

Retail Systems awards 2025

Celebrating excellence
and innovation in the
retail sector

The Winners

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Welcome



Welcome to the Retail Systems Awards 2025.

The sector stands at a fascinating crossroads at the

decade's mid-point. Whilst navigating economic headwinds, British retailers have displayed innovation and vision.

This year has seen retailers navigate increasingly complex global trade dynamics, particularly the impact of President Trump's second-term tariff policies. But what initially appeared catastrophic has, in many cases, catalysed impressive innovation – from nearshoring partnerships to advanced inventory forecasting systems.

Against this backdrop, British retail continues to evolve impressively. We've witnessed significant advancements in artificial intelligence implementation, while sustainability has moved firmly from aspiration to action, with circular economy initiatives and transparent supply chains becoming competitive advantages. As we look to the future, I am confident that the creativity, resilience, and forward-thinking approach shown by our winners will continue to strengthen British retail's position as a global leader in innovation.

Jonathan Easton, Editor, Retail Systems

Judges



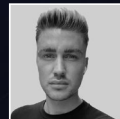
Jonathan Easton
Editor
Retail Systems



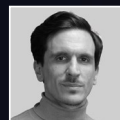
Oliver Banks, Retail Transformation
Director & Consultant
OB&CO



Alex Leonards
News Editor
Retail Systems



Ruairi McVeigh, Head of Product,
Payments and Fraud
END Clothing



Scott Sadeghian-Tehrani
Media Strategy Director
26



Dr Anjali Subburaj
Enterprise Architect
Zooplus

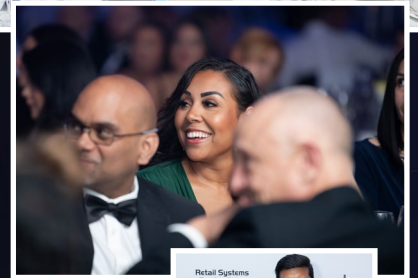


Claire Wallis, Consumer Goods
and Retail Director
BearingPoint



Tim Walpole, Head of Data and
Creative Technology
Retail Trust

Retail Systems awards 25



Winners Gallery

Retail Systems
awards 2025



ONLINE INNOVATION
OF THE YEAR

Majestic Wine
& itim Group



TECHNOLOGY PROJECT
OF THE YEAR

Majestic Wine
& itim Group



CUSTOMER EXPERIENCE
INNOVATION OF THE YEAR

Yeo Valley Organic
& Antavo AI Loyalty
Cloud



IN-STORE TECHNOLOGY
OF THE YEAR

VoCoVo



RETAIL PARTNERSHIP
OF THE YEAR

Radley London &
RevLifter



MOST DISRUPTIVE
RETAIL TECHNOLOGY

Constructor



E-COMMERCE SOLUTION
OF THE YEAR

Planet



E-COMMERCE
TECHNOLOGY VENDOR
OF THE YEAR

Salesfire



OMNICHANNEL SOLUTION
OF THE YEAR

itim Group



OMNICHANNEL
TECHNOLOGY VENDOR
OF THE YEAR

Red Ant



MOBILE INNOVATION
OF THE YEAR

KFC UK & Ireland,
Antavo AI Loyalty
Cloud and RAPP UK



POINT OF SALE
TECHNOLOGY OF THE YEAR

Lloyds Merchant
Services

Winners Gallery

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SUSTAINABLE RETAIL AWARD
Datitude,
QSA Partners & WEFT



**FRAUD PREVENTION
SOLUTION OF THE YEAR**
Ecommpay



**LOGISTICS AND SUPPLY
CHAIN INNOVATION AWARD**
Landmark Group &
SML IIS



**EXPERIENTIAL AND
PERSONALISED RETAIL
SOLUTION OF THE YEAR**
Tesco & Eagle Eye



**WORKPLACE INNOVATION
AWARD**
Tesco



**CUSTOMER LOYALTY
PROGRAMME OF THE YEAR**
Yeo Valley Organic &
Antavo AI Loyalty Cloud



**INNOVATIVE PAYMENT
SOLUTION OF THE YEAR**
Sitoo



**ARTIFICIAL INTELLIGENCE
PROJECT OF THE YEAR**
Intelligence Node



**PAYMENTS SYSTEM
OF THE YEAR**
Checkout.com



**DATA AND ANALYTICS
COMPANY OF THE YEAR**
Retail Insight



**PAYMENTS
INNOVATION AWARD**
Ecommpay



**DELIVERY SOLUTION
OF THE YEAR**
Harding+



AI-powered Automation & Optimisation for Retail Excellence

The unified commerce platform built for modern retail. Retail is evolving. Your technology should too.

Most UK retailers are caught in a cycle of rising costs, low returns, and stock-heavy operations. We're helping them break free to build leaner, more profitable businesses. Here's how:

Break the Profit Barrier

Integrate all channels—store, online, wholesale, B2B—for ultimate margin control. AI-powered pricing boosts profit, slashes markdowns, and maximises cash margins.

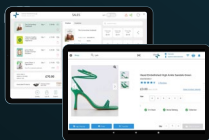
Supercharge Productivity with Automation

Automate repetitive finance, buying, merchandising, and supply chain manual tasks. Cut admin, speed approvals, streamline stock, and free your teams to drive growth, not admin.

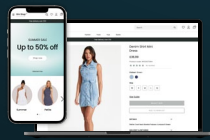
Reduce Working Capital & Stock

Cut excess inventory, shrink storage costs, and unlock cash with demand-driven forecasting. Streamline stock flows, speed up sell-through, and match supply to real demand. More sales. Less stock.

World's best unified omni channel platform for retailers



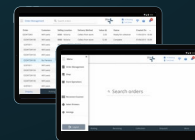
Agile Store Systems



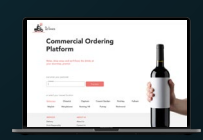
Intuitive e-Commerce Platform



Responsive Mobile App



Advanced Order Management System



Powerful B2B, Wholesale & Franchise Modules

CUSTOMER ORDER MANAGEMENT, ORDER ROUTING & REAL TIME VIEW OF STOCK



Unify Sales



Unify Stock



Unify Pricing



Unify Supply



Digital Clientelling



Merchandise Management



Allocation & Replenishment



Stock Optimisation



Stock Management



Demand Forecasting



Price Optimisation



Invoice Automation



Product Information

WINNER

Online Innovation of the Year Technology Project of the Year Omnichannel Solution of the Year itim Group



Judge's comment

The judges praised itim's solutions for their ability to seamlessly integrate local store inventory, deliver tangible business outcomes, and set new benchmarks...

itim Group's innovative approach to redefining omnichannel retail has been recognised with three prestigious wins at the 2025 Retail Systems Awards: Online Innovation of the Year, Technology Project of the Year, and Omnichannel Solution of the Year.

At the heart of this achievement is itim's revolutionary Shop Local solution, powered by the Unify platform. Shop Local completely rethinks the traditional omnichannel model, seamlessly merging digital convenience with the unique value offered by local stores. Customers can effortlessly browse and purchase from real-time local store inventory online, creating a dynamic, convenient shopping experience that directly counters Amazon's dominance by leveraging the strengths of physical retail.

In just 18 months, Shop Local has dramatically transformed Majestic Wine's e-commerce landscape—now responsible for one-third of their online orders—while simultaneously increasing customer loyalty and footfall across their network of 200+ UK stores.

Additionally, itim collaborated closely with Majestic to develop a groundbreaking B2B Portal. This digital self-service platform revolutionised Majestic's relationship with its 3,000 commercial clients, shifting from manual, phone-based orders to a 24/7 digital ordering system. The portal offers real-time stock

visibility, seamless financial reconciliation, scalable multi-site management, and enhanced operational efficiency through integrated EDI and supplier statement functionalities.

Collectively, these innovations have significantly improved operational performance, reduced manual administrative tasks, and empowered store teams with real-time data and deeper customer engagement. The projects have successfully eliminated traditional bottlenecks, provided scalable and future-ready retail solutions, and clearly demonstrated how technology can complement—not replace—the human element in retail.

Across all award categories, judges praised itim's solutions for their ability to seamlessly integrate local store inventory, deliver tangible business outcomes, and set new benchmarks for online innovation and omnichannel excellence.

As retailers look to the future, itim Group continues to lead the way, innovating how omnichannel truly operates and redefining the strategic role of physical stores in an increasingly digital marketplace. The recognition at the Retail Systems Awards underscores itim's ability to create transformative, commercially impactful solutions that empower retailers to outperform competitors like Amazon and thrive in a rapidly evolving retail landscape.

planet

Retail Systems
awards
2025
Winner
■ E-Commerce Solution of the Year ■

Your shoppers expect speed, choice, and confidence at every touchpoint. Are you giving it to them?

Planet helps retailers turn every transaction into a growth opportunity. By connecting payments and software, we simplify in-store and online checkout, integrate Tax Free issuing, and support over 135 currencies and dozens of payment methods, so every customer feels at home, wherever they shop.

With 35 years of experience and 1.2 billion transactions processed annually, we help retailers boost sales, reduce complexity, and create shopping journeys that keep customers coming back.

weareplanet.com



Chopard

DOLCE & GABBANA

Europcar

FAGUO



PRINTEMPS

SELFRIDGES & CO

#VDR
VIADELLEROSE

WINNER

E-commerce Solution of the Year Planet



planet

Comment from Colin Close, CCO at Planet

"We're proud to receive this recognition for a solution helping merchants thrive in the fast-evolving e-commerce world. Our Mobile SDK streamlines integration and reduces technical barriers, delivering a secure, mobile-first experience that lets merchants scale confidently."

Fragmented systems and poor payment experiences cost merchants billions annually, with over \$18 billion lost each year to cart abandonment alone.

Planet addresses these challenges by delivering a single, streamlined platform that unifies checkout, payment methods, and local currency, helping merchants boost sales, reduce churn, and simplify operations across domestic and international markets.

At the core of this strategy are Planet's Mobile SDK and eDCC (Dynamic Currency Conversion) solutions, which work together to deliver fast, flexible, and profitable online payment experiences.

By removing checkout friction, reducing cross-border complexity, and lowering operational costs, these tools help transform payments from a back-office function into a driver of growth and loyalty.

The Mobile SDK is a mobile-first, low-code solution built for a world where 75 per cent of shoppers browse and buy on mobile. It supports Apple Pay, Google Pay, Samsung Pay, major card networks, and over 20 alternative payment methods, enabling merchants to meet modern customer expectations. Businesses using Planet's SDK typically achieve up to 1.3x higher conversion rates compared to those without digital wallet options.

Furthermore, with nearly half of shoppers distrusting most

e-commerce sites, Planet builds confidence by keeping transactions within the merchant's environment, avoiding redirects that often disrupt the user experience.

Features like 3D Secure, tokenisation, and advanced fraud prevention further enhance security, without compromising speed or simplicity.

For global merchants, Planet's eDCC provides transparent, localised pricing for the 92 per cent of online shoppers who prefer to pay in their own currency.

By removing uncertainty around conversion rates and fees, it builds trust, reduces cart abandonment, and encourages repeat purchases, helping merchants capture more sales and scale internationally with confidence.

Planet's results speak for themselves, as FC Luzern, a Swiss football club, saw a 75 per cent increase in online sales in just four months after adopting Planet's platform, proving the power of efficiency, trust, and scalability.

With a proven track record, strong brand partnerships, and a focus on innovation, Planet is shaping the future of e-commerce payments.

Planet's transformational Mobile SDK and eDCC solutions go beyond processing, powering growth, building loyalty, and future-proofing merchant success by connecting payments and software.



Powering the personalised marketing revolution globally.

eagleAI

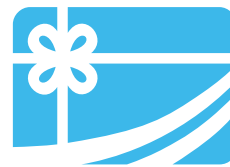
Data science
solution for Retail



Real-Time
Loyalty



Omnichannel
Promotions



Gifting &
Top-Up

TESCO



Morrisons



ASDA



★ PRET ★



eagleeye.com

WINNER

Experiential and Personalised Retail Solution of the Year Tesco & Eagle Eye



Judge's comment

"Personalisation that actually works at scale. A win for everyone."

The retail landscape is rapidly evolving towards more experiential and personalised experiences. Retailers are bridging the gap between digital and physical environments, leveraging technologies such as AI, augmented reality, and interactive displays to deliver relevant and engaging experiences both in-store and online.

Personalisation and 'retailtainment' now play a central role in engaging customers, building loyalty, and enhancing the overall shopping journey, whether through exclusive offers, dynamic store layouts, multi-functional spaces, or data-driven recommendations.

Tesco is leading this transformation with its innovative Clubcard Challenges, a bold leap into the future of personalised grocery retailing.

Launched in May 2024 in partnership with SaaS specialist Eagle Eye, Clubcard Challenges uses AI to deliver hyper-personalised, multi-step continuity offers that reward incremental behaviours. Customers receive challenges uniquely tailored to them, with the opportunity to earn up to £50 in Clubcard Points over a six-week period, driving repeat visits, incremental spend, and

deeper loyalty through relevant and tangible rewards. Progress can be easily tracked in real time through the Clubcard app.

Eagle Eye's sophisticated AI models make over 190 intelligent decisions to create a single personalised challenge for each individual, ensuring the targeted products or categories, spending thresholds, and rewards are perfectly matched. Each challenge is specifically designed to reward incremental behaviour, delivering value to customers, Tesco, and participating suppliers alike.

The results speak volumes, from 10 million targeted customers, 76 per cent of visitors to the Clubcard Challenges page became active players, and 62 per cent of those went on to win.

In a complex sector known for its huge product ranges and diverse customer base, this initiative demonstrates the true power of accurate, real-time personalisation. Eagle Eye's solution - requiring just one year of transaction data - sets a new benchmark for what retail personalisation can achieve.

The judges recognised Tesco and Eagle Eye's ability to deliver personalisation that "actually works at scale," calling it "a win for everyone."

Artificial Intelligence Project of the Year Intelligence Node



The retail landscape is undergoing a radical transformation driven by AI. At the heart of this shift is content, which plays a central role in customer engagement. The integration of advanced AI is revolutionising how content is created, personalised, and distributed, turning every interaction into an opportunity to strengthen customer relationships.

Retailers are moving away from traditional methods and increasingly using AI to refine their content strategies, aligning more closely with the evolving needs of both markets and consumers. Intelligence Node is leading this transformation with its cutting-edge real-time AI Product Content Optimization platform - a bold step into the future of retail content generation that aims to redefine how retailers think about content.

The platform leverages a custom-built Language Learning Model (LLM) Compiler integrated with real-time Retrieval-Augmented Generation (RAG). This integration enables dynamic content generation using Intelligence Node's 1.2-billion-strong data repository and real-time web scraping, allowing sellers to adapt instantly to changing trends and consumer preferences.

A key feature of its system is its integration with vector databases, significantly boosting the efficiency and accuracy of data processing and retrieval. Additionally, its system leverages 'Sherlock', a sophisticated proprietary analytical tool built on Go and Python, that identifies matches from numerous web sources including Google reverse image search, website search bars and Intelligence Node's internal database of 1.2 billion+ SKUs, optimising search result prioritisation through machine learning.

The platform was developed to support one of the world's largest retailers in building a competitive e-commerce marketplace. It is also designed to help third-party sellers maintain up-to-date, compliant, and consumer-friendly product content. Integrated directly with the Mirakl platform, the tool has enabled over 1,000 sellers to manage millions of SKUs efficiently.

The result? Significant seller growth and improved digital shelf performance, with a business impact including 25 per cent average QoQ growth for sellers, 91 per cent highest QoQ growth for an individual seller, and 49 per cent QoQ growth for the top performer. The judges recognised Intelligence Node's "top-notch" use of AI, which they said offered "clear commercial benefits."

Judge's comment

"A top-notch use of AI with clear commercial benefits."



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