

Retail Systems
awards 2023

WINNERS BROCHURE

WELCOME



Welcome to the Retail Systems Awards 2023 Winners Brochure.

The past 12 months have been a strain on both the public and the retail sector. Rapid inflation and cost-of-living increases have tightened purse strings and resulted in a drastic reduction in disposable income for British families.

The ripple effect of this has spilled over to retailers, with several high-profile names that benefited from the early 2020 surge in online retail struggling to contend with the economic realities of 2023.

But despite the dour economic conditions, the sector continues to make great strides in the enhancement of customer experience and the implementation of innovative and disruptive new technologies. This is a difficult time, but we thank you all for your enduring commitment to the industry.

I'd also like to provide a special thanks to our sponsors: Cegid, GK, Patchworks and Vertex.

Congratulations to our worthy winners and stellar shortlist. I hope to see you at the awards next year!

Jonathan Easton, Editor, Retail Systems

Retail Systems awards 2023

JUDGING PANEL



Nadine Neatrou
Director of Marketing
Selfridges



Dr Anjali Subburaj
Enterprise Architect
Zooplus



Wizz Selvey
Retail Consultant



Darren Williams
Managing Director
DW Exec

SPONSORED BY:

cegid



patchworks

VERTEX

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bandwidth
RECRUITMENT

Card&PaymentJobs



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Retail Systems

WINNERS

ONLINE INNOVATION
OF THE YEAR

Antavo Enterprise
Loyalty Cloud

TECHNOLOGY PROJECT
OF THE YEAR

- Sponsored by Patchworks
Eagle Eye & Asda

RETAILER OF THE YEAR

- Sponsored by GK Software
Norrøna

SUSTAINABLE RETAIL AWARD

PPDS

IN-STORE TECHNOLOGY
OF THE YEAR

Meshh

POINT OF SALE TECHNOLOGY
OF THE YEAR

Bensons For Beds

MOBILE INNOVATION
OF THE YEAR

MoEngage

E-COMMERCE SOLUTION
OF THE YEAR

- Sponsored by Vertex
Wunderkind

OMNICHANNEL SOLUTION
OF THE YEAR

Pets at Home and
OneStock

E-COMMERCE TECHNOLOGY
VENDOR OF THE YEAR

LoyaltyLion

OMNICHANNEL TECHNOLOGY
VENDOR OF THE YEAR

Goodays

DATA AND ANALYTICS
COMPANY OF THE YEAR

TruRating

WINNERS

ARTIFICIAL INTELLIGENCE
PROJECT OF THE YEAR

SymphonyAI Retail CPG

DELIVERY SOLUTION
OF THE YEAR

Selazar

RETAIL TRAILBLAZER

Nibble Technology

MOST DISRUPTIVE
RETAIL TECHNOLOGY

GK Software SE

RESILIENCE IN RETAIL AWARD

mobiquity - Comviva

RETAIL PARTNERSHIP
OF THE YEAR

- Sponsored by Cegid
TCS and M&S

ONLINE MARKETPLACE
OF THE YEAR

Fruugo

LOGISTICS & SUPPLY CHAIN
AWARD

Traka UK

ALTERNATIVE PAYMENTS
SOLUTION

Newpay

EXPERIENTIAL OR PERSONALISED
RETAIL SOLUTION OF THE YEAR

KPS & Harrods

PAYMENTS SYSTEM OF THE YEAR

Brite Payments

PAYMENTS INNOVATION AWARD

Checkout.com

Retail Systems awards 2023

WINNER



Technology Project of the Year

Operating in an already highly competitive market and facing pressure from discounters Lidl and Aldi amid the ongoing cost-of-living crisis, Asda recognised they needed to strengthen their customer proposition to attract and retain customers.

They decided to launch a new loyalty scheme, Asda Rewards, using the tried and tested Eagle Eye AIR SaaS platform. The programme was built upon a simple concept: "earn pounds, not points". Customers build a 'Cashpot' by completing missions or purchasing one of the 400-plus star products through their usual grocery shop, whether online or in-store. Shoppers can track and manage their Cashpot through the Asda Rewards app, and when they're ready to redeem, the app will generate a voucher to give them money off their next shop.

Since test-launching Asda Rewards at select stores in West Yorkshire, Asda rolled out the programme to all 633 of its stores in August 2022. To date,



over five million Asda customers have downloaded and signed into the app, and over £100 million in Cashpots has been generated. With Eagle Eye's help, Asda reports that the loyalty scheme has been a

key driver of recent financial performance, both boosting incremental sales and maintaining market share.

Historically, Asda had not had a huge amount of digital interaction with its customers before the launch of Asda Rewards. The programme has seen them create a significant user base which has helped the retailer build a detailed picture of its shoppers' habits, preferences and brand choices – insights which support future personalised marketing efforts and help the commercial and trading divisions in driving maximum value from supplier relationships.

The judges called Eagle Eye's solution "*tech with benefits for the customer and the consumer*", making the company a deserved winner of Technology Project of the Year at this year's awards.



The award winning, Eagle Eye AIR platform.

Eagle Eye is a leading SaaS company who exists to power the **personalised** marketing revolution globally.

Eagle Eye's next generation loyalty and promotions software enables grocers, retailers, travel and hospitality businesses to deliver better, more personalised marketing which is simpler for their teams to execute and cheaper for them to run.

750m

Personalised offers
delivered each week

10k

API transactions
processed per second

100m

Loyalty members on
the platform



eagleeye.com

A large, stylized star graphic composed of several overlapping triangles in various shades of purple and blue. In the center of the star, the text "Retail Systems awards 2023 WINNER" is displayed in a bold, sans-serif font. Below this text, the word "ASDA" is written in a green, bold, sans-serif font.

Retail Systems
awards **2023**
WINNER
ASDA

Retail Systems awards 2023

WINNER



Sustainable Retail Award

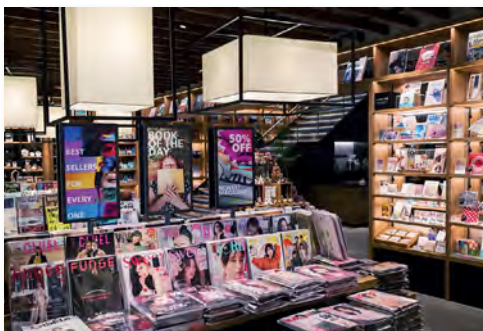
This year digital signage company PPDS launched Philips Tableaux, an energy efficient and eco-friendly digital signage series which displays full-colour content, can be managed remotely and is capable of

running unplugged, without using a kilowatt of power due to its use of ePaper technology.

PPDS created the Philips Tableaux after their research found instances where retailers were keen to replace costly and environmentally unfriendly paper-based in-store posters. Due to the often-infrequent need for content updates, though, many stores found the investment into digital signage, using energy for unnecessary content refreshes, unviable.

Philips Tableaux holds a static image without using any energy, indefinitely, only needing to be plugged in to update the content, which can be done remotely - making it a sustainable alternative to paper and standard digital solutions.

The launch of Philips Tableaux is part of PPDS' focus on bringing high impact, sustainable solutions to the global market, with their



latest digital and interactive signage, LED displays and professional TVs developed, in part, to address spiralling energy costs and to support businesses in achieving their sustainability and environmental targets.

The solution also delivers further eco-value to retailers, for example, in the areas of supply chain and logistics. As it can be updated remotely, Philips Tableaux reduces unnecessary journeys, associated fuel and time costs, and paper usage, enabling visibility and management of content anywhere, at any time.

The judges at this year's awards were impressed with PPDS's new solution, which has enabled retailers to simplify their digital signage strategies while being more eco-friendly.

"This product's 'zero power' promise is something that other manufacturers should

look to in the future," the judges commented, which resulted in PPDS fending off the competition amid a strong field of contenders to take home the trophy for Sustainable Retail at the Retail Systems awards in 2023.



The Philips logo is displayed in white capital letters on a blue rectangular background.

Professional Display Solutions

A woman with long blonde hair, wearing a light blue jacket, is standing in a retail store and interacting with a large, vertical digital display. The display shows various fashion items, including handbags and jackets, with labels like 'BAGS', 'GLASS JACKET', 'TAILORED COAT', 'CITY BAG', 'PUFF JACKET', and 'JEWELRY BAG'. The background shows other retail displays and clothing racks.

Open² amplifying in-store sales

Discover new, more sustainable solutions with Philips professional displays

Technology should not limit you. With Philips professional displays for retail, you are in total control. With technology designed for ultimate flexibility and availability. With Wave remote display management empowering you and your displays, delivering time, cost and energy savings. And with pioneering new products, challenging boundaries to bring new, more sustainable display solutions in-store. This is our invitation for you – let's display without limits.

Discover more at ppds.com



Open technology | Open to you

Retail Systems awards 2023

WINNER

KPS

Experiential or Personalised Retail Solution of the Year

Harrods

Customer loyalty and retention has been a feature of Harrods' wider CRM strategy since introducing a rewards scheme in 2008.

Over the years, more systems and platforms were added across Harrods' varied services, resulting in siloed customer datasets which resulted in a lack of depth in the available data.

This led to Harrods enlisting KPS in order to collaborate on a journey towards creating a more unified and customer-centric strategy, overhauling existing platforms and reforming its systems into a scalable software as a service architecture.

Over 18 months, the partnership navigated a complex transformation journey in which they collected and sorted data across disparate repositories, merging and harmonising the data to replace 17 legacy systems with a new platform.

The result was a vast enrichment of data, centralised in one place to provide genuine benefit to Harrods while remaining GDPR compliant.



The collaboration saw the integration of measures which allowed for monitoring customer engagement levels, churn prediction, and ensuring customer segments could be formed in a granular way to

effectively manage customer engagement.

The new platform also linked up with all customer touchpoints in the customer journey to give an easily trackable overview of their interactions with Harrods.

Since launch, the platform has yielded a two per cent increase in customers who return within 12 months.

KPS' all-encompassing SaaS platform integration impressed the judges, who said it was "a great example of how a traditional brick-and-mortar store can integrate personalisation to improve customer loyalty and visibility".

The clear success of the product led to KPS being crowned winner of best Experiential or Personalised Retail Solution of the Year at this year's awards.





Retail Systems
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WINNER
Experiential or Personalised Retail
Solution of the Year

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

KPS specialises in composable commerce across the entire customer journey, from loyalty and data insights to marketplaces, multichannel retailing and digital growth. Working with leading consumer and business-to-business brands as a trusted partner, we create enduring value by understanding customers, their needs and behaviour, to deliver truly engaging experiences in a rapidly changing environment.

We engineer eCommerce solutions for household names in Retail and B2B

Dreams

OFFICE

Harrods

THE WHITE COMPANY
LONDON

LK BENNETT
LONDON

euronics

brakes
a Sysco company



Superdrug

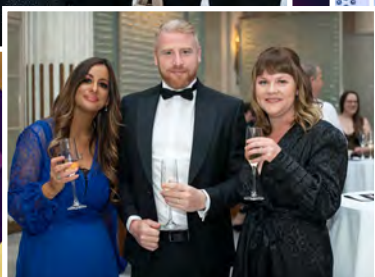
SAINT-GOBAIN

Get in touch to find out more

 uk-marketing@kps.com

 kps.com/commerce

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The background is a dark blue field with abstract geometric shapes in shades of purple and gold. These shapes include triangles, squares, and lines, some of which have a glowing, metallic appearance. The overall design is modern and dynamic.

SEE YOU NEXT YEAR!

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**19 June
2024**