Retail Systems
awards 2022

22 JUNE 2022
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THE WINNERS

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Retail Systems awards 2022

WELCOME

Hannah McGrath
Editor
Retail Systems

Welcome to the 2022 Retail Systems Awards overview. The event is in its 17th year and attracted a record-breaking number of entries, representing the most exciting technology innovations in the retail industry over the past year.

The last 12 months have been nothing short of transformational for retail; many businesses have thankfully begun to recover from the shockwaves of the pandemic and are now thriving in the new, omnichannel world, where profitability comes just as much from the customer experience as it does from the products on the shelf.

This new retail landscape is driven by technology, data, and the importance of convenience, and as this year's crop of entries showed, there are plenty of innovative companies out there working hard to make retail smarter and work better for customers.

As we say every year, but it nevertheless rings true, the exceptional range of entries made for some tough decisions by our esteemed judging panel, so congratulations to all of this year's shortlisted companies and to our winners for their outstanding entries.

I hope you enjoy this overview of this year's award-winning companies and I encourage you to take a closer look at some of the brightest and best solutions our sector has to offer. I look forward to seeing you at next year's awards!

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2022 HOST FOR THE EVENING: Hal Cruttenden

Hal Cruttenden is a seasoned comedian, actor and writer. His credits stretch from Eastenders and The Madness of King George all the way to The Rob Brydon Show and Orwell, a Celebration in the theatre. Hal is unashamedly suburban, by his own admission teetering on the edge of a mid-life crisis. According to The Scotsman he "takes the personal and the ridiculous, and whizzes them into a delicious comedy smoothie that's sweet with a hint of sharpness". His camp delivery belies his status as a married man and a father, all of which is on show when it comes to patio furniture and one-upmanship with the neighbours. Hal has appeared on The Royal Variety Performance, hosted Live at the Apollo and performed stand-up almost everywhere from Belgium to Bahrain - winning rave reviews at Montreal's Just For Laughs. He also danced to Destiny's Child's Bootylicious for Let's Dance For Comic Relief, has taken on the Sports Relief Sailing Challenge, and was the guest comic for the final Great British Bake-Off: An Extra Slice.

2022 JUDGING PANEL

Gerald Dawson
Owner
DawsonWorks

Chris Field
Chief Executive, Fieldworks Marketing,
Chairman, Retail Connections

Hayley Meenan-Wilkin
E-commerce Manager,
Fishpools

Nadine Neatrour
Director of Marketing
Selfridges

Sharon Peters
Head of IT Business Solutions
Marks & Spencer

Wizz Selvey
Retail Consultant

Merlin Stone
Managing Director
Merlin Stone

Dr Anjali Subburaj
Digital Commerce, Chief Architect
Mars

Darren Williams
Managing Director
DW Exec

Hannah McGrath
Editor
Retail Systems

THE WINNERS 2022

Online Innovation of the Year

WINNER: ManoMano

Retail Charity Partnership of the Year
- sponsored by Eagle Eye

WINNER: The Pret Foundation

Technology Project of the Year

WINNER: Iceland Foods & Blackhawk Network

Retailer of the Year
- sponsored by Couchbase

WINNER: Halfords

Sustainable Retail Award

WINNER: Bringg

In-Store Technology of the Year

WINNER: Asda & Goodmaps

Point of Sale Technology of the Year

WINNER: Saledock

Mobile Innovation of the Year

WINNER: MoEngage

E-commerce Solution of the Year

WINNER: Akeneo

Omnichannel Solution of the Year

WINNER: ACI Worldwide

E-commerce Technology Vendor of the Year

WINNER: Loqate (GBG)

Omnichannel Technology Vendor of the Year

WINNER: Tata Consultancy Services

Data and Analytics Company of the Year

WINNER: TruRating

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THE WINNERS 2022

Artificial Intelligence Project of the Year

WINNER: Dressipi

Online Marketplace of the Year

WINNER: Spryker

Delivery Solution of the Year

WINNER: Gophr

Logistics and Supply Chain Award

WINNER: GXO

Retail Trailblazer

WINNER: eyezon

High Street Innovation Award

WINNER: Sitoo

Best Use of Augmented or Virtual Reality

WINNER: Jisp

Alternative Payments Solution

WINNER: ACI Worldwide

Most Disruptive Retail Technology

WINNER: Identiq

Experiential or Personalised Retail Solution of the Year

WINNER: Dressipi

Resilience in Retail Award

WINNER: Brakes & KPS

Payments System of the Year

WINNER: Checkout.com

Retail Partnership of the Year

WINNER: Iceland Foods & NCR

Payments Innovation Award

WINNER: Chargebacks911

POINT OF SALE TECHNOLOGY OF THE YEAR

saledock

Built with UK retailers, for retailers. Saledock's one-stop point of sale (POS), eCommerce and inventory solution makes selling and retail management a breeze!

Saledock set out to create a fast and powerful, unified solution that was intuitive and easy to use. By working with retailers, Saledock addressed some of the biggest issues faced on a daily basis: poor user experience, multiple disconnected systems resulting in time consuming data duplication, out of sync stock levels, and unreliable and feature lacking point of sale (POS) to eCommerce integrations, leaving retailers being passed from one support team to another.

Retailers need an easy to use and accurate stock management solution that syncs stock levels in real-time after every sale across channels and stores.

Without this, retailers risk selling an out of stock item online when they've just sold their last in-store.

Without in-depth knowledge of store and product performance and trends, and low stock alerts, retailers are also at risk of under or overstocking items, both of which impact their bottom line.

Saledock took a unified approach in addressing the issues and impressed the judges of the 2022 Retail Systems Awards with their

"Saledock unifies in-store and online sales, saving retailers valuable time. Saledock helps retailers work smarter, increase stock visibility, spot trends and gain valuable store and product insights so they can make more informed, data-driven decisions to help grow business sales and profits, improve efficiency, and plan ahead with confidence"

one-stop solution that helps retailers manage the core areas of their business from a single platform.

The judges liked the fact that Saledock's solution puts retailers at the heart of what they do, and they stated the approach and breadth of support to make retailers' lives easier

was impressive.

The unified platform has an unbeatable user experience and offers POS, inventory management, stock take and purchase order tooling, eCommerce content management system (CMS) and order fulfilment, and real-time analytics under one roof.

With its one-stop solution, Saledock makes business easier for staff, and improves in-store and online customer experience, with multi-channel selling and omni-channel gift cards, promotions, and loyalty scheme.

Retailers can also process click and collect orders directly from any POS device.

Saledock unifies in-store and online sales, saving retailers valuable time.

Saledock helps retailers work smarter, increase stock visibility, spot trends and gain valuable store and product insights so they can make more informed, data-driven decisions to help grow business sales and profits, improve efficiency, and plan ahead with confidence.

All of the challenges addressed by Saledock's solution and their unified approach, resulted in their winning point of sale technology of the year at the 2022 Retail Systems awards.

Visit www.saledock.com to find out more about how Saledock can empower your retail business.

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moengage

Global online retail sales are expected to reach $5.5 trillion in 2022. This surge is due to accelerated and sustained demand for e-commerce driven by the pandemic, which saw digital sales increase by around 26 per cent to $4.2 trillion in 2020. This digital-first demand paved the way for evolved expectations concerning customer engagement. Now shoppers want seamless, personalised communications that deliver the right message at the right time to the right device to support their buying journeys and build brand loyalty.

MoEngage's platform capitalises on the uptick of online sales by deploying a range of features which hook new consumers in, help re-engage existing consumers, and generally streamline efficiencies for customers of those companies who utilise MoEngage's platform.

It was this broad span of provisions which led to the firm being awarded with Mobile Innovation of the Year at the 2022 Retail Systems awards.

This year's judges were left impressed by MoEngage's solution and praised the firm for its clever use of technology which enables retailers to get more of those first-time customer visitors to buy.

Through MoEngage's insights-led customer engagement platform, retailers and brands can deliver push notifications to suit every

"MoEngage's platform capitalises on the uptick of online sales by deploying a range of features which hook new consumers in, help re-engage existing consumers, and generally streamline efficiencies for customers of those companies who utilise MoEngage's platform"

occasion, with the result being that each customer is served with relevant push notifications - at the right time and on the right device - to build seamless mobile-first shopping journeys.

The platform can also generate automated trigger push notifications based on a customer's 'lifecycle'

events or purchase history, from a basket reminder or special offer on a product they had viewed or bought right the way to winning back lapsed customers with exclusive promotions or offers to re-engage them with the brand.

Push Amplification™ Plus also allows marketers and e-commerce teams to gain data insights overlaid with shoppers' behavioural triggers and location, enabling them to provide rich, personalised, and highly relevant push notifications to their smartphones, delivering an overall engagement methodology which has been proven to increase conversion rates.

The MoEngage platform also helps with re-targeting strategies that deliver contextual messages based on past customer behaviours displayed by the individual shopper. As these retargeting messages are delivered directly to the shopper on a relevant medium via their smartphone, retailers can keep shoppers on their 'owned' channels, rather than paying to play on expensive biddable search or via search engine re-targeting.

With such a wide range of methods that can be deployed on a personal basis to prompt consumers and anticipate their needs, it is easy to see why MoEngage was this year's standout in the Mobile Innovation category.

E-COMMERCE SOLUTION OF THE YEAR

akeneo

For retailers and brands to stand out in today's crowded marketplace, selling products online requires more than a mere product listing.

Akeneo PXM Studio has more than 80,000 users. Sitting at its core is Akeneo's Product Information System (PIM), the most widely used PIM system in the world with over 60,000 live implementations and serving more than 700 enterprise clients across the US, Europe, and the Middle East, including: boohoo.com; TPRG; Made.com; Kurt Geiger; Karl Lagerfeld; Dunelm; and Space NK to name a few.

The use of a PIM for e-commerce helps businesses get online faster and more efficiently by organising product information and SEO tags, developing the right catalogues, and driving product experiences to support customer experiences.

By using Akeneo's PIM solution, customers can create and manage a secure, read-only portal where partners and internal stakeholders can find, view, and download relevant product data and assets.

Akeneo's PIM solution offers its users a full suite of capabilities, enabling its customers' businesses to enhance the customer experience, increase sales, reduce time to market, go global, and boost overall team productivity.

The solution also enables its users to centralise, enrich, and

"Akeneo's PIM solution offers its users a full suite of capabilities, enabling its customers' businesses to enhance the customer experience, increase sales, reduce time to market, go global, and boost overall team productivity. The solution also enables its users to centralise, enrich, and distribute product information from hundreds to more than 60 million SKUs... "

distribute product information from hundreds to more than 60 million SKUs, making a PIM more necessity than 'nice to have' for today's e-commerce teams, having become an essential tool for businesses looking to unlock

next-level growth. With Akeneo's PIM, teams can effectively manage increasingly complex product information while enriching customer experience across vastly different channels.

Akeneo also has its PXM Studio, Shared Catalogs, which addresses the challenges that brand manufacturers and distributors face when responding to retailers' requests for the latest product information.

In addition, the company recently enhanced its Akeneo Onboarder; a solution which provides a secure collaboration portal enabling external suppliers to provide the latest information about their products for review and incorporation into the distributor of retailers' PIM platforms, if customers prefer to retain their existing PIM systems.

Akeneo impressed this year's judges, who commented that its solution helps mid-market brands look faultless online, giving them an equal footing with the bigger brands it also serves, in reference to a case study which saw the company transform the online shopping experience for Cornwall-based clothing retailer, Seasalt.

With a solution that covers all bases for the modern e-commerce team, it is no surprise that Akeneo won E-commerce Solution of the Year at the 2022 Retail Systems Awards.

The composable commerce imperative for cross channel business

Composable commerce enables brands and retailers to implement new features across every channel with agility, says *James Barlow, Regional Director UK&I* for Akeneo.

Moving to a composable commerce (or Headless) architecture depends on having a good Product Information Management (PIM) solution to help manage, clean, and scale product data across every existing and new channel.

Replatforming can be a daunting task and success depends on having clean data and product information that flows through every single one of those modular applications. Product data must be well-structured, consistent, complete, accurate (and of course, compelling) to be handled reliably across those applications according to the channel or front-end experience.

The first step in replatforming to a headless architecture is to implement a PIM solution, which provides a central repository of product information to simplify communication across any channel, regardless of who owns it. It is the single best way to ensure that product data is as accurate and up-to-date as possible, and enables the team to create the best product experience for consumers.

However, not all PIM solutions are created equal, and there are a few factors to consider when selecting a solution to de-risk an e-commerce replatforming project. Firstly, the team should be looking for a cloud-native SaaS application that is dependable, secure, and scalable. This is a key tenet of a composable commerce architecture:

> *Not all PIM solutions are created equal, and there are a few factors to consider when selecting a solution to de-risk an e-commerce replatforming project*

PIM applications that are merely on-premise software hosted with a cloud infrastructure provider may not provide the required scale and reliability.

Secondly, composable commerce architectures are built around Application Programming Interfaces (APIs), so a PIM solution simply has to be API-first with services that are available in a number of different ways and can scale as needed. A PIM solution that is integrated with a composable commerce platform needs to be able to handle massive amounts of API calls and all the SKUs in both current and future catalogues. This should mean confidently handling tens of thousands of API calls per hour and millions of SKUs.

Lastly, the PIM solution needs to be able to support all the new channels that a composable commerce architecture will open up. As the business grows on new and future channels, the team will want to avoid wasting time recreating product information and content just for those new channels that have their own specific requirements.

Some e-commerce platforms have a built-in tool for managing products in the catalogue, but they are typically limited in scope and intended for managing the catalogue sold on the owned e-commerce site. This won't be enough to manage expansion into other owned and unowned channels. A modern PIM supports true omnichannel shopping, providing capabilities to enrich information and product across all channels (and locales) efficiently, without having to recreate attributes and content for each one, both today and in the future.

akeneo

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OMNICHANNEL TECHNOLOGY VENDOR OF THE YEAR

tcs OmniStore™

Given the rapid rate and intensity of change in the shopping landscape and the considerable impact of the pandemic on consumers' shopping behaviour over the past few years, one thing has become abundantly clear: omnichannel experiences are now table stakes.

Let's say a customer is browsing on their favourite retailer's online store. An item catches their eye, but the colour or fit isn't right. Fortunately, this customer knows they can find a brick-and-mortar store that sells the same or a similar item nearby.

But what if the customer could easily reserve it to try on the next time they're in? Or order it in a different colour or size directly from the store while they're in store or at home?

This looks like a journey a shopper would enjoy, but is such omni-channel optionality available to this customer?

These are all questions Tata Consultancy Services had under consideration when it was developing its TCS OmniStore™ solution.

With multiple systems and datasets, and disparate processes across channels, it is often hard to deliver joined-up customer journeys, and making channels 'talk' to each other can prove to be an expensive affair for retailers.

Tata Consultancy Services identified several underlying aspects while solving this challenge, and its solution, TCS OmniStore™, impressed the Retail Systems Awards 2022 judges.

Tata Consultancy Services began by identifying the common challenges among businesses and formulated a solution.

They found that 80 per cent of business capabilities are common between digital and physical checkout platforms; as new channels emerge, retailers spend two or three times that of IT investments to address the channel needs; and channel systems are often maintained separately, resulting in a multiplier effect of application maintenance costs.

The resulting solution was TCS OmniStore™. Built with the future in mind, it's an AI powered composable commerce suite built on industry best microservices principles and API first approach that provides a unified, personalised and an 'always on' checkout experience for shoppers across all channels.

The solution helps retailers create an omnichannel commerce experience, whether online or in-store, and the solution is focused on providing a unique customer experience that aims to enhance brand loyalty.

It provides a unified experience of carts, wish lists, promotions, and orders, with connected context between online and store; brings customers, products, and associates together; and creates digital experiential hubs with a single platform for offline and online. It is built on a build-once, deploy-many framework, highly configurable options along with embedded personalisation.

The judges said that, as TCS OmniStore™ results clearly demonstrated, there is a real opportunity here for helping retailers bring together previously challenging and siloed processes, before crowning them with the award for Omnichannel Technology Vendor of the Year.

By unifying what can often be disparate parts of the overall shopping journey for customers, TCS OmniStore™ richly earned its recognition at this year's awards.

tcs OmniStore™

AI-Powered Future Commerce Platform

TATA

Build unified journeys across channels

Checkout Process Efficiency

50%

Reduction in
average checkout time

Sales Volume

+5−10%

New opportunities
with omnichannel sales

Associate Efficiency

20−30%

Decrease in labour hours

Composable | Headless | Cloud + Edge | Build + Buy

RESILIENCE IN RETAIL

brakes　　**KPS**

When Covid first struck the western world, catering and food wholesaler Brakes faced a huge challenge in supplying pubs and restaurants across the nation. With an annual revenue of £4.2 billion per year, the company faced tremendous uncertainty when lockdowns shuttered hospitality venues for lengthy and irregular periods of time.

As its broad customer base learned to pivot and adapt to the 'new normal', and while the needs of care and health facilities grew, Brakes also needed to evolve.

With the shift in modern B2B buyers' expectations already pushed, Brakes advanced its development of a stronger digital model – which had been underway since before the pandemic.

Customers' expectations of a fast, easy-to-use online experience had already ramped up pre-pandemic, and Covid necessitated Brakes' ever more radical rethink of its eCommerce presence.

The wholesaler adopted a more consumer-focused style of retail and experience for its B2B customers, and in doing so they impressed the judges and garnered recognition for the Resilience in Retail award at the 2022 Retail Systems Awards.

Judges described the result of Brakes' ensuing collaboration with leading consulting partner for digital transformation KPS as a strong transformation that demonstrated flexibility and digital thinking to overcome the challenges of the pandemic – and a great example of teamwork solving a big problem and turning things around.

Brakes approached Covid as a prime opportunity to review its customer journey, with the eventual result of placing Brakes customers at the centre of everything.

Operationally, Brakes accelerated plans to update transactional processes which encapsulated: driving customer range awareness and upsell and cross-sell; enabling more straightforward navigation and processing through mobile devices; using customer research and analysis to prioritise changes; and personalising the customer experience at every key touchpoint.

Underpinning Brakes' strategy was a report produced for Brakes in 2020 by KPS titled the Digital Acceleration Programme (DAP). It presented invaluable insight to guide Brakes in carving out the most suitable, strategic path for change.

An extensive and deep-dive report, the DAP highlighted the strengths and weaknesses of Brakes' existing business model, and analysed market conditions and competitor behaviour to reveal the best opportunities to improve customer experience and, ultimately, revenue.

Following a second consultation with KPS in 2021, Brakes identified some of the key pain points and areas for improvement on its website. These included creating a more streamlined two-step checkout process, including the amount of listings per page to reduce click-rates, integrating contactless payments, creating a more sophisticated search tool, and bolstering its customer support options.

All of these evolutions gave Brakes a stronger foundation to keep evolving its online offering in line with changes in customer needs and behaviours.

Through the DAP process, Brakes and KPS formed a long-term development plan that helped it weather the pandemic and increase its value proposition moving forward.

KPS

/ **We help brands build online shopping experiences that engage their customers and grow their bottom line.**

With over two decades of experience creating digital solutions that span across all customer touchpoints and deliver exceptional customer experience, we're known for implementing best-of-breed, agile technology using rapid methodology that increases conversion, customer loyalty and revenue per client.

At the forefront of modern architecture, we're experts in headless and cloud-based commerce implementations. We develop first-class customer experience, build innovative omni-channel solutions and offer consultancy to propel digital growth and set you apart from the competition.

We engineer eCommerce solutions for household names in Retail and B2B

Dreams   OFFICE   Pentland   THE WHITE COMPANY LONDON   LK BENNETT LONDON

euronics   brakes a Sysco company   THE BODY SHOP   Superdrug   SAINT-GOBAIN

kps.com/commerce

PAYMENTS INNOVATION AWARD

Chargebacks911®
challenge the status quo

More people than ever are buying, selling, and managing their money online. The shift to digital has heightened the risk for mistakes, especially from new and inexperienced e-commerce users, and with more money in the system there is more incentive for fraud. Both of these factors can increase the number of Chargebacks, and that's bad news for any merchant selling online.

Disputing this many chargeback claims can be extremely difficult with the limited information that card schemes give merchants, which is usually not much more than a generic reason code. Merchants need a way to get the information that they need to make disputes and win, and Chargebacks911's DisputeLab solves this problem.

The unique system was built from the ground up by industry experts for those in the sector, taking into account the breadth of experience gathered in Chargebacks911 and its wide-reaching network.

DisputeLab offers real-time management solutions for acquirers and their merchants when paired with Chargebacks911's merchant portal, so they can reduce chargebacks and prevent related issues going forward. The system's functions include streamlining

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the chargeback management process, automating workflows, and reducing associated costs.

With a rules engine that is entirely up to date with the latest scheme rules and is adaptable to meet a business' needs, acquirers are

protected against missing dispute deadlines and facing penalties, whilst also being able to effectively service their customers.

The system includes: a real-time dashboard which displays key metrics; automated workflows which reduce costs and time associated with manually reviewing each case individually; artificial intelligence (AI) technology that consumes merchant documents and constructs them into the best defence possible before submitting to the card scheme; the ability to handle cases at all points in the dispute cycle, from retrieval requests to arbitration; direct communication with Visa and Mastercard APIs; and 100% consistency when handling different cases, meaning all customers are treated fairly.

"This is an example of great evolution, creating results that are both impressive and grounded in operations," said one judge of the solution.

In its remarkable entry, the leading dispute specialist was able to demonstrate the flexibility, automation and innovation of its technology, its ability to handle dynamic and fast-moving business events like merchant insolvencies, whilst also reducing human error. This makes Chargebacks911 the clear winner for this year's Payments Innovation Award.