

Retail Systems

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In association with



**RETAIL
TECHNOLOGY
SHOW** 26-27 April 2022
Olympia, London

RETAIL TECHNOLOGY SHOW 2022 - SHOW PREVIEW



enactor



OMNIO



SCALA

StarWind
HYPERCONVERGENCE

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Welcome to the Retail Technology Show

We're delighted to welcome you to the new flagship event for retail technology.

Aimed at retailers both in-store and online, Retail Technology Show will help businesses thrive in the highly disruptive retail sector. It is the must attend event for retail and hospitality organisations looking for the right tools, solutions and advice on how to run their business more effectively, more efficiently and more profitably, resulting in seamless multichannel operations and enhanced customer experience.

The show brings together leading solutions providers, retailers, and brands from across the UK and Europe, where attendees will have access to hundreds of suppliers to find the best retail tech solutions, benefit from a cutting-edge conference programme encompassing six theme tracks, and network face-to-face with the industry again.

This preview provides an overview of the show, outlines the event's conference highlights, and showcases some of the tech vendors exhibiting at this year's event.





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Retail Systems is an official media partner of the Retail Technology Show. We bring our readers all the latest news and views on retail technology developments at www.retail-systems.com

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Overview

Retail reunites at Retail Technology Show, the new flagship event for retail

With over 1,000 days having passed since Olympia hosted the last large-format, face-to-face retail trade show in 2019, the Retail Technology Show's mission is to drive the industry forwards through innovation.

When we relaunched the show, we wanted it to be the event that unites Europe's most forward-thinking retailers and leading tech innovators, with a world-class expo and an industry-defining conference programme - all under one roof - across the two-day event. And with the major disruption and momentous change retail has experienced during the pandemic, never before has an event that showcases the innovation to drive retail forwards been as necessary for the industry.

We knew that in order to meet the new needs of the retail industry, we'd need to bring the brightest minds in retail to the stage of Retail Technology Show's conference programme - and we're hugely excited to welcome Dragon's Den investor, Steven Bartlett, as our headline speaker, as well as New Look's chairman and ex-Sainsbury's CEO, Mike Coupe, as our Day 1 keynote. They'll join over 90 retail visionaries, leaders, and luminaries on the

conference programme stages, including Very Group, M&S, Morrisons, Fat Face, The Body Shop, Coty, Curry's and Amazon to name just a few.

A spotlight on innovation

This year we're delighted to welcome over 200 innovators who will be exhibiting across the two days, showcasing the latest cutting-edge technologies to digitally transform retailers' businesses, from established enterprise technology solutions - including Amazon Just Walk Out, Toshiba, HP, WorldPay and Zebra - to new disruptors, fast growth up-starts, and start-ups.

The breadth of innovation on display means retailers can explore the full spectrum of retail technology for every part of their business and operations - with tech providers showcasing next-gen e-commerce capabilities and new solutions to power payments, future-proof supply chains, optimise operations, and empower the retail workforce.

Discovery Zone

We have curated a dedicated Discovery Zone that champions the newest innovations on offer to the market.





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We've also brought back the popular Start-Up Safari, which offers a curated tour of the hottest next-gen tech from retail disruptors, giving retailers a first look at some of the most future-forward innovations set to shake up the industry from the vibrant start-up community scene.

Innovation Awards

Innovation sits very much at the heart of the show, and to recognise and celebrate that, we are bringing back the Retail Technology Show's Innovation Awards, which will celebrate and commend the best examples of future-forward technology on display at the event.

Networking

The show offers unrivalled face-to-face networking opportunities. Many of you will have missed the conversations that simply can't be recreated effectively on digital formats like Zoom or at virtual events – nothing quite beats the benefits of networking in person.

Reunion Party

We will also host the 'BIG Retail Reunion Party', taking place at the Champagne Bar at the end of Day 1, which gives retailers the chance to raise a glass and celebrate retail's resilience over the past two years, and catch up with peers, suppliers and industry influencers.



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Conference Highlights

Working with our Retail Advisory Board and having undertaken extensive consumer research of 2,000 shoppers in our Retail Revolution Report to build the conference programme, our speakers will be covering the key topics that are shaping and setting the retail agenda across six key tracks, tackling the most pressing issues and industry trends.

From the pain points keeping retailers awake at night, forward-looking trends, and future-gazing predictions, to practical hacks and tips, each session offers unparalleled, 'no holds barred' insight to drive maximum value to the brands and retailers attending the show.

Day One

The first day kicks off with an opening keynote from Mike Coupe, chairman of New Look and former chief executive of Sainsbury's, who'll be examining which leadership strategies retailers should be focussing on to drive market share in the Headline Theatre at 9.40 am. At the same time, in Theatre A, CEO of Watch Shop Robin Phillips will talk through how to build a marketplace strategy that delivers bottom line value for brands and retailers.

Taking place at 1.05 pm in the Headline Theatre, is the highly

anticipated keynote from Dragon's Den investor, host of No.1 podcast The Diary of a CEO, and Sunday Times bestselling author, Steven Bartlett. He'll be demystifying the metaverse and NFTs and exploring how they're set to change the retail landscape. Alternatively, get up to speed on how to use the cloud to drive personalisation and harness data to bring customers back to the High Street, with a talk from Alex Rutter, director and head of retail at Google Cloud, over at Theatre B.

Later on in the afternoon, at 3.05pm, head to Theatre B for an exciting keynote panel discussion with senior leaders from Farfetch, KFC, Curry's, and Morleys Department Stores, who'll be discussing how to unlock customer data.

Day Two

The first big hitter on the second day can be found at the Headline Theatre at 9.40am, where Jeremy Schwartz – former chairman and chief executive of the Body Shop, managing director of L'Oréal UK, and CEO at Pandora, and current chair of global sustainability transformation practice at Kantar – will explore marketing sustainability for financial advantage. Head over to Theatre B at

the same time if you're interested in learning about checkout-free shopping from Max Gill, Amazon Physical Retail Technologies – Just Walk Out – EMEA lead at Amazon, or to Theatre A for tips on how to strengthen your supply chain during uncertain times with Richard Wilding OBE, professor of supply chain strategy at the Cranfield School of Management.

Hear from Richard Jenkins, head of loss prevention strategy and projects, central store operations at Marks & Spencer, who'll be talking about how to use RFID to improve stock integrity and maximise sales in a complex omnichannel market at 11.30am in Theatre A.

The final day concludes with a number of sessions at 3.05pm, including a panel in Theatre B where you'll learn about how retail payments will develop over the next five years, featuring: Kate Lavery, head of technology at Morrisons; principal architect at Marks & Spencer Jamie Korda; Paul Rodgers, chairman at Vendorcom and European payments evangelist at the World Wide Web Consortium; and Santiago Cabeza, business development manager at Nexo Standards.

We hope you enjoy this year's event!



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Q&A

Retail Technology Show

Matt Bradley
Event Director
RTS



Retail Technology Show is billed as the new flagship event for retail. Why do you think it is resonating so well with retailers and tech solutions providers?

The industry is under no illusion as to the significant disruption and seismic shifts that the pandemic has brought about, both to retailers and the technology businesses that power retailers' operations. Before the pandemic, we talked about the unprecedented speed and scale of change within retail, but we learned pretty quickly that what we then believed to be tidal waves of change were really drops in the ocean compared to the tsunami of transformation the pandemic prompted.

So, when we relaunched Retail Technology Show, our aim was to make the show the foremost platform to help fast-forward retailers' digital transformation strategies, empowering retail businesses to thrive and disrupt, powered by technological advancements and innovation,

post-pandemic. And the appetite is clearly there as the show floor is sold out and bursting with cutting edge-tech and the conference programme packed out with retail leaders and visionaries.

How can Retail Technology Show help retailers and brands optimise their operations and systems in the context of the current trading environment?

Given the complexities and challenges of the current trading environment, that's a broad question, but one that can be answered with a two simple answers: innovation and inspiration.

On the innovation front, we have over 170 tech providers who will be exhibiting across the two days, showcasing the latest cutting-edge tech to digitally transform retailers' businesses.

And as for inspiration, we've secured some of the brightest minds in retail to speak on the Retail Technology Show's conference programme.

Retail Technology Show is all about helping retailers unlock the innovations that will power future business performance. We're not just talking next-generation tech, we're talking the next dimension of retailing.

What should retailers and retail delegates expect from the show?

They can expect to discover the latest tech that can give them the edge they need to create competitive advantage from our exhibitors. From our speakers they can expect unparalleled 'no holds barred' insight into the key topics setting the retail agenda, which tackle the most pressing industry issues.

What's got you fired up about Retail Technology Show – what are the key things retailers shouldn't miss across the two day event?

As well as the all-star line-up on the conference programme, to support our commitment to innovation, we have developed a dedicated Discovery Zone that champions the newest innovations on offer to the market.

And, of course, retailers shouldn't pass up on the unrivalled face-to-face networking opportunities at the show. As well as networking opportunities on the show floor and in the Retailers' Lounge, Mastercard will be hosting a private lunch on Day 1. We will also host the 'Big Retail Reunion Party', which gives retailers the chance to catch up and raise a glass with peers, suppliers and industry influencers.

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Q&A

Centrex Services

Michael Heslop
Managing Director
Centrex Services



Can you tell us about what Centrex Services does?

We are a modern lean product lifecycle solutions ally. Our model of service solutions are innovative in their application in applying first mile, last mile and every mile in-between management and control of product (break/fix) maintenance within a single integrated operational lean platform. Freeing clients from the shackles and process dogma of traditional break/fix thinking, addressing the environmental and cost implications of poor management of essential resources.

Our philosophy is based on very simple lean principles, ensuring that every step in our product support supply chain process is valuable, capable, available, adequate, flexible and environmental.

What makes the company unique?

The Centrex culture is one of an ally to our clients, not a partner or supplier. Our vision is one of convergent strategies developed

within a single integrationist infrastructure, delivering sustainable frictionless break/fix long-term development and support. Everything we do involves the co-innovative service enhancements through value streaming every part of the service solution everytime we touch it.

What do you think will be the at the top of the agenda at this year's Retail Technology Show?

There are a host of challenges facing the industry today from supply chain reliability to the Internet of Things, but for me top of the table is bringing new innovations that can help the high street challenge the threats faced and provide them with long-term agile solutions, securing a stable future. The industry has to modernise, anything less is abject failure and fails to recognise the changing needs of the High Street and our clients.

What will Centrex be showcasing at the event?

Retailers want and deserve so much more from their supply chains. We challenge the archaic supply chain thinking that remains prevalent in the hardware maintenance sectors today. The hardware industry is woefully lacking in innovation.

Centrex's "Life-cycle" strategies deliver new modern environmental methodologies through a lean circular economy driving efficiencies through value streaming and in-depth data gathering, reducing your operational costs by at least 20% and re-designing how service is measured and delivered through **APPTRAK**, an innovative Centrex APP designed to provide complete visibility and control of assets at every touch point. Reducing operational inventory by at least 40%.

Does Centrex have any exciting plans for the future?

The lean methodology and infrastructure of Centrex lends itself by natural selection to circular economy strategies encompassing the widest range of maintenance solutions. Extending our reach beyond maintenance by extracting value through lean servitisation platform development, enabling customer centric engagement for manufacturers, distributors, retailers, and e-commerce. Creating new methodologies and solutions, minimising touch points to service delivery through single ally based processing management. It's a natural progression developing our platform across a wider range of sectors and services.



We streamline every aspect of our circular IT supply chain to provide innovative world-class lean hardware maintenance support, offering real value to our clients.

Why not take the first step and contact Centrex to find out how together we can co-innovate, helping you optimize the benefits Centrex's end to end suite of solutions can offer.

Join Centrex for IT Hardware support services that think and deliver differently.

We Resolve Your Break/Fix Supply Chain Problems



Client SLA & uptime



Your break/fix supply chain



Too much support stock



Invisible costs

Come see us at **stand 6B40**

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Q&A Enactor

Julius Carrell
Head of Global Sales
Enactor



In a nutshell, what does Enactor do?

Enactor is a unified commerce and retail software company delivering point of sale (POS) and omnichannel POS solutions into stores worldwide. Our solution is acknowledged as 'next generation' point of sale because it's completely cross-platform and easy to integrate into the wider environment.

It's much more than just a store system, it's also a unified commerce platform – we've got a whole bunch of headless commerce microservices for providing a single backend to the online side of things as well as to the store.

What sets Enactor apart from other platforms on the market?

We are purely a software provider – which means we are absolutely focused on delivering the best products to our customers. We're also very unique in the way we help retailers actually work with the solution.

A big part of our products is that we've got a very unique set of

development tools that we've used to build the software from the very beginning. They're a low code set of development tools which allow customers to change, extend, and enhance the standard products with visual tools, which is completely unique. It means through dragging and dropping retailers can make comprehensive change to a software easily and quickly and are no longer reliant on the vendor/3rd party – meaning retailers are empowered to work in a new "agile" way to introduce new functionality and applications into stores more quickly than ever before.

What will Enactor be showcasing at the event?

We will be showcasing our entire platform and how it works out of the box. It will be rolled out in the cloud, so we'll be able to talk a lot about how we deploy in the cloud and how we run in those environments. We'll be showing our next-generation point of sale across all the different platforms – iOS, Android, Windows – as well as different hardware, next generation functionality – like endless aisle, clienting in store – our headless commerce services which are driving websites and web apps, self-scanning, and also the underlying technologies

which drive Enactor that the retailer themselves can adopt.

What are likely to be the biggest topics on the agenda at this year's Retail Technology Show?

For us, it's probably going to compound our two different models – the enterprise model for large retailers, and the SaaS Enactor on Demand model for smaller retailers. We'll probably be talking a lot to large and independent retailers about how they can use the tech to cheaply, quickly, easily adopt it into their business.

One of the big trends is going to be about how the solutions of the day can help meet wider challenges. Clearly we're in a post-pandemic retail era – but there's also now problems with situations like the Ukraine, the world still having supply chain issues, and there still being labour market disruptions too. So it will be about how solutions can help mitigate those exogenous shocks to the retail industry.

Does Enactor have any plans for the future?

We have huge plans for the future. We'll take all the success we've had in the UK and Europe and continue to internationalise that around the world.



A modern POS is good.
A POS powered by **one unified platform**
is even better!



The ideal choice for forward-thinking retailers

Harrods

LINDEX

JYSK

SPORTS
DIRECT.COM

NEW
LOOK

FRASERS
GROUP

HOTEL
Chocolat.
BRITISH COCOA GROWER

HARVEY
NICHOLS

RIVER ISLAND

TheWorks.co.uk

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 www.enactor.co



The Most Flexible Architecture in Retail

Retail Systems

Meeting the Challenges of a Transforming Retail Landscape

Retail's Transformation

Accelerated by restricted trade conditions, a digital presence across social media, websites, e-commerce stores, and/or apps is now the norm for driving customer engagement, and markets and consumers alike have shown remarkable resilience in adapting to this transformation.

Agile retailers, in negotiating various lock-downs and hygiene protocols, have met their customers in-store with mobile point of sale and self-checkout, as well as online with e-commerce offerings. Adoption rates of non-physical interactions have been high: think self-checkout, curbside pick-up, contactless payments, and home delivery. Even previously resistant customer demographics have taken to digital interacting and transacting: these new / non-frequent users are

projected to increase by 150 per cent in the coming years, making tech investment a necessity rather than a luxury. GK's CLOUD4RETAIL platform orchestrates multiple retail channels, helping retailers offer their customers opportunities to engage 24/7, and position their customer at the heart of their business.

A Connected Customer and their Hybrid Journey

Today's customers use any and all of the channels a retailer has to offer to create the customised, hybrid, and intuitive shopping experience of their choice. The store still features prominently in purchase decisions, further blurring the lines between channels. Unifying commerce across channels is fundamental to the CLOUD4RETAIL platform as it is the retailer's brand (and

not the channel) that today's customer connects with. A cohesive message and experience across each touchpoint of the brand is key.

Enable Retail Anywhere

Retailers offering comprehensive brick-and-mortar services while also supporting customers in their digital journey are likely duplicating effort; retail's already thin margins together with operating online and offline estates can translate into additional overheads, eroding profitability. Investing in smarter working practices – like utilising the power of data-analytics and unified commerce that CLOUD4RETAIL offers – together with integrating online and offline are critical to meeting the connected customer and enabling retail anywhere.





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Innovation drives Differentiation

Innovation is at the heart of the retail organisation, with retailers finding themselves at the forefront of the digital and technology transformation. Distinguishing the retail brand is enabled by a forward-thinking, customer-centric technology stack: GK's solutions provide readymade tools retailers can use to differentiate their brand, and by leveraging technology, create innovative consumer experiences across the board.

The Repurposed Store

The physical store remains integral to the customer's journey, regardless of whether the experience commences or concludes there. Given the value stores still hold for customers and immediate communities, their purpose can be reimagined to provide more experiential destinations. This can be achieved by enhancing the consumer experience or by addressing consumer frustrations. For example, the Checkout process has long been a source of frustration for consumers; having to queue to checkout, unloading shopping from trolleys to load it back in again, waiting for the checkout employee to scan items or the self checkouts to detect the item just scanned is in the bagging area. By implementing technology such as GK's newest platform service, GK GO's scanless technology reduces friction in

stores by allowing consumers to enter the store via an app, pick up items, have a real time view of what is in the basket, check that loyalty and promotions have been applied and at the end of the journey just walk out the store.

GK's vision

Meeting the challenges of retail's transformation, GK enables retail enterprises of all segments and formats to provide novel interactions, elevate the customer experience, and extend engagement beyond the store - CLOUD4RETAIL is a single, global software platform for all retail touchpoints and formats.

GK foresee the blending of offline/online that leverages off the speed and convenience of online, and spans from DC through to showroom and delivery using smart technology:

A no channel customer experience:

Consumers buy from retailers and not channels, so processes need to work together to provide a seamless experience across all touchpoints;

An Empowered Workforce: Information and simple processes help build a versatile and knowledgeable store associate team. Mobile technology and making use of apps is the most logical and natural working method for retailers with a proven ROI globally;

Real-time data: Integration from customer touchpoints to the central systems and back is not a luxury, it is

what sets the really great retailers apart. A single version of the truth at all points drives real-time retail;

Cloud-Computing: Deployment onto cloud is fast and easy, and central management on cloud environments streamlines operations;

AI for Retail: utilising the efficiencies of AI, machine learning, and improved data analytics to generate insights to deliver a personalised price, product, promotion at a single customer level at all stages of the customer journey.

An Empowered Retailer: Being able to innovate at speed GK offer retailers a comprehensive solution platform - extensible, open, and fully cloud-based. Fulfilling on app enablement, retailers can use the platform Headless using the open API or to easily plug in web-based applications to GK provided touchpoints. Allowing retailers to leverage third party or own-developed solutions to offer new services and innovate at speed.

GK's 30+ years' experience servicing diverse retail verticals spanning grocery, fuel, hospitality, fashion, specialty, and general merchandise means GK is well placed to assist Retailers as they continue to transform and innovate. GK have a keen understanding of the unique industry requirements and innovate ahead of the curve. With over 500,000 retail/payment installations in over 60 countries.

www.gk-software.com



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Q&A GK Software

Hannah Jones
Senior Account
Executive UKI
GK Software



Tell us about GK and what you do

GK Software have been bringing innovative solutions to the retail industry for over 30 years. We support 440+ clients' operations in more than 65 countries, including 20 per cent of the world's Top 50 retailers. Our objective is to help our customers deliver excellent services anywhere, anytime, and on any device.

CLOUD4RETAIL is our full commerce platform enabling diverse segments and formats of retailers to use the openness of the platform together with a host of services like mobile customer loyalty, mPOS, real-time data insights, dynamic pricing, and AI-enabled personalisation.

What are you bringing to the show, and why should delegates stop by the stand?

We are excited to showcase our CLOUD4RETAIL Commerce Platform: built on open architecture, it provides all the core commercial and business services a retailer requires like basket

calculation, price, promotion, tax etc., in addition to a variety of touchpoints like POS, mobile POS, self-checkout, self-scanning, and kiosk.

Our interactive stand will focus on consistent, flexible flow across touchpoints:

A Grocery Section will demo the end-to-end solution and consumer journey utilising self-scanning devices; and Self Checkouts our mPOS will be specifically geared up for Fashion, eliminating the queue / stationary till pain points; a Hospitality set-up will feature quick and full table service capabilities for retailers offering / planning to offer refreshments in-store. Leveraging app enablement and the open APIs will see React, MySize, and Abacus Lottery all adding value at our Grocery and Fashion installations. And our AI for Retail will be demonstrating personalisation and dynamic pricing in operation.

What key retail themes do you expect to see at RTS?

Today's connected consumer is central to retail, and we expect to see emphasis on frictionless retail across the consumer journey, with integrated channels, self-scan / scanless stores, and mobile all being optimised to elevate

the experience.

Consumers are seeking conscious consumerism, values that resonate with them, and improved sustainability and circularity – GK's solution helps drive sustainability through dynamic pricing and personalisation. In reimagining the store as an experiential, personalised space, and along with our AI solutions, we foresee additional AI and AR innovations, and increased dependence on real-time information.

Lastly, cloud computing emerges as integral to centralise operations and deliver resources for real-time processing.

Looking to the future, what has GK got planned?

Increasing digital development to integrate channels; cohesively tying the hybrid consumer journey together, and further enhancing real-time insights.

GK's CLOUD4RETAIL is an open and collaborative platform that we're continuously innovating. These are the key areas we will be delivering on in the future:

- integrating additional value-adding third parties;
- adding new applications;
- exploring new avenues for omnichannel retail.



Enabling Experiential Retail

Open Commerce Platform

Cloud-Computing

"No Channel" Customer Experience

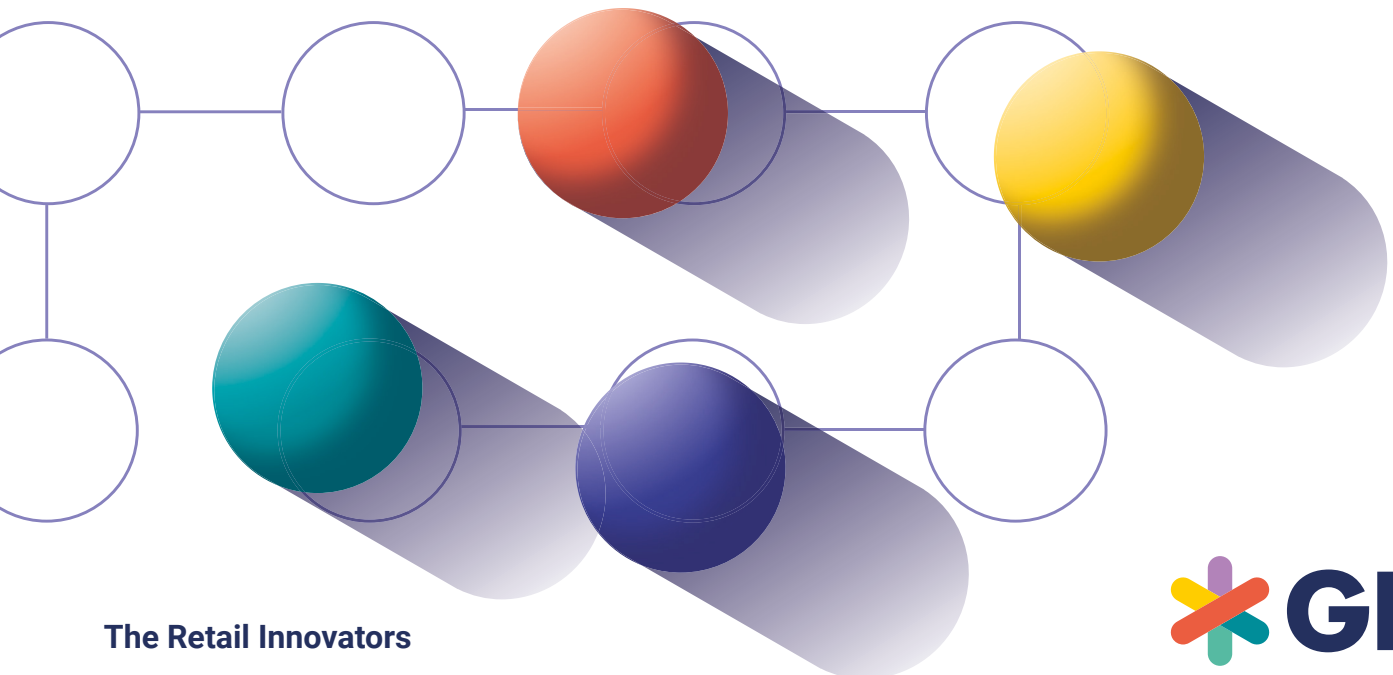
AI for Retail

Mobile Technology

Hyper-Personalisation



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Stand 6D48



The Retail Innovators



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Q&A Omnio

Adrian Cannon
Chief Executive Officer
Omnio



Can you tell us a bit about Omnio?

Omnio is a technology innovator that aims to be the platform of choice for retailers seeking to enhance their customer journey with a suite of unified digital products, including membership services, payment-linked loyalty & rewards and embedded financial services. Our cloud-based platform, OMNICORE, allows retailers to easily blend these solutions together to create powerful customer propositions, with a scalable 'pay-as-you-grow' subscription model. Customers benefit from an improved experience, driving engagement and increased spending, while retailers capture more wealth (and data!) in their ecosystem, generating new revenues and protecting market share.

Why did Omnio choose to join the Retail Technology Show this year?

The Retail Technology Show is the largest show in the retail industry and therefore the perfect fit for Omnio to showcase our market-leading solutions.

At Omnio, we believe we have a suite of solutions that will have a positive impact on the retail market, and change the way that customers interact with the brands they love. We are looking forward to connecting with retailers to stimulate conversations and show how we can help them enhance their existing customer journey, drive new revenues and boost engagement to build valuable lifelong relationships with their customers.

Why should delegates stop by your stand this year?

Omnio uniquely unifies memberships, loyalty & rewards, and financial services in a single platform.

We are particularly excited to show retailers how our platform can help them directly link customer payments, with loyalty and rewards, streamlining the overall customer experience, while creating new opportunities for them to capture data and get to know their customer better.

Moreover, new innovations like our "Save to Spend" solution, allows customers to set money aside for future spending in return for a retailer provided incentive, offering a sustainable and complimentary alternative to "buy now, pay later."

What do you think will be the key themes on the agenda at this year's event?

Retailers are working hard to become more digital with a renewed recognition that customer experience is fundamental to their success. Digital solutions can help reduce customer effort leading to increased sales conversion and revenue.

What can we expect to see from Omnio for the rest of the year?

Omnio is growing quickly in the space from a strong base in Italy and we are excited to expand the list of retail partners we are working with to enhance their digital services. We expect to bring new innovations to market, particularly related to payment-linked loyalty which will continue to transform the loyalty and rewards space. Moreover, the world of retail finance is changing with retail banks no longer holding a monopoly on retail financial services. We expect to work more closely with our retail partners to leverage this trend by helping them embed white-label financial products into their customer journey, or implement specialised payment systems in their ecosystems.

OMNIO

Hypercharge your **loyalty & rewards programme**

Membership
services

Payment-linked
loyalty & rewards

Embedded
financial services



Give your customers thousands of reasons
to choose your brand over another

omnio.global

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Visit us at **stand 6J73**
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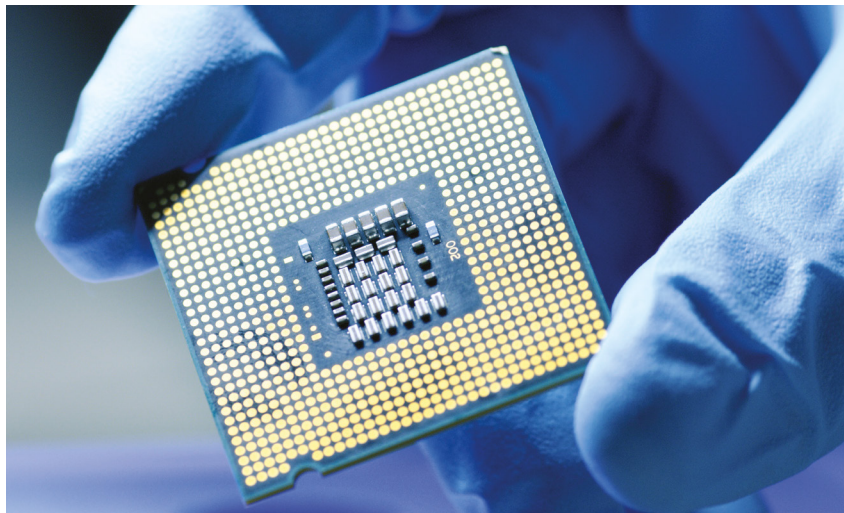
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Digital supply chain transformation is creating a shift towards a circular economy

Supply chain sustainability is increasingly a core focus for today's C-Suite. Unsurprisingly, as most companies now have a policy to become carbon neutral within a certain number of years. One aspect that impacts this ambition is accessibility of resources which are constrained by trade, price and availability. This is creating a shift towards a circular economy, whose purpose is to break the link between raw materials consumption and growth. In fact, according to Gartner, 51 per cent of supply chain professionals expect the emphasis on the circular economy to increase in the two years following the Covid-19 crisis.

At Peak Technologies, we have been investing in our capabilities to assist our customers in this aspect. Historically, we have always provided maintenance contracts for the mobile computers, wireless networks, and barcode printers that we are selling. However, increasingly we are now refurbishing devices in our Chippenham facility, thereby increasing the lifetime while reducing carbon emissions by avoiding devices needing to be sent to a third party Eastern European based repair centre.

When devices have become obsolete, we take them back from



our customers and often pay a residual value. With the returned devices, we perform a number of different functions. We break the devices down and harvest parts that can be used for future device refurbishments. We send all obsolete cables and PCBs to a specialist company for raw material extraction such as copper.

When devices are still functionally sound and they are not needed for refurbishments, Peak Technologies delivers the donated mobile hardware to its charity partner, the British Heart Foundation (BHF), which then uses a service called Blancco to wipe the devices in readiness for reselling. Each device is sold through BHF's eBay shop

and Peak Technologies then commissions the planting of a tree through The Hut Group's more:trees platform, thereby off-setting approximately 0.3t of CO2 per tree planted. Each customer receives a certificate congratulating them on the amount of CO2 they have saved.

Peak Technologies prides itself on being an environmentally sustainable business with a Net Zero 2040 goal. We firmly believe that by partnering closely with our customers, we can together make a good contribution towards a more sustainable world.

If you are interested in discussing how we can assist you with this, visit us on Stand 6C60 or email infoUK@peaktech.com.



Q&A

Peak Technologies

René Schrama
UK Managing Director
Peak Technologies



In a nutshell, what does Peak Technologies do?

Peak Technologies provides end-to-end, digitally connected technology solutions for retail, supply chain, and mobile workforces with a focus on improvements in operational efficiencies and delivering an exceptional customer experience.

What sets Peak Technologies apart from other companies in the market?

No company on the market can match our international footprint and breadth of end-to-end retail solutions and expertise. We are the trusted business partner for some of the world's largest retailers while also supporting local and regional customers with an extensive coverage footprint throughout North America and Europe.

What do you anticipate will be the most popular topics on the agenda at this year's Retail Technology Show?

Retailers will be on the lookout for the key technological advancements and

omnichannel strategies to drive e-commerce and in-store growth. Top of the agenda will be:

- Fast ship from store order fulfillment;
- Instore inventory visibility;
- Smart checkout; Mobile point of sale;
- Temperature controlled grocery lockers;
- Instore price management;
- Reverse logistics and returns management.

What are Peak Technologies and its partners showcasing at their RTS stand, and why should exhibitors visit?

Peak Technologies will be presenting its M-Netics Retail software solution at Stand 6C60. We will also be showcasing the latest retail technology advancements with five key technology partners at their stand. In summary:

1. **OLR Retail** – will be showcasing its accelerators that improve the effectiveness of the SaaS platform for Oracle Retail.
2. **Zebra Technologies** – an innovator at the front line of business with solutions that deliver performance edge, will be showcasing SmartLens.
3. **ELO** – a leading global provider of android-powered interactive devices, will be showcasing touchscreen

monitors and digital signage.

4. Extreme Networks – a Gartner Magic Quadrant 2021 leader for Enterprise Wired & Wireless LAN infrastructure - will be showcasing XiQ & demonstrating how to deliver the end-to-end visibility and efficiencies required for today's ever-evolving, distributed network

5. Keephub – a one-stop employee communication and engagement platform for every sector, will be showcasing its apps that enable businesses to better manage their workforce and ongoing tasks with communications.

You're announcing a new partnership at today's event. What are the key drivers for the collaboration?

Peak Technologies' partnership with OLR Retail speeds up integration of the key functionality of our M-Netics Retail solution into a customer's Oracle retail solution.

The significant cost savings and business benefits this will bring to global retailers include: An 80 per cent quicker go live time from off the shelf integration with Oracle Retail; cost savings created by a riskless integration and a seamless process; end to end automation and seamless connection to the Oracle Cloud; as well as others.

Retail Systems

Engagement and Insight with Digital Retail Experiences

It is brilliant to be heading to Olympia for the Retail Technology Show. To say that it has been an eventful period for retail brands would be a massive understatement and a lot of hard lessons have been learned over the past two years. At Scala we've tried to be as responsive as possible to the needs of our clients and partners while also looking ahead to the ways in which technology can keep brands flexible enough to pivot as customer needs and government guidelines may require. Whether it is automatic discounting to avoid food waste, creating personal digital menus that take account of allergies, or creating a way for expert members of the team to offer advice to customers who may be miles away, we're always looking at how we can create the best experiences for individuals.

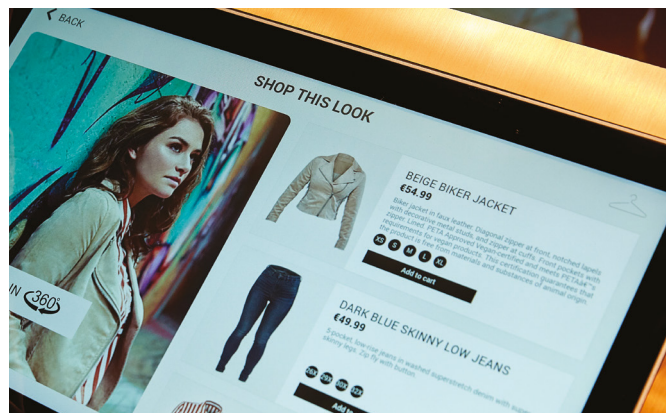
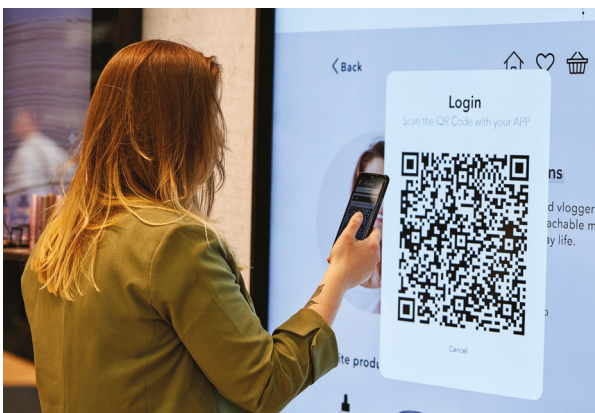
The experience economy has been a part of business for decades and those brands that have been long investors in customer experience are reaping the benefits. McKinsey research suggests that experience-focused brands are seeing up to three times the return compared to those brands that have been slow to invest. It is easy to see why when you look at findings from other surveys – a recent Price Waterhouse Cooper piece reveals that for 73 per cent of shoppers, the retail customer experience itself is more important than price, or quality.

We believe that brands are experts in knowing who they are and what makes an experience that best represents them. We are here to help them get there by providing digital solutions that could not only shrink wait times, clearly show stock

availability and alternatives or offer a streamlined way to get their order but can also forge a deeper connection with their customer. With Scala, brands can bring the best of e-commerce into their stores and gain key shopper insights. Whether it's an interactive mirror, a lift and learn assisted selling kiosk, a pick and play digital sign, or shelf edge signage integrated with sensor technology, brands can learn what their customers really want through digital activations. This lets brands create experiences that are all the more relevant and engaging.

Whatever brands want their experience to be, Scala is here to help make it happen. Visit us at booth 6G58 to find out more.

Darren Cremins, Senior Sales Director, UK & Ireland Scala



GAIN YOUR OWN **SHOPPER INSIGHTS** WITH **SCALA**



CREATE COMPELLING, PERSONALIZED EXPERIENCES •

EXPAND PRODUCT DISCOVERY • BECOME MORE CUSTOMER FOCUSED

From creating compelling experiential retail moments to streamlining purchase and fulfillment, Scala helps brands reach their business goals with flexible and scalable digital solutions.

**SEE SCALA SOLUTIONS
AT THE RETAIL TECHNOLOGY SHOW
STAND 6G58**

Learn more about
Scala solutions and
access relevant retail
case studies [here](#):





Retail Systems

Take Care of your Customers While StarWind Takes Care of your IT

A retail business is nothing if not flexible. Being an extremely competitive industry, retail always comes with the need to adjust to rapid growth. Naturally, this presents challenges specific mostly to this particular field that cannot be addressed with the standard approach.

First things first, the uptime of the head office system to ensure efficient work with suppliers and uptime of the individual locations. Downtime of any of these means losing money, customers, and suppliers. In other words, keeping databases online to ensure the process is seamless and timely is a must-have for any successful retailer. However, even though this industry already used to be reliant on the digital aspect of business, now the need for robust IT infrastructure has become even direr.

The pandemic has changed retail in a way that operating fast and easily manageable digital channels supported by reliable tech is now a requirement, not an option. With no regard to the specifics of the trade, we can surely say that the key to retailers' success is always customer experience. That's why in order to satisfy customers, retailers must collect and analyse data from across all of their trading channels so that they can identify product trends,

customers' behaviours and requirements, and, of course, growing demands, the latter including zero downtime for the systems.

Admittedly, database downtime inevitably leads to financial losses and damage to the image of the company, and while the former can be problematic, the latter is much harder to fix. Thanks to StarWind HCI Appliance (HCA), converting all the vital infrastructure elements into a highly efficient, reliable, and scalable virtualisation platform has never been easier. Furthermore, StarWind Virtual SAN (vSAN), a hardware-agnostic solution providing software-defined storage management, delivers 99.9999 per cent uptime and full fault tolerance.

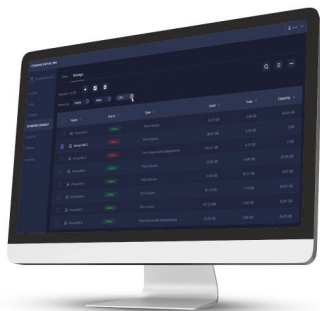
The usual scourge of any retail business still remains complex maintenance, and with going through digital transformation, this issue demands even more spotlight. Although it may not seem like a problem per se, it is necessary to remember that not every retail location has at hand a band of IT specialists. Sometimes, it is people whose responsibilities have nothing to do with this sphere of business. StarWind products are essentially easy to manage and operate for a person with basic IT skills. It's twice as important for retailers

who juggle multiple processes through different channels. For instance, while using StarWind Backup Appliance, you can easily shrink the backups window to fit any schedule so that this activity doesn't overlap or hurt other processes.

Unfortunately, any system, however perfect it is, is prone to err under specific circumstances. When you are managing dozens of working operations, including synchronising data between individual locations and head offices, there may simply be no time for IT teams to stop and take care of what has gone wrong right away. That may seem like an inevitable evil, seeing as timely fixing of issues occurring in an IT environment is of critical importance for any business and delivery of any services. Luckily, there's an answer to that as well. StarWind ProActive support can give you peace of mind since advanced AI analytics can predict any failure patterns and allow the engineers to fix issues preventively. StarWind focuses on delivering turn-key solutions for ROBO & Retail Edge that ensure constant uptime, as well as offering minimalistic 2-node clusters for individual locations. These have the least footprint possible and don't compromise performance. Add the ability to repurpose existing hardware and you get the ultimate retail solution.

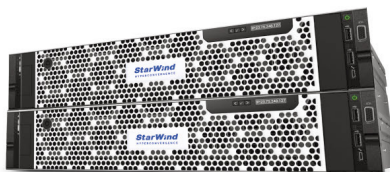
↑ It's easy to build a high-performing, compact, accessible, resilient, and scalable IT infrastructure with StarWind

StarWind Virtual SAN



StarWind vSAN is a software-defined storage solution that fully eliminates the need in expensive physical shared storage forever.

StarWind HCI Appliance



StarWind HCI Appliance is an all-in-one turnkey private and hybrid cloud datacenter building block.

StarWind Backup Appliance



StarWind Backup Appliance introduces unprecedented backup and restore speed, eliminating the backup window concept entirely.



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Retail Systems

Q&A

StarWind

Andrew Tuzov
Head of Business
Development
StarWind



Can you tell us a bit about StarWind?

StarWind has been successfully enabling consumers worldwide with constantly improved Enterprise-grade hyperconvergence at SME-proof price for over 15 years now. We don't believe in vendor lock-in, licensing pitfalls, or feature paywalls. We build our products to be fire-and-forget and make it our mission for our solutions and our engineers to be available for our customers 24/7/365. Hyperconvergence has emerged as the new IT infrastructure standard. And here, at StarWind, we make sure that businesses of any shape and size can attain that standard accessibly and effectively.

Why is StarWind supporting the Retail Technology Show this year?

StarWind has been the go-to infrastructure solution for quite a few Retail customers that aim to process and store data closer to the source. Data volumes, cyber threats, human factors, application complexity, and

many other issues are increasing in intensity by the day now, not just by the year. Considering the post-pandemic "new normal," retail needs to actively look at what's going on with their individual locations IT. We will be actively promoting a push to the "EDGE" for a lot of larger retail customers that have a lot of offices and shops spread around the country.

Why should delegates stop by your stand this year?

We will be bringing our solutions experts who will share the latest insights regarding retail IT infrastructure, announce upcoming solutions that will make the life of Retail IT Directors considerably easier and, of course, give out goodies. Attendees will be able to hear from the experts who're involved in developing and supporting our solutions about the ideas behind StarWind products, which retail IT infrastructure pain points they target, what benefits they bring, and how they fit the retail IT concept. All questions will be answered by StarWind heavy-hitters themselves.

What do you think the key themes will be at this year's Retail Technology Show?

With the new realities of a post-

COVID-19 world, we believe the key topics will be automation, robotics, and the introduction of new technologies that will make the life of retail companies easier, like artificial intelligence, machine learning, virtual and augmented reality, as well as data analytics. We're sure to hear about some exciting stuff.

What can we expect to see from StarWind for the rest of the year?

StarWind will be announcing it's revolutionary NVME-oF platform, which is the pinnacle of the evolution of infrastructure solutions and will be ready to respond to any challenges and demanding workloads that applications used by retail are ready to throw at it.

Organisations often rely on legacy HDDs, physical SAN / NAS, or outdated compute elements to save costs. However, they only actually lose money instead of saving it. Investing in a solid, modern software-centric solution will bring immediate and long-standing ROI. There's no point in looking back when the world is speeding forward in full throttle. And StarWind will share with retailers how to not slow down while driving safely and efficiently in this new world at the show.

StarWind

HYPERCONVERGENCE

Establish a smooth video surveillance management system at your retail spot without converging multiple vendors.

Bring your idea. We'll do the rest.



StarWind HCI Appliance for Video (Surveillance & Analytics)



Single Support Umbrella

StarWind will be your single point of technical support for the entire VMS solution with 24/7 proactive support on top.



Faster Time-to-Solution

StarWind will help size, build, and deliver your original VMS solution faster, liberating you from the multiple vendor issue.



Unrestricted Customization

StarWind will tailor the VMS solution to your requirements or you can choose from a set of modern pre-sized options.



Minimal Hardware Footprint



Fault Tolerant Performance



Best Practices Compliance



Read more at
www.starwind.com

For more details
visit StarWind Stand



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