landscape changed in the six years since it made its debut?
Video analytics are being embraced by the retail industry and Genetec continues to work closely with analytics partners to offer tight integration with our unified security platform, Security Center. We are seeing a shift in how retailers look at the broader business benefits that can be offered by deploying a video surveillance solution that includes analytics and offers links to POS, intrusion, EAS and RFID systems. Forward thinking retailers are finding ways to reduce loss and increase operational efficiency while also improving security and the customer experience in stores.

Are there any speakers you want to catch in the conference streams?
I hope to catch Robin Phillips’ session on ‘Powering the future of “Feel Good” for our customers in a dynamic omnichannel world’, as Boots has done some clever things with its in-store technologies.

What do you think will be the key themes to come out of RBTE 2016?
From a technology standpoint many retailers are still making the migration from analogue to IP, so I expect HD and 4K video to prove popular. For those more advanced, video analytics will be a hot topic as a means of improving situational awareness and operator effectiveness.
One size fits none.

The best choice is the most choice. At Genetec™, we understand that, which is why our software is flexible, allowing you to incorporate hardware from whomever, whenever, to create a system that meets your needs, not ours. Whether you’re a coffee shop, commercial bank or a sprawling city, you want to maintain your independence. We understand that too.

Visit us at genetec.com/fits to find out why Genetec™ fits
The payments industry is a busy ecosystem of established players and enthusiastic start-ups, all vying for a piece of the exciting FinTech space. It is clear to see that the payments landscape is complex in nature; high investments in large legacy systems by established players, ever-increasing layers of rules and regulations compounded by innovations that are nothing short of brilliant and certainly meeting niche requirements, all in an increasingly crowded market. But are they sustainable?

For years now, security has been an industry-wide discussion topic; the argument for increased investment in security has been at best a condition of doing business. But what if we could use investments in security as the basis for driving through cost reductions?

New figures released from the UK Cards Association to mark a decade since the move to Chip and PIN reveal that almost four in every five pounds of spending at British retailers is now made through debit and credit cards. The association goes on to report that since Chip and PIN was introduced, there has been a reduction in fraud on counterfeit card and in high street fraud, with annual counterfeit card fraud losses down £81.9 million in the last decade.

Despite this positive statistic, security and in particular data security, remains a topic of concern for all involved in payments. A string of high profile data breaches in 2015 including Ashley Madison and TalkTalk, has ensured that security is no longer just a concern, but that it is very much at the forefront of the consumer’s thinking.

Nothing illustrates this more than the front page of The Times on Saturday 13th February: “1 million stolen bank cards for sale on fraud site”.

New payment types, new security threats and the slow but inexorable decline of cash means that this sector is now radically different than it was even three years ago.

PCI DSS is the Payment Card Industry Data Security Standard, and this is a worldwide benchmark set up to help businesses process card payments securely. To combat the increasingly sophisticated criminal enterprises there is a constant evolution of these security standards and it is an increasingly expensive and time consuming process to achieve the latest requirements.

One of the ways to tackle this is to cut the burden through implementing a Point-to-Point-Encryption solution that allows your business to achieve PCI compliance whilst:

- Securing cardholder data within your infrastructure
- Simplifying PCI DSS certification with reduced costs and lead-time
• Decreasing Total Cost of Ownership by delegating data security to your payment service provider (PSP)
• Facilitating deployment of new channels such as mobile point of sale.

Increasingly we are seeing Tier 1 retailers taking this approach as they set their sights on reducing their exposure to consumer data regulations whilst their boards are seeking peace of mind that their consumers’ card holder data is held safely elsewhere.

What about security across multi-channel?
Commerce Hub reports that there is a rise of the ‘channel-hopping consumer’ with 86 per cent of shoppers around the world shopping on at least two different channels. This creates further complexity for retailers when planning for today’s multi-channel world.

Retailers already understand that they need to be seen to offer their consumers the latest in payment options, in-store, online and mobile. However, the reality is that the fragmentation, innovation and the need for increased levels of security are increasingly at odds with business needs; and costs are starting to spiral.

In a recent article on Adweek, 2016 was described as the year of customer experience: “It’s about creating relationships with customers – and organising business operations around creating, nurturing and growing those relationships over time.” According to a recent LexisNexis report in conjunction with Javelin Strategy and Research, mobile commerce transactions accounted for only 14 per cent of the total transaction volume, but represented 21 per cent of fraudulent transactions in 2014. This would suggest that mobile commerce payments have the potential for growth, but with that comes the potential for increased fraud.

To mitigate this security issue retailers can use cross-channel tokenization which essentially replaces card-holder data with a substitute token value. This token can be tracked from channel to channel (e-commerce, to mobile commerce to in-store) allowing the consumer to benefit from loyalty with a greatly reduced security risk.

Making the business case for change
Chances are most readers will be increasing their expenditure on payments, payments security and PCI DSS certification. Many, if not all, will be treating the increased costs as a condition of doing business but increasingly, retailers are assessing this spend, end-to-end, channel by channel and cross-channel to ask the question: “Can we lower or control costs by outsourcing this to a global specialist in seamless secure payments?” and increasingly they are finding that answer is, “Yes”.

How long have you been coming to RBTE and why is it a key show for you?

LJ: I have attended RBTE since its inception and it continues to be an important event for my team and I. It provides an opportunity to meet many existing and prospective customers, with whom we can share and show what we are doing as a business moving forward, all in one location.

What have you got planned for RBTE 2016?

LJ: We will be showcasing our multi-channel solution which demonstrates how retailers can monitor and target customers through a combination of our best in class cardholder present and online payment services. MD: As well as this, we also have a host of new and exciting innovative solutions with some of our key partners to showcase; from our Telium Tetra product range and the Marketplace, to iPOS and insign.

Why should visitors seek out your stand?

LJ: Ingenico is the global leader of secure and seamless payments solutions. If retailers want to be able to support the latest payment types, have a partner who leads the way when it comes to security and talk to an organisation that is enabling hundreds of businesses to maximise the value of their customer interactions and payments, then Ingenico is ideally placed to help.

MD: We understand the challenges and opportunities faced by many of today’s retailers and we have the technology to address these in line with your business goals and objectives. We will also be demonstrating our new products and innovations making your visit to our stand engaging and interactive as well as conversational.

RBTE launched in 2011. How has the retail landscape changed in the six years since it made its debut?

LJ: Security has always been critical, but in light of high profile data breaches P2PE is coming increasingly to the fore, with the benefits of its adoption very clear. Contactless and NFC payments continue to grow. Ingenico is leading the way when it comes to interacting with the key influencers and players in this space, as we continue at pace to put in place support for an ever increasing number of payment types.

MD: Being able to have the same payment solution in every country, with one system integration, one acquirer and one supplier, regardless of channel, has for a long time been the holy grail of payments. Ingenico is the first company to secure Nexo certification and the first provider to have a solution in place that is not only certified but live. The benefits that multi-country and multi-channel operations can gain from this approach are significant and very compelling – we view this as a key development for the years ahead.

Are there any speakers you want to catch in the conference streams?

LJ: There are a number of interesting conferences and speakers lined up but the one I would recommend is the mobile payments roundtable in which I am participating!
Ingenico exhibiting seamless payment innovation at RBTE

The retail industry is undergoing a major transformation.

The consumer relationship is evolving rapidly, with well-informed consumers seeking the best product at the best price with the most comprehensive service package available.

Ingenico Group has the world’s largest in-store acceptance network and has led the payment terminal industry for more than 30 years.

We operate the widest and most deployed range of terminals with the latest security requirements (EMV, PCI DSS) whatever the local regulation, business sector or payment situation (in-store, mobile or unattended).

With 8% of our global revenues dedicated to R&D, innovation is at the heart of everything we do.

Telium Tetra creates a breakthrough in the way that payment service providers can transition their service to the digital age, whilst increasing services to their merchants and the merchant’s consumers.

With Telium Tetra we are enabling a positive disruption of the payments landscape through the creation of new customer interaction and service opportunities at the point of sale.

If you would like more information on our exciting new product range, or any of our other services, please get in touch via one of the methods below and we will be happy to speak with you.

Come and visit us at RBTE 2016: STAND 610

www.ingenico.co.uk
info.uk@ingenico.com
@Ingenico
Kirona examines how successful retailers effectively schedule customer appointments

For retailers that offer customer appointments for services provided in-store or in the customer’s home such as estimating, fitting or installing products, to be able to effectively schedule those appointments can be a challenge.

Why is it difficult for front line services to offer customers exact appointments?

When it comes to managing the work that is scheduled to front line staff, there are few challenges greater than a customer appointment, as it requires the customer and retailer to mutually agree on a time for that service. For example, if an estimator is visiting the customer’s home to measure their floor for a new carpet or a fitter visits to install a new kitchen, then both must be available for that period of time.

In effect this scheduling process is matching two diaries; one within the retailer’s control and one that isn’t.

Reviewing hundreds or thousands of the retailer’s workers’ diaries to decide if there is availability, and which workers have the right skill sets and locations, is time consuming and often prone to errors. But the customer is typically with you in person or waiting on the phone to make their appointment. They don’t have 1 hour or even 5 minutes to wait whilst you work it out. You need to give them their appointment immediately, and if they are the phone more than 30 seconds that is deemed as unacceptable for good customer service.

Let’s also add another layer of complexity to this booking process. A key thing to remember about appointments of course is that they cause disruption to a customer. We all know this, because we’ve been in that situation where you are waiting at home all day for a delivery or repair person to appear; only for them to do so at the exact moment we have popped to the shop for 5 minutes. So the best appointments are those that are narrow; typically 1, 2 or 4 hour slots, rather than the customer being told it will happen sometime on a particular day.

Appointment Goals

So from the above discussion we can see the full challenge. Each organisation’s goal is to:

1. Offer appointments whilst speaking to the customer, for great customer service and to reduce the cost of follow-up calls
2. Offer realistic appointments, or risk the re-booking costs and customer dissatisfaction
3. Offer appointments with narrow time frames for customer convenience
4. Offer appointments that minimise travel and don’t cripple worker productivity

The solution

The most efficient way to schedule jobs is with a dynamic resource scheduling
system; software that crunches all those scheduling variables such as the appointment duration, travel times, etc. and matches them with the availability of the workforce.

How about a scheduling solution that does that and presents the available appointments to the customer service staff member in real-time?

A very good scheduling engine can do this. Like in the image above taken from our Xmbrace DRS software, with just a simple colour it presents all of the available appointments, as it has calculated the variables for that appointment in relation to the workforce. It allows the retailer service to offer a realistic appointment is (Goal 1) and they have provided this in real-time (Goal 2).

So how about Goal 3; offering customers convenient, narrow appointments? Well this is a challenge because there is no point offering an appointment you can’t keep. Customer satisfaction isn’t achieved by setting expectations high, it’s by meeting or exceeding them.

So at the moment you are offering good customer service, but what about your organisation’s productivity. The above image isn’t just showing you availability it’s also worked out what is the most efficient appointment for your field workforce; for example the slot that has the minimal travel time. This is represented by the colours and star ratings for those slots. This now guides the person booking the appointment to then offer the customer the most optimal appointment for your organisation, which statistics show customers accept 80% of the time. You have now not only chosen a slot with good customer service but one that is most productive for your organisation (Goal 4).

The key thing to note about appointment slots is the wider they are, the more efficient it is for an organisation, as they offer more flexibility for dynamically re-allocating work throughout the day. There is a temptation to think that the best customer service is provided by offering a customer a narrow slot such as 15:00-17:00. But if that appointment is less likely to be made in time by the field worker then of course it isn’t the best customer service, as you are more likely to let the customer down. Sometimes it’s better with a broader appointment slot such as AM/PM.

Retailers can schedule their customer appointments by utilising dynamic resource scheduling systems, and optimise their field-based appointments by utilising mobile workforce applications, such as Job Manager, which enables the field-based worker to be connected to head office in real-time.
Tell us about your company...
Founded in 2003, Kirona provides field-based workforce management solutions used by more than 350 organisations. We provide three distinct applications that can be used on a standalone or combined basis, including Xmbrace DRS, Job Manager and InfoSuite, providing dynamic resource scheduling, process management and analytics capabilities respectively. Our software enables organisations to improve customer service and increase productivity.

What have you got planned for RBTE 2016?
Kirona are looking forward to demonstrating our leading dynamic resource scheduling software and the benefits it gives retailers. We’ll be meeting up with existing retail customers and hopefully meeting new ones too, as well as hearing about other innovative retail technology solutions.

Why should visitors seek out your stand?
Kirona are the leading experts in dynamic resource scheduling and field-service, workforce management solutions, and will be available to offer advice and no obligation demonstrations for delegates seeking to improve their organisation’s productivity and customer service, and reduce costs.

Are there any speakers you want to catch in the conference streams?
I want to catch the session by Steve Johnson, Head of Central Operations at Carpetright, speaking about how Carpetright improved productivity, customer service and increased estimated sales by 30% by utilising Kirona’s mobile field-worker software. The session is being held on 10th March, between 10.50am and 11.20am, in RBTE Theatre B.

What do you think will be the key themes to come out of RBTE 2016?
Key themes for RBTE 2016 are likely to be regarding utilising technology to achieve business objectives. Given today’s digital landscape, retailers are going to continue to utilise technology to drive results. Another key theme will be the power of the consumer, particularly as an influencer for peers’ buying decisions.
Enabling you to deliver exceptional customer service every day.

Kirona’s software is the ultimate solution for retailers to improve customer service and optimise productivity through dynamic resource scheduling and mobile workforce management applications. With Kirona, it’s easy to plan, schedule and mobilise your team, ensuring you deliver the best possible customer service, whilst reducing costs.

Trusted by over 350 organisations

Plan
Understand, Analyse and Plan Your Resources Around Your Customers.

Schedule
Dynamically Schedule & Optimise Resource to Deliver on Promises.

Mobilise
Connect & Manage Your Field Workforce with Intuitive Mobile Working.

www.kirona.com | info@kirona.com | 01625 585511 | KIRONA
The busiest shopping season of the year may be a distant memory for many of us but it’s already time for retailers to start planning for the next one, and the competitive landscape out there today is no less challenging. Somehow, UK high street retailers need to stave off the online threat, attract an increasingly demanding public into their stores and give them a shopping experience that will make them want to return, whilst keeping costs down.

It’s not going to be easy. But some recent research conducted by Miura Systems gave us some great insight into what’s going on, and what needs to be done to turn fortunes around this year and beyond. In short, it’s time to listen to what customers are telling your frontline staff and go mobile with in-store payments.

**Taking stock**
Many retailers are struggling to work out what role physical stores should have in today’s increasingly multi-channel world. How can they enhance and complement online sales? How can they improve the shopping experience? And what role should staff play in this new retail landscape?

That’s why we decided to find out, interviewing store staff, shoppers and senior retail executives across the UK to better understand the retail landscape in 2016. The truth is there’s a long way to go for high street retailers: less than half of the consumers we polled said they thought it was more fun to visit a store than shop online.

Managers and C-level executives need to trust in and listen to their staff more carefully. These, after all, are your frontline troops – they see first-hand what’s going on, especially at the check-out. And what they’re seeing isn’t always good. In fact, we worked out that a number of larger UK retailers face losing an average of £100,000 each year in lost sales as a result of shoppers abandoning purchases at the till because of a bad experience. This clearly can’t continue.

Nearly three-quarters of store staff we spoke to claimed shoppers are more demanding than they used to be. Around 80 per cent of retail staff said shoppers pressured them to hurry up when there’s a queue, so it’s not surprising that over a quarter of consumers we spoke to said they wanted faster payments in store.

And it’s not just about the speed of the queue. Staff claimed that shoppers would often jump in even if an
assistant is serving another customer, ready with questions about pricing and other information they’ve found on their smartphones.

Retailers should view this feedback as an opportunity. Shoppers clearly have heightened expectations today around customer service and high street stores must respond positively. The alternative is shoppers leaving the queue without paying in ever-greater numbers, or else deciding never to return after a perceived poor experience.

**Time to go mobile**

So what’s to be done? It’s clear that the payment experience in many shops is just too slow, and that retailers are failing to provide their customers with enough opportunity to interact and get more information on products from staff. There’s also a feeling that chip and PIN machines need an upgrade. Over 40 per cent of shoppers claimed that card machines are often worn and dirty and a third said they wanted more up-to-date terminals. It’s perhaps not surprising given that we introduced chip and PIN a decade ago now.

The answer begins with a technology refresh. New mobile Point of Sale (mPOS) systems are creating such a buzz in the industry today because they finally offer the opportunity not only to speed payments but also to free up staff traditionally stuck behind the till. With a tablet connected wirelessly to a mobile payment machine, for example, staff can be empowered to roam the store helping shoppers with enquiries, and even guiding them through online payments or reservations if an item isn’t in stock. Others can take a mobile payment device out and about to reduce queue build-up at the check-out.

In one swoop you’ve addressed the top four reasons customers leave a shop without buying: unclear pricing; item out of stock; inadequate product selection; and no assistants available. But more importantly, you’ve shown you put the customer experience right at the top of your priority list. It won’t go unnoticed, especially for smaller stores looking to compete with rivals that have bigger budgets and brand awareness.

Take a look for yourself and ask your Payment Service Provider today if mPOS might be the right choice for you in 2016. It’s not too late to make that New Year’s resolution.
MIURA SYSTEMS Q&A

Tell us about your company...
Miura Systems is the leading global provider of innovative, secure payment hardware to the mPOS solution marketplace. Miura partners with Payment Service Providers, Independent Software Vendors and Systems Integrators to deliver platforms, expertise and services to enable retailers and acquirers to provide rich and flexible payment solutions for retail, hospitality, financial and transportation markets globally.

How long have you been coming to RBTE and why is it a key show for you?
We have been going to RBTE for two years now. It is Europe’s largest retail solutions show and brings together not only retailers and their service providers but also a very diverse variety of visitors. We see it as a great place to meet customers and partners, exhibit our latest payments solutions as well as an opportunity to gain new market insights via the many workshops, presentations and seminars that take place at the event.

What have you got planned for RBTE 2016?
This year, we will not only be showcasing our existing range of secure mPOS hardware, but also launching a very exciting new smart hub that enables different devices to connect flexibly to create a simple but powerful tablet POS solution. It has all of the power of a traditional desktop payment platform but delivers so much more in mobility, flexibility and an open environment for applications that can run on the tablet – not just openness of payment processing options but also ePOS software and other business applications such as accounting and loyalty.

Aside from the launch, our SVP of Sales, Mark Roberts, will be sharing his knowledge and insights in the ‘Instore Mobile Payments’ panel discussion, alongside other key industry speakers. Don’t miss the session on 10th March at 3.45pm in the Payments Theatre.

Why should visitors seek out your stand?
Head to stand 268 to not only discover beautifully simple payments but also receive a demo of these first-hand. We would encourage retail software vendors, Payment Service Providers and retailers to have a chat with us about how we can support them with innovative payment solutions.

RBTE launched in 2011. How has the retail landscape changed in the six years since it made its debut?
I think the rise of the smart device coupled with the advances of SaaS and the increasing sophistication of mPOS devices is revolutionising retail, not just payments. Established, larger retailers can now transform the way their staff interact with their customers with an in-store mobility strategy taking the check-out to the customer rather than the other way round. For small businesses they now have cheap, easy access to the sort of business applications and technology that were previously only the domain of the big boys. This will enable them to better serve their customers, build loyalty and increase their lifetime value.

What do you think will be the key themes to come out of RBTE 2016?
Mobility, mPOS and omnichannel payments will make for hot topics at this year’s event.
POSzle is coming to life at RBTE

There’s a new revolution in how POS fits together. With the launch of POSzle, Miura brings to market a fully modular, open and scalable tablet POS solution that gives retailers choice and flexibility.

Powered by the intelligence and connectivity of the FUSE Smart Hub, POSzle integrates multiple peripherals and software applications as well as linking legacy systems and third party hardware, making it a completely future-proof solution.

Miura will be showcasing POSzle and more of our innovative payment and POS solutions at RBTE from 9th – 10th March 2016. See how we’re reshaping the merchant and consumer experience by unifying payments and POS. Visit us at Stand #268.

miurasyncs.com
Customer Insight: Where you want it, when you want it. Broaden your BI and sell more!
Pyramid Analytics will be at RBTE 2016 on stand 1010. At the show we will be introducing our innovative mobile Business Intelligence solution for the retail market: BI Office. This BI solution is different! It helps breach the data delivery gap between IT and the business – giving control of the data back to IT and control of the analysis back to the users, in a secure, governed and collaborative environment. All without complicated coding and heavy restructuring of the Data Warehouse/existing BI platform, or creation of hundreds of user driven desktop spreadsheets.

BI Office helps solve the daily problems of a sluggish reporting data delivery cycle with powerful analytics that help retailers gain better understanding of their customers and provide a better service. BI Office provides each user, from Board Members, Finance, Marketing and PR, to Store Managers, Department Heads, Sales Associates, Merchandisers, Brand Managers and Business Line Managers with a collaborative Analytics, Dashboarding and Publishing platform. This gives users access to the information they need and the means to share and work together to resolve issues, manage customers or identify new sales opportunities across the organisation.

By expanding user adoption, BI Office gives everyone in the retail organisation quicker access to customer insight and knowledge, allowing them to drive greater sales and maximize profits.

With BI Office you can:
• Understand and proactively interact and cross sell to customers.
• Enhance your customers’ experience and retention rate.
• Implement Collaborative Self Service BI for everyone from Board Room to Shop Floor.
• Save time and money by getting the right data to the right users… interactively.
• Create better insight into stock and product information online and in store.
• Contrary to “of the moment” BI solutions – combine governance with agility for users.
• Provide safe data through governed sharing of dashboards, reports, data visualizations and advanced analytics on any device.
• And get analytics on the go with device specific mobile apps.

Come to our stand (1010) and see demonstrated the value that we can bring to your business.
And for a bit of fun enter our prize draw to win an Apple watch (all you have to do is guess the number of blocks in the Pyramid on our stand) and get dressed up and take a picture with your colleagues in our photo booth.

If you miss us at the show please contact us:
e: retail@pyramidanalytics.com or
t: +44 (0) 203 743 1727.
Collaborative Self Service BI for everyone from Board Room to Shop Floor.

Safe data through governed sharing of dashboards, reports, data visualizations & advanced analytics, anywhere, on any device.

Proactively understand, interact and cross sell to customers.

Enhance your customers’ experience and retention rate.

Contrary to traditional BI solutions it combines governance with agility.

Replace static reports and save time and money.

Better insight into stock and product information online and in store.

All without complicated coding and heavy restructuring of the Data Warehouse / existing BI platform.

Contact us for more information or a free trial.

www.pyramidanalytics.com          retail@pyramidanalytics.com          +44 (0) 203 743 1727
Tell us about your company…
Pyramid Analytics has developed the BI Office Suite that revolutionises the way all users access, visualize and present their data. A Governed Data Discovery and Enterprise Business Analytics platform that gives the power of analytics into the hands of every user, from expert analyst to business executive to IT professional via a truly innovative and user friendly platform.

Why should visitors seek out your stand?
To see... how quick and easy it can be getting business answers from a BI tool and then sharing them to successfully drive more business... a new way of looking at analytics, on tablets, phones or PC... and a demo. Also, enter our Apple watch draw (just count Pyramids) and have fun taking a picture in our photo booth.

RBTE launched in 2011. How has the retail landscape changed in the six years since it made its debut?
‘Bricks and Clicks’ retailers must respond to pressure from online specialists by integrating stores/channels into a single customer proposition – omnichannel. Colleagues in the store must be enabled with information and collaboration channels to respond to consumer demand and manage stock, sales and space within the store. BI has become even more vital in helping retailers achieve this.

Are there any speakers you want to catch in the conference streams?
As many as I can – there is a great breadth of speakers and subjects, many of which can provide personal insight into how BI is used and can help take companies forwards.

What do you think will be the key themes to come out of RBTE 2016?
We would like to think analytics!
Recognising the fast developing world of engagement, where the transactional customer is replaced by the avocational customer.
The ever-changing world of POS connectivity and hardware with Star Micronics

The retail landscape is changing once again. While traditional POS solutions have the usual important role to play in retail and hospitality with the 'Cloud' becoming more and more prevalent, we are also witnessing a distinct shift towards Bluetooth and wireless mPOS solutions as tablet POS takes on greater importance for retailers of all sizes, as opposed to just the micro merchants.

With over 40 years’ experience in POS printing, Star can justifiably position itself as one of the leading manufacturers in the industry with the largest range of traditional POS solutions and, more recently, mPOS solutions. As the shift towards mobile POS takes place, the differing needs of retailers become apparent. Tier 1 retailers continue to require traditional POS solutions with mobile extensions covering operating systems such as Windows and Linux in order to more effectively meet seasonal demand in the form of pop-up shops, queue busting solutions, etc. Smaller retailers are looking for a complete mobile POS solution that is low cost, feature-rich, easy to install and use, and usually involves iOS or Android software with integrated hardware.

Star, obviously, caters for the needs of retailers of all sizes and their software houses as their needs evolve, and will feature just 14 of its hundreds of software partners at RBTE this year. Their needs not only include the largest choice of POS and mPOS printers and cash drawers, but also the enterprise level SDKs and software support required for installation into today’s multiple till point installations, as well as simple SDKs for developers to use for standalone hardware integration. Star’s in-house integration support specialists complete the package for retailers and developers alike.

Star is still the only manufacturer to supply a full range of Bluetooth and WebPRNT™ 80mm and 112mm receipt printers that are also label and ticket capable and is now the first to offer the mPOP™, a combined Bluetooth printer and cash drawer with Windows, Linux, Android and iOS support. Simple and stylish, Star’s mPOP is a lightweight, portable solution at just 10cm high and 30cm wide, with a sleek design that will complement any counter top.

Star’s most recent product launches include the new TSP143III Wireless LAN printer, the latest addition to Star’s renowned TSP100 futurePRNT™ Series, as well as a driver-based, free of charge digital receipting service that works across Star’s range of traditional thermal desktop receipt printers, including the TSP100 Series and the new mPOP combined printer and cash drawer.

AllReceipts™, Star’s new digital receipting service, offers retailers a fast route to providing the customer with not only a digital copy of a printed
receipt but also a full-colour promotional image or coupon without the need to take personal details first. No time wasted with the inaccurate recording of a mobile phone number or email address. And the immediate advantage perceived by the customer is the choice to remain anonymous and yet still receive a digital image of the receipt and coupon when offered.

With zero development required, AllReceipts is enabled within the Star printer driver and works independently of a retailer’s POS software. Triggered by a traditional printed receipt, a digital copy of the receipt is sent to the AllReceipts App on the customer’s mobile by simply scanning a QR code. Receipts can only be claimed once and are then deleted, while saved receipts can be viewed by date or by retailer with personal or business tags on the customer’s device. Retailers can also benefit from access to analytics, an in-store, instant ‘happy face’ customer survey and unique device management tools for real-time status of all printers wherever they are in the world. Just think, one list of your entire printer estate’s status available online and constantly updated.

The latest significant feature to be added to AllReceipts is Receipt Flip, the first two-sided colour digital receipt option. Enabling retailers to take advantage of the reverse side of digital receipts, as they can on printed receipts, Receipt Flip allows terms and conditions as well as store policies, promotions, marketing material, etc. to be displayed on the customer’s mobile phone.

Enhancing the AllReceipts service, the Engage NOW feature allows the retailer to provide links to promotions, discounts, coupons, etc. on the Engage NOW landing page. Customers using the AllReceipts App can simply tap on the retailer’s logo from the list of receipts on their smartphone and be directed to a URL that the retailer specifies. Engage NOW is secure and easily customisable, providing a highly personal customer connection.

Further demonstrating a commitment to mPOS, Star continues to increase its number of software partners and members of the Star VIP Club for integrators and developers. In addition, Star is constantly adding to its suite of industry leading software and developer tools to provide feature-rich solutions that work above a retailer’s existing POS software offering power and paper saving features, powerful marketing tools as well as ease of integration for retailers, developers and integrators. It is the combination of product range, high level support and known reliability that has led Star to be the printer provider for so many retailers globally today.
Tell us about your company...
With over 40 years’ experience in POS printing, Star is one of the leading manufacturers in the industry with the largest range of traditional POS solutions and, more recently, mPOS. Star’s solutions are being used by retailers and restaurateurs globally from major department stores and fast food restaurants to pop-up shops and cafés.

How long have you been coming to RBTE and why is it a key show for you?
We have been attending RBTE since 2011. This is a key show for Star as it is the ideal platform to reach a wide range of retailers and system integrators. The number of visitors has increased year on year and it has proved to be one of our most successful shows in terms of the quality and number of visitors to our stand (which was buzzing last year) and the level of new business generated.

What have you got planned for RBTE 2016?
We have a number of new and exciting products on display this year including a combined Bluetooth printer and cash drawer – mPOP™, a new wireless LAN printer – TSP143III WLAN, and a free of charge digital receipting service AllReceipts™, that is available with Star’s range of POS printers and allows the customer to remain anonymous while receiving a digital copy of the receipt and full-colour promotion on their smartphone.

Why should visitors seek out your stand?
Visitors will be able to experience a wealth of desktop and mobile hardware as well as software solutions that will be demonstrated with around 14 software and mobile payment partners including iVend Retail, PayPal, Vend and iZettle.

RBTE launched in 2011. How has the retail landscape changed in the six years since it made its debut?
The retail landscape has changed dramatically since 2011. While traditional POS solutions still have an important role to play in retail and hospitality, we are witnessing a growing demand for Bluetooth and wireless mPOS solutions as tablet POS takes on greater importance.

What do you think will be the key themes to come out of RBTE 2016?
mPOS, connectivity and multi-channel retailing.

And what are the trends that you see developing in the retail technology sector over the next 12 months?
mPOS will certainly take on greater importance as retailers of all sizes embrace the benefits of this technology and respond to changing consumer habits. As the ‘Cloud’ becomes more prevalent, this will result in new Bluetooth and wireless solutions alongside the greater adoption of true digital receipting driven by solutions such as Star’s AllReceipts™ service.
SAVE THE DATE

20 October 2016
London Marriott Hotel
Grosvenor Square

www.payments-awards.com
Tell us about your company...
Verifone is a global leader in secure payment technology. We help merchants transform everyday transactions into opportunities for connected commerce. We’re connecting more than 29 million payment devices to the cloud – merging the online and in-store shopping experience and creating the next generation of digital engagement between merchants and consumers. We have clients and partners in more than 150 countries, including the world’s best-known retail brands, financial institutions and payment providers.

How long have you been coming to RBTE and why is it a key show for you?
Personally, this will be my second year at RBTE, and I’m very excited about the show. It’s a great way to showcase our innovation, network with clients and partners, meet prospects and get a good understanding of industry news and trends. Verifone is a committed RBTE exhibitor and has participated in the show since its launch. Every year RBTE gets bigger and better.

What have you got planned for RBTE 2016?
This year, Verifone will be demonstrating how our solutions and payment services can improve the shopping experience and engage consumers across multiple point of sale touch points. We’ll be running two retail bootcamps on ‘Enabling Commerce’ where we’ll look at trends that add value and improve business, and we’ll also present a retailer case study together with Roy Ford from Spar UK.

Why should visitors seek out your stand?
Our full portfolio of payment terminals will be on display – there will be something for everyone, whether you need a PIN pad, countertop or wireless device. Additionally, at RBTE we will be featuring our newest mPOS solution – the e355. When coupled with any type of smart device, the e355 creates a full-featured and flexible payment acceptance solution that enables queue-busting and consultative selling.

Tying everything together is our payments as a service platform, which manages transactions across all retail channels – in-store, online and mobile. Last year, our managed payments service
handled over one billion transactions in the UK for some of the biggest brands on the high street. With a PCI P2PE listing, pre-certification with all major acquirers, tokenization built-in and an online estate management tool, Verifone’s managed payment service delivers real benefits for retailers who want to offer a connected omnichannel experience to their customers.

Visitors to our stand will walk away with an understanding of how they can boost business and improve ROI with Verifone’s value-added services and commerce solutions. They will also be able to take a look at our future payment terminal platform – Engage – shown for the first time in the UK.

RBTE launched in 2011. How has the retail landscape changed in the six years since it made its debut? That’s a big question. Over the last six years we have seen a major increase in payments complexity – leading to a compliance and management headache for retailers. Many retailers now look to work with partners like Verifone to help them streamline and consolidate their payments infrastructure.

We’ve also seen a major shift in consumer behaviour – a survey from Verifone has shown consumers want retailers to use the latest technology to enhance their marketing and the way discounts are offered. Omnichannel has become a major focus – 32 per cent of survey respondents expect to be treated consistently across all payment methods, marketing channels and whether shopping in-store or online. To respond to this, merchants need to be more confident when investing in new technologies. Over the last six years we have seen merchants increasingly turn to technologies such as beacons and loyalty programmes in order to improve levels of customer satisfaction.

Are there any speakers you want to catch in the conference streams? Looking at the conference agenda, I see some compelling content and insight from retailers on going cross-border and leveraging analytics to better understand consumer behaviour.

What do you think will be the key themes to come out of RBTE 2016? One of the key themes this year will look at how to drive an omnichannel customer experience effectively. I also expect a big buzz around the growth of value-added services and the adoption of emerging tech and mobile to deliver a better consumer experience.

Visit Verifone on stand 450 at RBTE 2016. To learn more or schedule a meeting, go to:

http://lp.verifone.com/global/rbte/
Retail Systems Awards 2016

Save the Date

03 November 2016
Millennium Hotel
London Mayfair

www.retail-systems.com/awards