

# Retail Systems

FIRST CHOICE FOR TECHNOLOGY PURCHASERS IN MULTI-CHANNEL RETAIL

## RBTE Preview

**RETAIL BUSINESS TECHNOLOGY EXPO**

**8TH - 9TH MAY 2017, LONDON OLYMPIA**

# Retail Systems awards 2017

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We bring our readers all the latest news and views on retail technology developments at [www.retail-systems.com](http://www.retail-systems.com)

## Overview: What's on at RBTE this year

Welcome to the Retail Systems preview of 2017's Retail Business Technology Expo (RBTE), which is returning to London Olympia on Monday 8th and Tuesday 9th May.

Over 17,000 visitors are expected to pass through the doors of Europe's largest retail solutions event, and RBTE will once again be co-located with the Retail Design Expo and Retail Digital Signage Expo. The Retail Design Expo will be focusing on inspiration in retail design, marketing, visual merchandising and shopfitting. The Retail Digital Signage Expo, meanwhile, is doubling in size since its debut in 2016, and will include its own conference agenda featuring top retailers and brand owners, who will be covering key issues in the digital signage investment journey.

Now in its seventh year, RBTE itself will be offering a packed schedule of keynote sessions and networking opportunities, as well as an exhibition floor showcasing the latest supplier innovations. RBTE continues to be a key event for industry decision makers looking for new ideas and solutions for all parts of their retail business, so let's look at what's on the agenda for 2017...



### In the conference streams

RBTE boasts another world-class line-up of expert speakers this year in its free conference programme, with more than 100 industry figureheads set to cover topics ranging from customer experience, omnichannel and payments, to loyalty, supply chain, loss prevention, e-commerce, RFID and analytics. There will be over 60 presentations and panel discussions across three conference theatres, including one stream dedicated to payments.

Keynote sessions on day one include Frank Muzika, UK Lead Executive at Toys R Us, speaking on optimising the customer experience in-store using iPads, and Dave Robinson, Head of

Personalisation at Boots, who will be explaining how the retailer has created a more relevant experience for its customers. Also set to be a popular session on day one is the 'Innovation in Retail' panel discussion, featuring Martin Goldstein, Head of Purchasing at River Island, Alexander Allen, Director of Strategy and Business Development at Maplin, Steve Moore, Director of Connected Home at Dixons Carphone, and Gemma Jennings, Senior Manager, Strategy at John Lewis. Meanwhile, over in the Payments Theatre, Vincent McKeivitt, Founder of Tossed, will be delivering a presentation on lessons learnt from a cashless store.

Day two kicks off with Paul Wilkinson, Head of Technology Research at Tesco Labs, who will be telling delegates how Tesco is investigating ways of using the Internet of Things to enhance the shopping experience. He is followed later in the day by B&Q's Omnichannel Proposition and Strategic Development Manager, Kirsten Taylor, in a session around building a business digitally by putting people (both customers and colleagues) first. Joining a panel discussion on e-commerce and how to improve the digital customer experience will be Fabrice Khullar, Head of Product, Digital Channels at Sainsbury's, Lucy Mansdorf, Former Head of Digital Marketing at Selfridges, and Rosalyn Potts, Digital Customer Experience Manager for George.com at Asda.

#### **On the exhibition floor**

There will be over 370 suppliers on show in the main hall, displaying their latest products and innovations. Nearly half of the stands will be manned by providers new to the show and there will also be 70 international exhibitors. There will be a raft of concepts on

display, ranging from mobile, e-commerce and in-store solutions, to payments, engagement, security and supply chain systems.

Companies focusing on loyalty offerings this year include Futura Retail Solutions, who will be showcasing a new real-time, points-based loyalty card system, and Omnico, who will be demoing its Order Ahead app that enables customers to scan and pay for items from their smartphones, and also features personalised promotional material and delivers bonus loyalty points to its users.

Returning exhibitor Scandit will be presenting its mobile barcode scanning technology, including new feature MatrixScan, which enables users of any camera-equipped device to locate, track and decode multiple barcodes at once. iVend Retail, meanwhile, will be showcasing new point of sale and integrated ERP and RFID solutions on their stand, as well as some of the latest innovations in digital passes and mobile wallets.

On the security and analytics side, Tyco will be illustrating how connected sensors and IoT-enabled cameras can

give retailers up-to-date insights into what is selling and where customers are most likely to go during their time in-store, as well as track items to prevent theft. ShopperTrak will be focusing on the latest in shopper traffic trends and solutions, as well as innovations around the use of RFID tags in-store, both from a loss prevention and inventory management perspective.

Electronic price tags that can be altered remotely and fitting rooms with interactive touch screen displays are the order of the day over at the MariElla Labels stand. Box Technologies will be including a range of its latest customer engagement technologies, from mobile point of sale innovations through to digital signage and interactive display points, while imageHOLDERS will be showcasing its point of sale tablet kiosks and self-service solutions.

And of course, our featured exhibitors will also be in attendance. Apex (turn to page 8 of this preview for more information) can be found at stand 797, OneView Commerce (page 12) at stand 112, SML (page 16) at stand 430, Kirona (page 20) at stand 722, and SUZOHAPP (page 22) at stand 300.

## RBTE Q&A

**Matt Bradley**  
Event Director  
RBTE



### What makes RBTE so popular?

Even though we're now into our seventh year, the team behind RBTE has never rested on its laurels. The retail industry is constantly evolving and, in turn, RBTE needs to adapt to ensure that it remains a relevant event. We do a lot of exhibitor and visitor research at the show and post-show, and this allows us to make sure we are delivering a valuable event for all involved. We've been hard at work to bring the industry an event that's continually innovative, informative and inspirational.

### How does RBTE help retailers address the challenges of operating in the industry today?

RBTE benefits from the guidance of a steering committee made up of leading retailers who help shape the show, ensuring that it remains relevant. We've also invested a lot in giving attendees

the ability to network with peers and exchange ideas, plus there are numerous consultants and exhibitors on hand to provide practical solutions and demonstrations. Plus, visitors can attend conference sessions, hear success stories, then go onto the exhibitor floor and find suppliers who can help them. RBTE is where retailers come to future-proof their business.

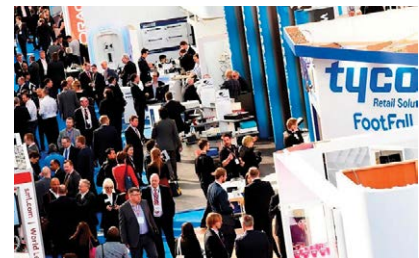
### What can delegates expect from this year's event?

With over 370 leading international suppliers, RBTE is undoubtedly Europe's largest and most influential retail solutions event. Our conference programme is absolutely packed with Europe's leading retailers, all dedicated to solving the issues dominating the retail world and helping drive new customers to your business. This year we have two keynote conference theatres, and the ever popular payments theatre makes a welcome return. Our outstanding speaker line-up includes: Frank Muzika, UK Lead Executive, Toys R Us; Lee Bagnall, CEO Outdoor, JD Sports; Matt Clifton, Head of Customer Experience, Waitrose; Martin

Goldstein, Head of Purchasing, River Island; and Steve Moore, Director of Connected Home, Dixons Carphone. Retailer visitors can also take advantage of the K3 Retailer Lounge, a vendor-free networking zone and the perfect place to relax with a coffee.

### What are you most excited about for RBTE 2017?

I always look forward to finding out what the key themes and trends will be for the year ahead. It's also exciting to see so many retail heavyweights at the show. Our co-located events, Retail Design Expo and Retail Digital Signage Expo, together with RBTE give a holistic view of retail, so we get visitors coming in big teams and it's great to hear our exhibitors telling us that they've had big groups from famous retailers at their stands.



## RBTE at a glance

**When:** 8th – 9th May 2017

**Location:** Olympia Grand,  
Hammersmith Road, London W14 8UX

**Opening Times:** 9.30am – 5pm

The team at RBTE highlights to Retail Systems the key features of this year's show:

### Conference Programme

Over two compelling days, the conference theatres bring together a superb line-up of some of the world's top retailers, as well as hospitality and leisure providers, to share their unique insights into how essential retail technology is to customer engagement, and ultimately, to business success across retail, hospitality, travel and leisure.

### Payments Theatre, in partnership with Barclaycard

RBTE will once again feature a dedicated Payments Theatre, which will see numerous retailers and other payment industry experts cover the key issues being faced today in the highly innovative and disruptive payments market.

### The Innovation Trail & Awards, sponsored by Aptos

RBTE visitors are looking for the most exciting new solutions, and many exhibitors use the show as a launchpad to unveil new products. To make it even easier to navigate RBTE and see the very best solutions and services on display, the event includes the Innovation Trail & Awards for the most outstanding innovations, which are selected by an independent judging panel.

### K3 Retailer Lounge

The perfect retreat for retailers to relax and network in a vendor-free area. Drop in, grab a coffee and take some time to plan the rest of your visit.

### PayPal Chill & Charge Lounge

The PayPal Chill & Charge Lounge provides the ideal spot to recharge your batteries (literally!). Take advantage of the free Wi-Fi, have a meeting over coffee or catch up on emails.

### The gloodoo Champagne Bar

The very popular Champagne Bar takes centre stage at RBTE and is situated right in the heart of the show, offering

the ideal venue for networking.

### The Big Party, hosted by DILAX

Celebrate the biggest event in retail with the biggest party – join everyone for a drink or two on the first evening of RBTE in the Champagne Bar.

### Exhibition

RBTE will host more than 370 suppliers from all over the world, making it the biggest retail solutions event in Europe. The exhibition floor features all the key solutions pertinent to retailers today, making RBTE relevant to IT, operations, multi-channel, marketing, supply chain, e-commerce, logistics, loss prevention, payments and finance department heads.

### Exhibitor Categories:

- Buying and merchandising
- E-commerce
- Financials
- Fraud and loss prevention
- HR and training
- Marketing
- Store operations
- Supply chain and logistics
- Payments
- Workforce management

## Mobile's impact on Click and Collect extends beyond a retailer's app

**B**ridging the online and in-store experiences, mobile technology and its impact on retail continues to grow. Just consider the use of mobile devices, extending well beyond a retailer's app and the front of their store to the back-office and into the supply chain. Recognising mobile devices as the common technological link across retail processes is critical to ensuring services like Click and Collect succeed.

As retailers struggle to meet consumer demand for this popular

service, they must fully realise mobile's role throughout the Click and Collect process in order to scale and to provide an experience that is seamless for the customer and for the retailer.

### Technology makes the entire experience seamless

UK-based retailers like John Lewis had a record number of Click and Collect sales over the holidays. Customers are clearly responding to the convenience this service provides them. But retailers

have work to do to make the delivery of this service as seamless as the service itself.

The most overlooked issue causing friction? Collecting purchases is not as easy as the clicking required to order them. This can be a big disconnect for consumers. Having made their purchase and wanting to do nothing more than avoid a line to collect it, they are often unsure about how to pick up their package when they get to the store.

There is no consistency across retailers how this last-inch order handoff is made. Some require you to stand in line at customer services to complete the transaction. This defeats the purpose of Click and Collect. As the last step in the process is usually the one a customer remembers the most, stakes are high for how this final step of Click and Collect is implemented.

Automated, self-serve lockers are ideal to address the last-inch handoff. They're easy for customers to use and easy for retailers to install inside or outside their stores. The secure lockers can be opened using the retailer's notification sent to the customer's mobile phone. The lockers do not





require employee staffing and ensure a frictionless experience.

### Retail's significant mobile investment goes unmanaged

From the customer to retail stores, mobile technology continues its critical role. In the front of the store, employees are conducting order picking and fulfilment using mobile technology. Handheld devices like scanners and wearable devices are used throughout the store to track inventory. This task extends into the supply chain where these devices are just as important in ensuring accurate inventory data.

The mobile technology retailers require to make sure customers can buy what they want, when they want, represents a significant investment.

And yet, despite this significant investment in mobile devices, no one is really managing them.

Manual management of these devices creates problems – from damaged devices to employees hiding their favourite device. This increases costs as retailers usually buy more devices to avoid employees wasting a half an hour or more looking for the tools they need to do their job. Across employees, shifts and stores, this half an hour quickly becomes thousands of hours of lost productivity.

As costs increase, productivity decreases and, in the meantime, inventory accuracy suffers. This manual approach to mobile device management makes Click and Collect even harder to deliver to customers.

### Manage, track and control mobile assets

Automated, self-serve lockers are also becoming the standard solution for retailers to manage, track and control mobile devices. A secure locker system creates employee accountability for the devices and alerts management of any issues. It's helping retailers realise that mobile is a thread throughout processes like Click and Collect. And by managing this significant technology investment, retailers can improve the delivery of services and accuracy of inventory data – all of which improve the customer experience.

Apex Supply Chain Technologies provides world-class automated dispensing systems for use in a variety of applications and industries. Our devices track billions of transactions to help thousands of customers worldwide manage, track and control their inventory and assets. With global headquarters in Ohio in the US, Apex also has offices in Australia, France, Germany, Poland, the UK and Latin America.

## APEX Q&A

**Julian Adams**  
Managing Director  
Apex Supply Chain  
Technologies



### **Tell us about your company...**

Apex Supply Chain Technologies helps retailers meet the demands of real-time retail. Our automated, self-serve lockers are used for Click and Collect programmes in the front of store, and to manage mobile devices used to track inventory in the back of store and in the distribution centre. This helps retailers deliver a seamless customer experience while decreasing costs and increasing productivity and efficiency.

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

This is the second year in a row we'll have a presence at RBTE. As the consumer changes in ways faster than we can measure, events like RBTE are a critical opportunity to gather as an industry, gauge how retailers are responding to the changing consumer

and learn how we can collaborate to help them reach their goals.

### **What have you got planned for RBTE 2017?**

Apex experts will be on stand 797 demonstrating our Click and Collect and asset management solutions for retail.

### **Why should visitors drop by your stand?**

Retailers will be able to see the various ways our automated, self-serve locker systems can help them integrate their channels to create a truly seamless customer experience from the front of store to back of store and into the supply chain.

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

The biggest change has been the shift to truly omnichannel retail. As retailers offer new options and services to their customers to differentiate and meet their expectations, they're challenged by the impact on their operational processes. This has required innovative technology to disrupt and integrate

these well established retail channels.

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

From the innovation panel discussion to the presentation on Waitrose's self-scanning technology, any opportunity to listen directly to retailers about their challenges makes our job as technology providers simpler.

### **What do you think will be the key themes to come out of RBTE 2017?**

One theme is the increasing need for accurate data. Gaining real-time visibility of store-level data across the enterprise is a challenge for retailers. In fact, some studies suggest 70 per cent accuracy is deemed a success. Our devices rely on Internet of Things technology to get our data to the retailer's ERP system as quickly and easily as possible.



# Today, retail needs every advantage



Handheld IT Device Management



Click & Collect Order Pick-Up



It's simple: retail's survivors will be those who drive out every wasted step, and every extra cost, to give customers what they want, when they want it – down to the last inch. Apex automated, self-serve solutions have powered the world's largest supply chains for years. We delight in improving customer experiences while delivering smarter, more efficient processes. From your DC to back of store, and into your customers' hands, make your advantage Apex.

Imagine the **Possibilities**



[ApexSupplyChain.com/Retail](http://ApexSupplyChain.com/Retail)



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## Strategic omnichannel makeover for winning over Millennials

**M**illennials are the world's largest living generation, with their income forecast to outpace Baby Boomers by 2018. Having communicated, socialised and shopped via technology for nearly their entire lives, Millennials' habits mean retailers are at a critical crossroads, having to reconcile this demographic shift with the technology used to create an engaging and seamless shopping experience. Retailers must meet Millennials' demand for technology that drives convenience and immediate fulfilment, without sacrificing the engagement that's integral to Baby Boomers' customer service needs.

The store's point of sale (PoS) system is the natural hub of cross-channel interaction, delivering full PoS capabilities to any device for a seamless experience and uninterrupted engagement that enables:

- Purchase, return and service
- Promotions, adjustments and discounts
- Any form of payment (cash, credit cards and gift cards, etc.)
- One view of all real-time data (products, pricing and promotions)

- Store assistant engagement tailored by device (mobile phone, tablet and wearables).

### Integrating PoS and order management for demand forecasting

To honour the Millennial mantra "I want it where I want it and when I want it", retailers must expand their inventory management capabilities from simply reacting to changing product demand with allocation and replenishment, to truly mastering product demand. Achieving this precise, broader level of product availability requires more accurate demand forecasting – not only knowing what products are bought, but also how they are purchased – to determine:

- Where each shopper's journey will begin and end
- What product needs to be where and for what purpose, for example, on the shelf or ready for Click and Collect
- Product availability for either immediate delivery or in-store pickup.

Truly understanding how and when inventory is consumed requires a global

view of real-time (near real-time is no longer good enough) inventory movement across the entire supply chain. This expansive, detailed view feeds a customer-driven distributed order management (DOM) system that continuously reconfigures and allocates inventory based on real-time customer behaviour rather than historical allocation.

### Mastering Millennial motivators

Millennials care a great deal about price, and price drives many of their purchase decisions in several categories, including specialty retail, appliances, electronics and department stores. In fact, more than half of this tech-savvy group compare prices using their mobile phone while in the store.

### Social media

The biggest influence on the path to a Millennial purchase is social networking – reviews, recommendations and ratings. As many as 71 per cent of all consumers are more likely to make a purchase based on a positive review, according to Hubspot. This gives brands that embrace social media an inside track.

### Multiple forms of information

As far as information is concerned for Millennials, overload is not part of their vocabulary. The more, the better. In addition to written narratives, retailers should take advantage of this group's penchant for visuals (infographics, videos and slide shows, etc.) that convey product information (testimonials, applications, instructions and troubleshooting, etc.).

### Innovation and experimentation

Having used technology practically since birth, Millennials are comfortable with change and adaptation. As a result, they embrace technological innovation, equate it with progress, and jump at the chance to simplify and streamline any and every part of their life. Therefore, they are predisposed to brands and retailers that offer them new paths to a more convenient shopping experience.

### Moulding a Millennial-friendly retail enterprise

Fast-moving Millennials are pushing retailers to reshape their enterprise and deliver a satisfying shopping experience worthy of their loyalty.

### Channel unification

Unified commerce is the name of the omnichannel game for winning over Millennials, because this group of shoppers, more than any other, expects it. Their technological prowess enables them to nimbly move from device to device and from channel to channel at any given point on their shopping journey, and nothing less than an experience that keeps up with them will keep them coming back. It's a tall order that retailers must fill with real-time and historical information shared among all channels. Those who maintain channel siloes cannot provide a seamless shopping experience and are therefore failing to earn Millennial loyalty.

### Agile change adoption

The speed at which technological innovations are being thrust at retailers is so staggering that it's no wonder many are confused (and often skeptical) about which ones will endure and truly pay off on the bottom line. Technology providers must assist them in both deciphering the landscape and ensuring that solutions are well suited for achieving their clients' strategic



objectives. They must also help them create agile environments that can iteratively embrace the right technologies as they replace antiquated ones.

### In summary

To invest in change that will garner their share of the Millennial wallet, retailers should consider these areas:

- Mobile commerce services/functions
- Social media functions/analytics
- Channel unification/seamless experience
- Innovation and experimentation
- Agile, adaptive enterprise
- Cutting-edge technology

## ONEVIEW COMMERCE Q&A

Linda Palanza  
Chief Operating  
Officer  
OneView Commerce



### **Tell us about your company...**

OneView Commerce is the leading pioneer in digital store transformation. Our cloud-based Digital Store Platform is helping retailers such as Travis Perkins, Molton Brown and Discount Tire to transform their store experience through end-to-end unified commerce capabilities and the ability to capture and deliver the rich content from these store interactions across the retail enterprise.

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

This is our second time at RBTE, and first with our own exhibition stand. This show is valuable for staying connected to the issues facing retailers across local and international markets. Many European retailers understand the need for digital

transformation, so it is also a good place for us to showcase how we support their efforts.

### **What have you got planned for RBTE 2017?**

We have lots planned for the show! On our stand (112) we'll be conducting live demos of our Digital Store Platform, Promotions Engine and real-time Inventory Management solutions, and presenting some of our customer case studies. We're looking forward to meeting with some of our customers and partners as well as making some new connections.

### **Why should visitors drop by your stand?**

Our solution demos and customer case studies convey how retailers can create a next-generation shopping experience with technology that optimises engagement and streamlines implementation, upgrades and the adoption of innovative applications. Retailers who are looking for a way to make their stores the centre of a highly personalised customer experience should not miss our stand.

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

We've seen an increase in consumer expectations, driving the evolution of retail enterprise from multi-channel, to omnichannel, to unified commerce. These changes have forced retailers to focus on how to reconcile channels, remove siloes and achieve one view of the customer across their journey.

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

We're extremely interested to see some of the key retail players such as Toys R Us, Boots and John Lewis. These retail innovators are already employing fantastic initiatives around enhancing the customer experience and bringing channels together.

### **What do you think will be the key themes to come out of RBTE 2017?**

How retailers can leverage technology to engage their customers in-store in a more meaningful way, and how retailers can integrate online and store channels to earn loyalty and drive sales growth.



## **The Best Stores are Now Digital and Pure Cloud. Ready to join them while there's still time?**

Brands like Travis Perkins plc, Wickes, Molton Brown, and Discount Tire are creating exceptional, more engaging shopping experiences that exceed customer expectations and earn customer loyalty. They're taking online and in-store retail to the next level by making the store point of sale system the hub of their digital transformation.

OneView Commerce's hosted solution is paving their way with efficient, economical cloud-based delivery of its Digital Store Platform. In addition to savings in IT time and costs, pure cloud expedites implementation, upgrades and issue resolution, and helps retailers quickly and easily take advantage of innovative applications that improve supply-chain effectiveness.

*If you're ready to transform click and collect from a pick-up transaction to an engaging in-store experience, find us in stand 112. We'll show you how.*

**Digital Point of Sale**  
**Real-Time Inventory**  
**Enterprise Promotions**

## Steps towards implementing RFID for improved inventory management

A new era of retailing has come about over the past decade – consumers not only expect to order and receive products within a 24-hour time slot but now want to be able to collect the item the same day after just a few clicks on their smartphone, tablet or laptop. In order to remain competitive and contend with the giants of the apparel industry, retailers need to improve their supply chain efficiency or risk falling behind.

The change within the industry has come about partly due to apparel retailers adopting a more competitive attitude and implementing omnichannel strategies to cater to all customer needs by providing them with a seamless, multi-channel shopping experience.

Setting up your omnichannel system can however have its difficulties; choosing the right technologies that fit together to create an autonomous machine that is both efficient and effective can prove challenging, as retailers often don't know where to start. When retailers decide they want to keep up with the competition the first challenge they come to is managing their supply chain.

According to research by Kurt Salmon, only 34 per cent of the retailers it surveyed in 2014 had implemented or were in the process of implementing RFID, but in 2016 this figure had more than doubled to 73 per cent. Those retailers adopting RFID are experiencing improved inventory accuracy, inventory management and reduced out of stocks, separating them from the competition.

Further research by Auburn University also shows that 96 per cent of retailers are looking to start using RFID on apparel in 2017. With RFID becoming more accessible and easier to implement it is a good time to start looking into utilising this technology.

Here are some points you need to consider when rolling out RFID across your business...

### Understand the ROI

A lot of arguments for not implementing RFID solutions seem to stem from the cost of individual tags and the Return on Investment (ROI) not being worth it. However, what is clear is that these people don't understand the overall benefits of the technology. Before you begin looking towards RFID technology,

first you need to understand how it will benefit your business and how this will justify the overheads.

As we have seen, research shows there is a change in attitude towards adoption of RFID. This is partly due to the price in individual tags dropping and an increase in proven cases where RFID has delivered qualified results for retailers.

Following the implementation of RFID, inventory accuracy can be improved by up to 95 per cent or better, according to RFID Journal. Based on our own experience, we have seen many cases where inventory accuracy has been improved by up to 99 per cent.

### Don't be distracted by new or unproven technology offerings

Although RFID technology has been around for more than 20 years, we are only just starting to see the beginnings of widespread adoption in the apparel retail industry. Our analysis shows that the retail apparel RFID market is less than 10 per cent penetrated today, but is on its way to reach more than 35 billion tags a year in over 200,000 stores.



As the RFID industry continues to grow and services become more affordable to retailers, implementing a RFID solution to manage your supply chain is the best option out there. Newer technologies that have arisen over the past few years can be even more expensive and unproven to provide genuine ROI.

#### **Analyse all aspects of a solution before choosing a partner**

Planning for a successful pilot run and then the rolling out of RFID is perhaps

the most important point to consider prior to investing in the technology, and can be somewhat of a minefield for those who are inexperienced. To overcome this, retailers have to choose a partner who has experience in working with similar organisations and has the proven experience so you can sleep well with the knowledge that the pilot and roll-out phase will be a success.

If you are new to RFID, it is best to partner with a solution provider who can produce 'the whole package' as this

will simplify the solution for the customer. Some providers will rely heavily on third parties to fill in parts of the implementation process. Whilst this may have benefits, if you are brand new to RFID technology, it is best to choose a partner who will be able to guide you through every process from designing the tags, installing the correct software and hardware, to monitoring the process to ensure a smooth roll-out.

#### **Implementing RFID is easier than you think**

If you decide to go with a partner who has a readily available RFID solution, you can see the system implemented in a matter of weeks depending on the scale of the deployment. This means your company will be able to see the changes a RFID system will make after a very short period of time.

A more complex system will take longer to implement, but it all comes down to choosing a partner who understands your business and its challenges to be able to locate and resolve the issues you are having in creating a seamless omnichannel through the use of RFID.

## SML Q&A

**Dean Frew**  
Chief Technology  
Officer & Senior VP  
for RFID Solutions  
SML Group



### **Tell us about your company...**

We are a leading retail technology provider with a focus on packaging and trim, RFID tags, RFID software solutions and retail business consulting. As the leading full-service RFID solution provider, SML is a trusted partner to the world's largest retailers and apparel brands, delivering proven results and rapid ROI.

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

This is our third year at RBTE and as one of the only events dedicated to retail technology in the UK, it's important for us to engage with customers and partners directly. It's also a great opportunity for us to showcase our latest innovations in the area of RFID, as more retailers are adopting this exciting technology.

### **What have you got planned for RBTE 2017?**

We will be showcasing a number of our latest developments in RFID tags and RFID software applications for retailers. This will include our latest release of Clarity™ 3.6 for in-store application, which is ported to iOS and Android. SML Clarity™ 3.6 has been deployed at a number of retailers in Europe and the US. We will also be showcasing our latest Clarity™ supply chain application.

### **Why should visitors drop by your stand?**

There are a lot of myths and confusion about what RFID does and has trouble doing. We can show how simple it really can be. From how to get RFID source-tagged garments in factories around the globe, to how to pick an omnichannel order in the store effectively. We will demonstrate how RFID can provide proven results for retailers looking to make these processes more effective and drive quantitative ROIs.

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

Consumer needs have intensified around near-instant shopping and that is driving dramatic changes in how retailers look to manage inventory. Six years ago there were only a few retailers looking at making a change from 30 year old barcode technology to a new inventory management and consumer engagement model.

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

We're particularly interested to hear how retailers are adapting their strategies to provide their customers with multi-channel experiences. It will be interesting to see what kind of technology they're currently using and how they plan to adjust to meet consumer needs.

### **What do you think will be the key themes to come out of RBTE 2017?**

I think we will see that nearly every fashion retailer is searching for more effective ways to service omnichannel customers. Many will realise that core inventory accuracy is the problem and will look at making the step to RFID.



Manage items through  
their entire life-cycle,  
from the factory to  
the sales floor – and  
everything in between.

**VISIT SML STAND #430**  
[www.sml-rfid.com](http://www.sml-rfid.com)

## Proven Results

SML's RFID expertise and end-to-end RFID retail solution, including inlay encoding technology and services as well as in-store and supply chain solutions, reduces deployment risks and increases RFID ROI for retail inventory management.

## KIRONA Q&A

Laraine Geddes  
Marketing Director  
Kirona



### **Tell us about your company...**

Kirona has successfully enabled organisations with field-based workers to increase their productivity, reduce costs and improve customer service. So for example, for a retailer that has a workforce that visits customers' homes to measure or install a fitted kitchen or wardrobe, or to collect a sofa for repair, our software helps optimise the productivity of that service, ensuring the customer gets an appointment that meets their needs, while also being profitable for the retailer to provide. We typically see our customers increase productivity by around 20 per cent after implementing our software. We do this with our field service management enterprise solutions. We provide three distinct applications that can be used on a standalone or combined basis – Xmbrace DRS, Job Manager and InfoSuite, providing dynamic resource

scheduling, mobile workforce management and analytics capabilities respectively.

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

This is Kirona's second year at RBTE. It is a key show for us as we look to meet retail organisations who would like to increase the productivity and real-time visibility of their field-based operations.

### **What have you got planned for RBTE 2017?**

Kirona is looking forward to demonstrating our leading dynamic resource scheduling software and the benefits that it gives retailers such as Carpetright, which has seen an increase in estimated sales of 34 per cent since implementing our software.

### **Why should visitors drop by your stand?**

Kirona is the leading expert 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, as well as reduce costs.

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

Since RBTE launched in 2011, delivering exceptional customer service is now more important than ever before, with consumer decisions being influenced with peer reviews. There has also been a convergence of retail and technology, with retailers increasingly utilising technology to drive improved results.

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

I'm particularly interested in attending the 'Innovation in Retail' panel discussion, as well as the session on extending brand experience and engagement through cloud technology.

### **What do you think will be the key themes to come out of RBTE 2017?**

A key theme for RBTE 2017 is likely to be utilising technology to achieve business objectives.

# Enabling you to deliver exceptional customer service every day.

**RBTE®**RETAIL  
BUSINESS  
TECHNOLOGY  
EXPO  
8-9 MAY 2017  
OLYMPIA, LONDONVisit Kirona at  
stand 722

Kirona's software is the leading solution for retailers looking to improve customer service and reduce costs. With Kirona you can offer optimised customer appointments, benefit from real-time updates of your field based workforce and increase productivity through dynamic resource scheduling and mobile workforce management applications.

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Trusted by over 350 organisations

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**BrightHouse****carpetright.****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.

## SUZOHAPP Q&A

Steve Fitton  
Sales Director  
SCAN COIN UK



### Tell us about your company...

SUZOHAPP is a modern, technology-focused leader in cash handling and affiliated solutions and components. SUZOHAPP comprises of the core brands of SCAN COIN, Comestero and CashComplete. We help create value for retail businesses by freeing up staff time and increasing profitability through our cash handling capabilities.

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

We have been exhibiting at RBTE since the exhibition began in 2011. RBTE is a key show for us, as it's the single biggest point of contact for us to connect with our customers. The show attracts all the relevant players from the retail industry, and has moved from strength to strength over the years. It's a brilliantly well organised and attended event.

### What have you got planned for RBTE 2017?

We will be launching two brand new products, centred on improving cash management processes within the retail industry. The SDS-30 is an innovative point of sale note deposit system, helping to improve cash security and accuracy from the minute a transaction is made, while the SDM-100 is a smart innovation in note depositing, suitable for any retail back-office.

### Why should visitors drop by your stand?

We encourage attendees to visit us on stand 300 to learn more about how we have helped other retailers improve the cash handling capabilities within their companies. We have a range of solutions tailored towards the needs of the retail industry, and we're more than happy to have a conversation about how best to

overcome the challenges relating to cash handling and management within your business.

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

We've definitely seen the retail landscape place more emphasis on the digital aspects of retail and on innovations in cash related processing. We see this as a pressure and an opportunity for stores to ensure their in-store efficiencies are flawless, enabling staff to spend more time with customers and less time on administrative tasks such as cash counting.

### What do you think will be the key themes to come out of RBTE 2017?

I think these will revolve around improving the customer experience, both in-store and online, as well as innovations around payment processing. SUZOHAPP solutions tie in to both of these themes, as our products assist in streamlining efficiencies within stores, freeing up staff to spend more time with customers, and our solutions are always innovative!

**SDS-30**  
Innovative Smart Deposit Solution



## SDM-100

The advanced note deposit solution



- ✓ Perfect for handling large cash volumes, vouchers or cheques
- ✓ Stores up to 1,500 banknotes in the stacking bag
- ✓ Input tray capacity 25-30 notes

## CashComplete™

Improve your back office note depositing processes and increase speed and accuracy of note handling within your business

