

# Retail Systems awards 2019

## THE WINNERS



**AWARDS GALA** 27 JUNE 2019 The Waldorf Hilton, London

ecrebo

Global<sup>e</sup>  
Smart Cross-Border™



 RELEX





# Retail Systems awards 2019

## WELCOME

Welcome to the 2019 Retail Systems Awards overview. The event is in its 14th year and attracted a record-breaking number of entries, representing the most exciting technology innovations in the retail industry over the past year.

It's a 12 months that has seen pressure intensify on the High Street, with administrations and CVAs leading to store closures and job losses up and down the country. While most in the sector believe we're far from the 'retail apocalypse' some headlines suggest, it's clear that business rates, rising rents and a Brexit-hit economy aren't making things easy.

We used to blame the switch to online shopping for taking people away from stores, but by this point if you don't have an omnichannel strategy you probably deserve what's coming. And anyway, as recent results have shown us, not even the biggest e-commerce brands are exempt from a financial wobble.

All of which goes to say that tech investment is increasingly one of the most crucial ways to help keep the biggest brands in business and make sure smaller entrepreneurs are able to challenge. A year on from the GDPR deadline, data is being used in a variety of interesting ways, while the imminent 5G network roll-out promises widespread adoption of things like augmented and virtual reality.

It's a brave new world, but as this year's crop of entries showed, there's plenty of companies grasping the opportunities being afforded them by cutting edge technology.

So congratulations to all of this year's shortlisted companies for giving our judges some difficult decisions to make. Also, a big thank you to the esteemed judging panel, all our sponsors and those who continue to make these awards such a success.



Peter Walker  
Editor, Retail Systems

## THE JUDGES

Gerald Dawson, Finance and IT Director, **Forthglade**

Hugh Fletcher, Global Head of Consultancy and Innovation, **Salmon, a Wunderman Commerce Company**

Claire Joel, Head of IT (Business Change), **Reiss**

Andy Mulcahy, Strategy and Insight Director, **IMRG**

Nadine Neatrou, E-commerce Director, **Revolution Beauty**

Sharon Peters, Head of IT Business Solutions, **Marks & Spencer**

Merlin Stone, Managing Director, **Merlin Stone**

Darren Williams, Managing Director, **DW Exec**

# Retail Systems awards 2019



In-Store Innovation of the Year



Online Innovation of the Year



Retail Partnership of the Year - sponsored by ITL



Retail Charity Partnership of the Year



Mobile Solution of the Year



Online Solution of the Year

## THE WINNERS

### In-Store Innovation of the Year

#### Iceland Foods & NCR

The frozen foods specialist's point of sale system upgrade bagged strongest in-store innovation for an efficient project plan that was rolled out effectively.

### Online Innovation of the Year

#### Spoon Guru

Described as a 'potential game changer for grocery industry', this startup's food search platform enables demonstrable improvement in consumer experience.

### Retail Charity Partnership of the Year

#### Cancer Research UK & TK Maxx

Incredible results from a brilliant initiative, this partnership was praised for raising awareness among shoppers of a serious issue.

### Technology Project of the Year

#### Tourvest Retail Services and RELEX Solutions

The first of two awards for RELEX Solutions was for a collaboration with Tourvest for an in-flight retail demand forecasting and replenishment solution.

### Retailer of the Year

#### Quiz

A fashion retailer bucking the prevailing trend, using its app and social media alongside things like in-store scanning to drive revenue and conversion.

### Best Green Initiative

#### ITL - Intelligent Label Solutions

This product re-engineering solution was chosen as the most eco-friendly entry, with judges praising its focus on saving money and the planet.

### In-Store Technology of the Year

#### NearSt

An innovative fix for a big problem, this retail tech firm's real-time local inventory system could go a long way to saving the UK High Street.

### Mobile Solution of the Year

#### SafeCharge

This entry capitalises on the opportunity for retailers in the UK and Europe from Chinese tourists wanting to use their mobile apps to pay while on holiday.

# Retail Systems awards 2019

## Online Solution of the Year

### Global-e

This winning entry was chosen for addressing a big issue in the e-commerce market with a solution which helps retailers improve cross-border orders.

## Multi-Channel Solution of the Year

### Visualsoft

A dedication to product development and a clever auto translation ability, meant Visualsoft edged ahead of the competition in this crowded category.

## Mobile Technology Vendor of the Year

### Poq

With demonstrable client uptake over the last year, Poq swayed the judges with tangible results and solid testimonials for its app-building tech.

## Online Technology Vendor of the Year

### Curalate

Reflecting the increased 'discovery' nature of online shopping, Curalate's system moves the industry a few steps further towards genuine social commerce.

## Multi-Channel Technology Vendor of the Year

### OneStock

Deemed to be a 'clear solution to a common problem for multi-channel retailers', this order management software was head and shoulders above the rest.

## Analytics Provider of the Year

### Inovretail

The retail intelligence company's data science delivered actionable results, with judges commenting that it produced complex analytics with skill and at scale.

## Delivery Initiative of the Year

### Shop Direct with Yodel

Bringing delivery information onto the retailer's own website, maintaining brand consistency and reducing 'where is my order' queries all contributed to this win.

## Startup Company of the Year

### Increasingly

Great results set this startup apart in a saturated market – especially impressive was its work with Samsung to use artificial intelligence for product bundling.



Multi-Channel Solution of the Year



Technology Project of the Year



In-Store Technology of the Year



Mobile Technology Vendor of the Year



Online Technology Vendor of the Year



Multi-Channel Technology Vendor of the Year

# Retail Systems awards 2019



Analytics Provider of the Year



Delivery Initiative of the Year



Startup Company of the Year



Most Disruptive Retail Technology - sponsored by Flex by RMS



Best Green Initiative



Logistics and Supply Chain Award

## Most Disruptive Retail Technology

### HubBox

This software helps retailers remove the delivery barriers for online retailers, with the entry showing clear customer buy-in and true disruptive potential.

## Retail Partnership of the Year

### Waitrose & Partners & Ecrebo

Simple, tech-driven personalisation and analytics, was how the judges described the results of this customer experience data partnership.

## Logistics and Supply Chain Award

### RELEX Solutions

Replenishment awareness and workforce management rolled into one – this entry was adjudged to be inventive, intelligent and data-driven.

## Outstanding Individual Achievement

This year's award went to someone who has been building businesses since her teens. The judges said that she saw a loophole and has since then worked relentlessly to make change. Now with several successful business and a reputation for making a real impact within a complex industry; Chargebacks911 co-founder and chief operating officer Monica Eaton-Cardone.

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Outstanding Individual Achievement



Retailer of the Year - sponsored by ecommpay

# Retail Systems awards 2019

## WINNER'S PROFILE

### Online Solution of the Year

#### Global-e



**G**lobal-e overcame some tough competition in this category, winning out for its Smart Cross Border solution, which enables merchants to offer a seamless localised experience to online shoppers in more than 200 countries worldwide.

Global-e's advanced localisation capabilities include customisable welcome messaging, region-specific pricing in local currencies and a localised checkout which incorporates a wide variety of local and alternative payment methods, local duty and tax calculation, multiple shipping options and a simple returns process. Coupled with its extensive database of best practices and local market insights, Global-e's technology-based cross-border ecommerce solutions are designed to optimise merchants'

international conversion rates and revenues.

Global-e is the chosen partner of more than 200 global retailers and brands, delivering millions of parcels annually around the world. Its enterprise solution was the first of its kind in Europe and delivers market-changing technology, helping leading merchants such as Marks & Spencer, Boden, Monsoon, Accessorize and M&Co to grow their international online revenues.

Implementation has led to an average increase in clients' international conversion rates of 58 percent and average annual growth of more than 90 percent.

Over the past 12 months, the company has continued to extend its portfolio of services and capabilities,

implementing more advanced features, including its development of 'Global-e Pro' – a unique solution for SMB retailers.

The judges commented that Global-e's solutions address a big issue in the e-commerce market, "helping retailers and brands improve cross-border sales".

Nir Debbi, Global-e's Co-Founder and CRO, said: "The rapid increase in the number of online shoppers worldwide provides an unprecedented growth opportunity for UK retailers and brands. We are proud of our success helping hundreds of merchants to capitalise on this opportunity and boost their online sales by providing international customers with a seamless, high-quality localised shopping experience."



# Simply Grow Your Online Sales in More Than 200 Destinations Worldwide



Convert international shoppers with an end-to-end localised experience



Local pricing  
in 95+ currencies



150+ payment  
methods accepted



Guaranteed duty  
and tax calculation



Multiple shipping  
options



Local and  
pre-paid returns



20+ languages  
supported

# Global<sup>e</sup>

Smart Cross-Border™

Online Solution of the Year



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you to immediately boost your international sales:

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## WINNER'S PROFILE

### Retail Partnership of the Year

#### Ecrebo and Waitrose & Partners



This year's Retail Partnership of the Year award went to the successful collaboration between supermarket chain Waitrose & Partners and retail technology company Ecrebo.

This is the second time the partnership has been victorious, previously scooping the accolade in 2017.

This time round the judging panel praised the cooperation as being a "nice example of simple, technologically-driven personalisation in action", which put the entry out ahead of the competition in this category.

The partnership began in 2015, when Waitrose deployed Ecrebo's OnPoint Coupon solution across its

stores, enabling communication with customers at the point of sale in real-time through targeted coupons and messages, printed alongside receipts.

The solution was integrated with the myWaitrose loyalty scheme, enabling better understanding of shoppers and helping with more targeted rewards and offers.

The partnership actively tested out Ecrebo's cutting-edge analytics techniques and aided with the supermarket's recent personalisation push.

David Vernon, chief customer officer and co-founder of Ecrebo, commented: "Customer success is intrinsic within our business and we pride ourselves on

our ability to understand our customers and help them achieve their goals.

"This award win is proof that our strategic relationship continues to go from strength to strength," he added.

"We are delighted to be back on the winning podium with our longstanding customer, Waitrose & Partners, once again."

Carl Kirby, CRM marketing manager at Waitrose & Partners, commented: "Last year we ran a successful project together to test how we could improve our targeted marketing promotions.

"It's great to have this work and our partnership recognised and we are delighted to have won the award with Ecrebo."



# Retail Systems awards 2019

## WINNER'S PROFILE

### Technology Project of the Year / Logistics and Supply Chain Award

#### RELEX Solutions



**C**loud-native retail planning software provider RELEX Solutions took home two awards this year, winning for Technology Project of the Year and in the Logistics and Supply Chain category.

The technology project award was won with strategic partners Tourvest Retail Services - a provider of on-board retail services to airlines - for what the judges called "a sophisticated solution to a complex problem".

The companies worked closely together build a dedicated retail planning solution, driven by the need to tackle waste, as unsold fresh items must be disposed of at the end of every flight. Tourvest wanted to forecast and assemble individual plane assortments as close to take-off as possible, accounting for journey variations, aircraft capacity constraints, the impact of delays, passenger numbers and local availability. The system also needed to manage the complex logistical relationships between suppliers, warehouses and different airlines.

Overhauling supply chain operations, RELEX helped to develop and build TourCast, the airline sector's first advanced retail forecasting and replenishment system. It led to a 13 per cent reduction in food waste in the first three months, while the number of

products selling out before landing was down by a third, and sales have increased since implementation.

As for the logistics and supply chain category, RELEX won out for its 'Unified Retail Planning' principle, which breaks down the silos between different, but related, operations - including replenishment, forecasting and workforce optimisation.

While the computational power needed to calculate all these processes in tandem is considerable, the company's pioneering use of in-memory computing allows for far larger volumes of data to be processed in a much shorter time. Examples of the practical benefits include improved efficiency for

shopping centre processes between warehouses, trucks and shelves, alongside gains from a footfall-based workforce forecasting systems.

The judging panel praised RELEX's entry, calling it "replenishment awareness and workforce management rolled into one effective model - inventive, intelligent and data-driven".

RELEX's UK operations director Tom Charlton said: "With awards, as with technology implementations, you rely heavily on the commitment, far-sightedness and enthusiasm of your customers, so we're incredibly proud to be sharing this award with Tourvest. The team there was completely focused on finding innovative solutions to the unique challenges of in-flight retail."



# Retail Systems awards 2019

## WINNER'S PROFILE

### In-Store Innovation of the Year

#### NCR & Iceland Foods

Iceland



The first award of the evening went to an innovative partnership between point of sale (PoS) provider NCR and supermarket chain Iceland Foods.

The in-store innovation that beat off the category competition was a new electronic PoS system, replacing legacy technology which had been in place for 20 years.

The R10 offering that came in as a replacement gave Iceland a flexible, omnichannel solution, which consists of a data layer, business logic layer and various user interfaces – allowing for, amongst other things, the introduction of self-service checkouts.

Following the completion of technical solution design in 2015, a two-tiered store infrastructure was chosen, removing the requirement for in-store servers. An agile approach was taken, and development ran through to 2016, with the first store migrated in November that year and all real-time data feeds up and running through the Christmas trading period.

By January 2017, integration with the home delivery system was enabled, and full roll-out came that June. By May 2018, 20,000 colleagues had been trained and 800 stores migrated, without a single store failing to open for trade the following day.

Since then, in-store productivity and efficiency has increased. Card processing has reduced from 28 seconds to less than four. A single item can be sold and tendered in two key presses on the till – previously it was six. The new solution only shows buttons that are relevant reducing complexity for the cashier, previously they had to work with a 60-character keyboard.

Users are tracked centrally, meaning Key Performance Indicators (KPIs) can be measured across the company rather than at store level. Other improvements include a reduction in energy consumption and an improvement in faulty till swap-out time from around eight hours to less than half an hour.

The judges said that this winning entry demonstrated: "Strong concentration on data, improvement of till staff user experience, real-time data transfer and an efficient project plan that was rolled out effectively."

Samuel Dickens, retail director for the UK and Ireland at NCR, added: "With its electronic point of sale transformation project, Iceland demonstrates how it is leading with digital innovation to transform the customer and employee experience in its physical stores.

"We are proud to see how R10 helps Iceland run their stores, reap the benefits of a simplified architecture and successfully implement more automated processes."





**SAVE THE DATE**

**Retail Systems**

**awards 2020**

**AWARDS GALA**

**25 JUNE 2020** The Waldorf Hilton, London