



# Retail Tomorrow

Igniting ideas & accelerating innovation

## Event Summary

A two-day conference for C-level retailers. February 2017 at the Four Seasons, Hampshire.  
Presented by McDonald Butler Associates and Retail in Detail.

# Innovation. Disruption. Fun.

**Innovation is important because it provides new ways to engage and excite the consumer. From the other side of the fence – for retailers and their suppliers – it keeps things fresh. And fun.**

Fresh thinking was indeed in glorious fertile abundance at the inaugural Retail Tomorrow conference, which staked its claim to become a regular annual event for UK retail by exceeding all expectations over two days in late February 2017.

- 50 retailers attended, mostly C-level, with roles ranging from CEO to CTO and operational heads.
- A stellar line-up of keynote speakers from around the globe came together to prove beyond doubt why they are the acknowledged thought-leaders of today, shaping the retail world of tomorrow.
- The BBC's Business Editor Simon Jack shared some very personal (and off-the-record) thoughts and reflections, and kept other presenters on their toes with his incisive questions.
- Workshop sessions gave attendees the chance to dive deeper into emerging areas of change and to bring themselves up-to-speed with ever-developing best-practice in other areas.
- Two 'Dragons' Den' format sessions gave ten bravely confident companies the chance to 'pitch' to the assembled audience and be publically judged in real-time.
- The prestigious Four Seasons Hotel and Spa in Hampshire provided the perfect setting, with a grand dinner evening rounded off with two stand-up comedians continuing the element of fun.

These pages give a brief overview of the conference sessions. For more details, to access speaker presentations, get in contact with any of the presenters or sponsors, find out about Retail Tomorrow 2018, or get more information about event organisers McDonald Butler, please contact **Amy Calvert**.

## Conference Welcome and Introduction

Mike Butler – Co-founder and Managing Director, McDonald Butler Associates

Why a new retail event in an already crowded calendar?

Because retailers asked us for it.

Through McDonald Butler Associates (a leading B2B marketing agency specialising in technology) and Retail in Detail (McDonald Butler's specialist retail arm) we're blessed with an extensive, engaged network of retailers and retail suppliers. Our conversations about retail events consistently provoked the feeling that there are too many, while all too few have a wide enough program to draw different strands together and prove relevance to current challenges at the top level.

So in Summer 2016 we wrote to them asking what they'd like to see in an event. Bringing the many responses together, we focused on the top four recurring retailers 'wants' to create our four pillars for a new event:

**One** – A proper opportunity for focus, thought and deeper networking. In other words, an overnight residential event rather than a one-day conference or an expo-style format. The chance to get away from emails, to get out of London (or HQ...) without distractions. An event in which people can commit to talking, listening and sharing.

**Two** – An event to be near the start of the year but after the New Year sales period and after NRF's Big Show, with a commitment to bring and discuss hot-off-the-press NRF insight and news for the many who won't have had the opportunity to go to New York City.

**Three** – a dedicated focus on innovation and introduction to concepts retailers will genuinely never have seen before, throughout all the content and conversation.

**Four** – A chance to see some technology-supplier pitches that retailers wouldn't necessarily come across, in a compelling and time-focused way, but without the implied pressure of an expo-booth face-to-face format. We thought: 'Dragon's Den' it is...

And we know how busy people are, particularly at the C-level and Head of Department level, and that taking a 24 hours out was a pretty big ask – so we knew we'd have to deliver a big reward.

Thus Retail Tomorrow was born.

Welcome to its inaugural event.

# Retail Tomorrow: Emerging market trends, disrupters and innovations

**Kate Ancketill**

CEO, GDR Creative Intelligence

Kate delivered an updated version of the presentation which caused such a stir at NRF in New York the month before. Despite a widespread acceptance that the “tipping point” for robotic and automating technologies is being reached – as evidenced by 26 robots being on display at NRF 2017 as opposed to none the previous year – many people seemed reluctant to join the dots up to face what this might mean for the retail workforce, or wider society.

Kate’s company GDR works globally and their consultants are always on the road, so are particularly well placed to identify and verify the *acceleration* of change that retail is seeing. Her main message is that we are definitively no longer in a time of ‘linear’ progressive change, and that we should all get used to **exponential change**. 50 years of **Moore’s Law** (which observes that IT power doubles every two years) means we are now at the sharp end of the exponential curve.

**The Fourth Industrial Revolution** is now upon us, which is seeing the fusion of physical, digital and biological technology, each advancing at an exponential rate.

*“The Fourth Revolution entails nothing less than a transformation of humankind.” – Klaus Schwab*

What does this mean? That through robotics, automation, machine-learning and AI, no fewer than 47% of US jobs are at risk within the next 20 years. The British Retail Consortium says one third of UK retail jobs will go due to automation. And it’s not just the working class who will lose jobs to (for example) AI, it’s very much the middle class also. There’s already talk of a “robot tax” to business.

The proof points are all coming into place - Amazon Go stores are associate-free. IBM have made Watson available

to IT developers through the cloud. Amazon, Google and Facebook have made AI core to their business models and future roadmaps – so AI must be doing something right. The future vision is one of radical abundance supplied by super-intelligent machines. Which means there is a big upside if you are the disruptor. The store of the future needs to *“unleash service centaurs”* – enhanced employees who are capable of using nuanced emotional intelligence to deliver genuine customer engagement and add real value. Kate’s presentation concluded with some of her personal favourite examples of cutting-edge disruption. Some examples included:

**Lync and Co, Sweden** – the first car designed for “fractional usage” so you can rent it out to other people (who have the app) while you’re not using it, to generate income.

**Zumepizza** – a service which utilises a truck housing 56 individual ovens that schedule cooking to the exact delivery time.

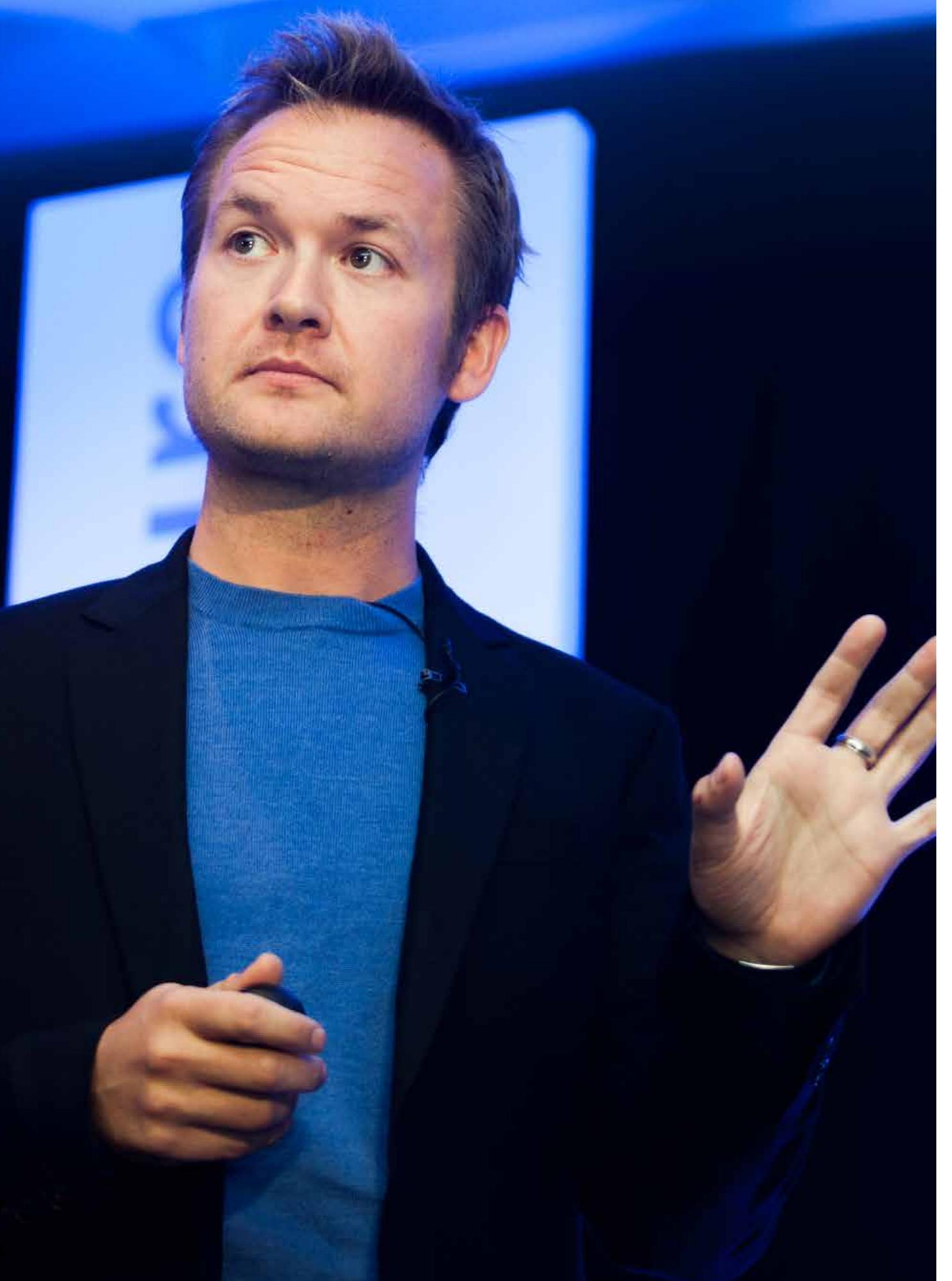
**AlpStories, Croatia** – a stylish, high-concept, clinical store in which robots make personalised cosmetic products to order ICA Grocery – a smart delivery service giving staff access to your home to let them put food directly into your fridge

**Everlane** – Pioneering a “transparent pricing” model which is shaking up fashion industry ethics

**Unmade** – a knitwear brand letting people personalise designs online, delivering within a day

**Feetz** – personalised 3D printing for shoes – fun fashion and comfort.





## Brand and Customer Loyalty in the Digital Age

**Alex Hunter**

Digital Branding Expert

As any good advertising copywriter knows, the golden rule is: show, don't tell. Alex Hunter's extraordinary, visually immersive presentation coupled with his humorous, self-deprecating and generously inclusive manner showed us the key to engagement: emotion.

In a crowded marketplace, with a time-poor consumer, it's getting harder for brands to stand out. It used to be easy – in a time of mass-market above the line advertising, consumers would believe what they were told ... including that cigarettes were good for you, and that women were always most happy in the home. How do brands stand out today and differentiate?

Time was, the relationship with the brand was focused purely on use and service – which often meant that the only time consumers 'interacted' was when the product was broken. Today people make their decisions before they come into store – and post-purchase, the relationship with the brand becomes open-ended (ie through social media).

It's all about The **Loyalty Loop** – getting customers to be so finely attuned to your brand's wavelength that they won't even think of considering another. **Apple** is one of the strongest examples here. Whereas a laptop owner with an end-of-life or broken laptop will probably take the opportunity to research specs and offers from different brands, a person with a broken MacBook will go straight to the Apple Store and buy another.

We should hold these thoughts close to our hearts:

**Loyalty is based entirely on emotion.**

**Emotion is greater than Reason.**

**"You feeling something. That's what sells."**

**Advocacy is all – recommendations from within your trusted networks are the most valuable.**

It's far more efficient to apply to the emotional side of the brain in order to get people to act. No service or brand is immune to being able to produce this strong connection. So it's all about brands needing to *create emotion*. And that usually means also creating individuality. And it must be authentic, it must be something real and personal.

Alex gave a few of his personal favourite examples, including a small boutique NYC hotel which on registration asked "Tell us what your favourite snacks are..." and on returning to the hotel that evening found in his room a basket with these snacks bought that day for him and a handwritten note from the hotel manager. "200 real, hand-written notes are worth more than 200,000 Dear Sir/Madam emails."

The brand must also **CREATE WOW** – Alex gave the example of the Nest thermostat, designed by Tony Fadell (ex-Apple visionary known as the "godfather of the iPod"), which has been known to produce the previously unheard of line "Why don't you come to my house and look at my thermostat?"

Alex approvingly quoted Arthur C Clarke - "Any sufficiently advanced technology is indistinguishable from magic" but with the proviso that we need to **maintain the illusion**, not boast to everyone about how we did it. Brands must use what they know to create delight, for example an airline cabin staff greeting you by name and giving you a glass of champagne no matter where you are sitting.

From his personal experience of Virgin Atlantic Alex recounted that the company underwent a deep dive "brand immersion" to make sure that every customer touchpoint – from sitting at your seat to interacting with the baggage loaders – was consistent. It made sure its brand promise fed across everything, from the inside of the plane, to Richard Branson, to the under wing staff. Every single person who joins the company does a brand immersion day. This delivered a consistent and robust brand mission delivery.

Online and offline are essentially red herrings today - the customer expectation is *already* that they should be blended. What's next? Whatever it may be, Alex had a strong reminder: Don't neglect the people who got you here in the first place.



## The Consumer of Tomorrow

### Will Higham

Consumer Specialist

Will's presentation focused on how we go about creating retail environments designed for tomorrow, whether online or not – what he referred to as "Bricks, Clicks and Magic Tricks."

Perhaps unsurprisingly, **Mobile** remains the all-important technology and retail trend. Central to this is the fact that mobile is **empowering** different demographics across the world. From continents whose general population skipped the desktop/laptop stage and went straight to mobile, to the increasing importance of the "grey pound" for wealthy retired demographics, as consumers we do more and more from our mobile device every day - our wallet, our health monitor, our tickets for events and our security keys for entry and access.

PWC estimates there will be 25 billion devices by 2020 through the **Internet of Things**. Mobile is providing the gateway for other cutting-edge platforms and applications for example **Augmented Reality** - 100million people downloaded Pokemon Go within a month of launch and 36 million people viewed the 2015 League of Legends eSports final live from Berlin.

Above all, Mobility is now about **connecting you with experiences** rather than about social atomisation and the diluting of events. One key stat underlines why this is so important to retailers: 78% of millennials prefer to spend money on experiences to goods.

Will suggests 4 Things that companies can and should do to influence and persuade consumers:

#### Be more Connected

The best retailers don't really differentiate the physical from the digital. They offer convenience and engagement whenever needed. Clinique saves its customers' personal information (for example – skin tone) so they can use it on whatever platform they want. Some insightful stats:

- 61% of consumers are happy to trade personal data for personalisation
- 59% would visit a store more if it sent them personalised offers while instore
- 59% of UK retailers still can't link instore sales to online activity
- 38% still don't offer consistency across channels

#### Be more Convenient

It's all about making customers' lives easier and removing friction. This means added choice and convenience, from Click & Collect to Amazon Dash buttons. Virtual shops and pop-up stores are increasingly popular, as are shoppable windows. Instore, people are already expecting much more from store associates, not necessarily product knowledge, but empathy and engagement.

And retailers would do well to rethink some of their longstanding assumptions, especially in the light of Millennials being less interested in owning things: \$16billion earned from used goods per year, and 15% of US consumers now interested in renting products from store

#### Be more Compelling

The physical store is far from done - 90% of consumers still want to shop in physical store, and 81% of under 40s say it's important to have a physical store. So it's important to make it exciting, dynamic, ever-changing. This can be through things like Immersive Spaces, Experiential Interaction, Sensory Displays or Video Walls. What would make GenerationZ more likely to visit stores? Entertainment, tech demos and interactive experiences. Will cited the successful example of US retailer Cabela which regularly devotes almost half of their stores to experiential areas.

#### Be more Communal

In the age of social media the expectation of community is central - people trust those around them and are less trusting of those "above". 78% of people look for other shoppers' opinions before buying product, while 55% of US Pinterest users use site for finding products.

But it must go deeper than just virtual digital community. In the UK, consumers are more impressed by companies working with local communities than working with global charities. In the US companies such as Staples have sold workspace to small local businesses, while Nike has given a lot back to the New York borough of Brooklyn and to local communities and children who aren't generally able to afford their products.

Will left us with a thoughtful quote from Yaromir Steiner, CEO, Steiner and Associates: "*You have to create a place that will become the centre of people's lives, not just a distribution centre for goods.*"

# Positive Disruption

## Ken Hughes

The Leading Consumer & Shopper Behaviouralist

"Disruption is like Teenage Sex - If you are to believe the talk, everyone else is doing it!"

If we believe the hype, every company and industry is resourcing for disruption, bending rules, breaking moulds and challenging norms. Every start-up boasts about its speed and flexibility.

Disruption is a positive force if you harness what is happening around you. It is a destructive one if you ignore the changing nature of the game. Meeting consumer needs has always been at the heart of business success. It makes sense to prepare business models for the next generation of needs.

Disruption is about being ready for it. Ready for the changes it brings and your capability to survive those changes. To stay relevant with the ever-changing consumer needs, businesses need to learn to Pivot, change direction, and to do it fast. Preparing for those changes is difficult – as Ken joked, "That's why they call it **disruption** and not generally predictive change." And preparing for it means, in part, understanding the changing consumer landscape.

As Millennials begin to turn 35 and their Gen Z counterparts push into their 20's, consumerism is in for a significant step-change. Ken presented the concept of "Blue Dot Consumers" (from the idea of the dot on the map app which puts them at the centre of everything). These next generations of consumers expect

- Personalisation ("I Want it My Way")
- Authenticity ("I Trust My Peer Network")
- Contextual Communication ("Talk to Me Only with Relevant Benefit")
- Sharable Experience ("Something that Makes Me Look Good on Instagram")

The millennial shopper blueprint has changed, impacting on their fundamental behaviours, needs and requirements as shoppers. This generation are less interested in buying 'things' and far more interested in having 'experiences'. It's no longer "you are what you own" but you are what you experience and share. Brands must deliver the kind of life experiences this generation expect, and add real value within the new emerging 'Sharing Economy'.

Today's consumer expects a frictionless and seamless experience at every touch-point. They have little tolerance for failure but will become a tribal brand fan for brands that get it right.

Peer networks have overtaken the brands' own voice in terms of relevance – brands need to reconsider how best to build conversations with target market in the future.

Experiences evoke an emotional response. Brands need to create experiences that excite and delight. Today, the essence of value is in what you share, so for brands it's about creating Sharable Experiential Equity, and asking themselves if they are adding experiential value via their proposition.

Ken left us with a challenge and a question:  
When did your brand last make someone cry with delight?





## The New York Wrap

### **Andrew Busby**

Retail Writer and Analyst

Andrew Busby is a high-profile retail writer and analyst, founder of retail consultancy practice Retail Reflections, columnist and Advisory Board Member for Retail Week and contributor to Retail Technology Magazine.

With links between NRF's Big Show and Retail Tomorrow strong, we wanted to bring a strong flavour of the latest thinking to come out of NYC, especially as the four weeks separating the two events saw a wealth of comment and discussion across channels about the big trends and key themes.

Having done the deep dive at NRF 2017 and been a tireless blogger and Tweeter, Andrew was the perfect person to be on hand at each of the three Igniting Ideas workshop slots to give people his personal reflections on NRF 2017 and answer any questions.

His Top Ten "most talked about" themes from NRF this year were:

1. AI and Machine Learning
2. Big Data
3. Digitally-enabled Stores
4. Mobile
5. Personalisation
6. Customer Experience
7. Constant Innovation
8. Impact of Generation Z
9. Conversational Commerce
10. Retail Workforce of Tomorrow

Andrew was recently named one of the top 25 Retail Tweeters. You can find him here: [@andrewbusby](#)

## EVENT PACK



*"The point about Disruption is you never know where the next disruption is coming from. For UK businesses, and for retail in particular, it's about us having the right ecosystem in place to foster and support innovation."*

**– Simon Jack, Business Editor and Broadcaster, BBC**

## Innovation Now

### Dragons' Den hosted by Econocom

Even for seasoned salesman, getting up on stage - in a competitive public forum to deliver a make-or-break pitch in strictly no more than 10 minutes, where the results are delivered immediately (from an inhouse audience with Yes/No handheld voting devices) and then compared against others - can be nerve-wracking. So a huge thank you is due to all the companies who not only agreed to take part but actively embraced the format.

It was a resounding success: the audience loved it, the presenters fielded fast and furious Q&As without flinching, and the energy levels were sky-high, not least thanks to the quick wit of Master of Ceremonies Chris Labrey, MD of Econocom.

The vast majority of presentations received "Yes" approval ratings of over 50%, and there will no doubt be many trial engagements and proof-of-concepts launched on the back of one breathless ten-minute pitch. We must congratulate two presentations which lead the pack in terms of immediate audience approval with "Yes" ratings of around 80% - Bink and PixelPin.

#### Bink, Ryan Edwards

Ryan fearlessly presented entirely from his mobile phone, demonstrating the Bink app in all its visually engaging, user-friendly glory. Bink are "turbo-charging loyalty" through a free consumer app (live and available to download right now) which links all your payment and loyalty cards. First time of use you scan your relevant payment cards and your current loyalty cards, it then gives you a virtual wallet aggregating all your cards to eliminate "friction" from the loyalty transaction – in other words, no need to keep a wallet full of cards or to worry about losing or forgetting to present them. Linked with Visa MasterCard and AmEx it follows your payment history to automatically update your points, and spots trends in your payment history to suggest other programs you might like to join – for example if you shop regularly at Waitrose but aren't a loyalty member there.

#### PixelPin, Georgia Steel-Matthews

"Passwords are done." Barely fit for purpose today, the security they claim to provide has been inarguably compromised: 10% of all passwords are "Password1234", and 48% of people have shared passwords with others. PixelPin provide authentication without passwords. Their visual, engaging solution provides a great user experience through designating four "PassPoints" overlayed on top of any personal image that the user provides. The security is military-class (their management team all ex-military) and uses the strongest level of encryption. They are already up and running with the likes of BT, Telefonica and Accenture.

#### Cradlepoint, Hubert da Costa

Cradlepoint help mobile enterprises extend and complement their existing network infrastructure with cloud-based wired and wireless WAN solutions. Their software-defined-wireless means they leverage cloud protection, are PCI compliant and very strong in retail. Starbucks use Cradlepoint – people have business meetings in Starbucks as they know they can rely on the WiFi. Cradlepoint is all about increasing productivity in your environment – and they provide a failover solution so that if your existing infrastructure fails – for no matter how short a time – they are up and running. With Cradlepoint it's not "rip and replace" – they offer "wrap and replace" to fit in with your existing infrastructure.

#### IBM, Ben Heavey

With a lot of interest but also a lot of misunderstanding about Blockchain in retail and supply chain circles, the title of Ben's presentation – "Unlocking Retail" was spot-on. IBM (in conjunction with Microsoft) see Blockchain as a different model for working retail based on Shared Ledger (distributed system of record shared across business networks), Smart Contracts and Consensus (all parties agree and have visibility in real-time). The value propositions for retail include Supply Chain (provenance and traceability, product recall, global logistics, order tracking), Operations (resource-intensive

applications, IoT integration) and Channel (settlement, disputes management, data sharing platforms). The real excitement in the room was the offer of a free IBM Blockchain Value Assessment to help retailers identify practical Blockchain use cases.

#### ShopR360, Rajul Tandon

ShopR360 are bringing disruption to how people think about measuring footfall instore. Their Video Analytics solution gives actionable insights into footfall, drop-offs, linger rates, staff productivity and more. A trusted partner for bricks and mortar stores, they bring visibility end-to-end and focus on retailers' entire Path to Purchase. ShopR360 can maximise potential for every area of the store, optimise store staff productivity, producing heat maps to overlay and demonstrate what exactly is going on in store, deduce shopper segments based on instore behaviour, and track marketing initiatives. Insight is delivered without compromising on security as all data is processed internationally. ShopR360 is already being used successfully across the world including Hamleys India and Malaysia.

#### Centric Software, Marie McCarthy

Product Lifecycle Management strikes to the heart of the business, driving retail transformation to achieve key goals such as streamlining operations, reducing costs and increasing the competitiveness of retailers. Centric Software, the global PLM market leader for retailers, offers market driven innovations, including a strong portfolio of Mobile Applications keeping your internal teams and supply chain connected in the mobile world of today. 190 of the world's leading high street brands and retailers choose Centric to manage their internal processes, including Mango, Ted Baker, Tommy Hilfiger/Calvin Klein, and Under Armour.

#### Microsoft, David Clarke

Shelfie is transforming retail operational productivity by removing the individual from the need to identify stock gaps and planogram/product placement discrepancies within the store. Shelfie is an exception based, analytics platform that understands the "Perfect Shelf". It compares ideal shelf state with current shelf state, alerting staff to stock, planogram and product discrepancies within the store. In addition, the Shelfie 'Index' offers a new KPI that generates a measurable metric

for both in-store productivity and for the physical appearance of the shelf/ aisle/store.

#### Ultinous, David Smyth

The Ultinous Queue Busting Solution Video analytics system using AI and deep learning – predicts when a queue is going to form and alerts a Store Manager to increase the number of cashiers open, reducing the chances of excessive queues forming in the first place. Their deep learning algorithm is location-specific, looks at things like dwell time by customer type. Impact stats include 84% reduction in queue length, drastically reduced abandoned baskets and out of place products. Ultinous have great references including with a German retailer: queues of over 8mins down to under 3mins. They offered retailers in the room a free 1-3 month trial/pilot in 5-8 stores.

#### Worldpay, Kevin Gordon

Worldpay are on a mission to be the world's most progressive and reliable payments partner, sharing insights and helping customers. They currently have a huge focus on the Internet of Things. What if your fridge could order and pay for your milk delivery as soon as you run low? The IoT – the idea of a range of smart objects connected to the internet and each other – presents an interesting array of possibilities for consumer convenience and frictionless payments. Kevin presented "Retail and the connected car" Proof of Concepts including cheaper parking through "bids for your trade", fast food drive through with frictionless payments, and C&C drive through.

#### Zebra, Mark Thomson

Shrinkage costs \$123 billion to retailers globally, over 2% of sales, and retailers are spending 1% on trying to counter shrinkage. If you could see everything going on in your store in real time, you would have all the information you need to maximise sales; minimise shrinkage and operational costs; and take customer service to a new level. Zebra's SmartSense for retail delivers that visionary visibility. It turns your entire store into a smart store that automatically senses and records the location and movement of virtually everything in your retail store – merchandise, associates, shoppers and assets – and turns that data into easy-to-read actionable intelligence, enabling you to sense, analyse and act in real-time.

# Igniting Ideas Workshops

## Bink

*Capturing the 'Hearts & Minds' of Consumers in the digital age*

Loyalty isn't what it used to be. The democratisation of information in the digital age means consumers are more savvy than ever about the purchase decision, through leveraging information on peer reviews, prices, product capabilities and - crucially - clear visibility of how any company's offering stacks up against the competition.

Add to this the dynamic, large-scale changes that organisations are seeing:

- Disruptors: Changing the rules to challenge the established order
- Discounters: Offering starkly different business models
- Digital natives: Millennial consumers' digital-first expectations
- Digital transformation: Injecting agility to make brands responsive to changing customer demands
- Omni-channel: The need to provide a seamlessly integrated experience

and altogether it's never been harder for companies to establish meaningful consumer relationships to maintain their competitive edge.

Nurturing and sustaining loyalty with these consumers remains critical to delivering successful, long-term commercial growth.

This workshop used current case studies to explore the innovative and interesting ways organisations are achieving this success, highlighting trends and tools being deployed.

## Doddle

*Are you truly delivering a multi-channel experience for Click and Collect?*

Having built their own network of 80 stores specialising in click and collect, Doddle shared their experiences in building a world class experience and help analyse the areas where you can deliver improvements to drive revenue growth and operational efficiencies around click and collect.

## IBM

*'Innovating with Cognitive to enhance your customers' experience'*

IBM's 2017 IBM Customer Experience Index (CEI) Study, which surveyed more than 500 companies, found that retail brands need to work harder to better meet consumer expectations. In particular identified three imperatives that brands face today. Engaging with customers to remain ahead of evolving shopping trends; providing a consistent experience across all touchpoints; and creating a more rewarding shopping experience by applying innovative, value-add technologies.

In this workshop IBM focussed on the competitive advantage that Cognitive and Artificial Intelligence capabilities can offer retailers. The team illustrated this with a cross section of examples where the capability is already paying dividends and discussed with Microsoft colleagues how this can be practically applied in the UK retail space, both internal and external facing.

## Island Pacific

*"Change is the only constant in life" - Heraclitus around 500 BC*

Today's retailers are continually challenged by a global consumers and many routes to market which whilst exciting and providing many opportunities can also prove challenging when aiming to present a consistent retail brand offering the same product and service regardless of channel and location. This workshop reviewed the many channels which today's retailers are in today and are looking at in the future to understand the challenges which they face in providing a consistent planning process which allows them to plan for the channels of today and tomorrow.

## Microsoft

*Facial Recognition in Retail Tomorrow*

What is the role of Facial Recognition in the future of retail? This workshop examined the technology and with the use of case studies lead an interactive discussion covering how and where Facial Recognition can both enhance the retail experience and simultaneously improve productivity.

## Trust Systems

*Digitise, Analyse, Personalise.*

Trust Systems showed retailers how they can revolutionise the bricks and mortar estate, to take control of the customer information available like never before – giving them the same level of detail about store customers that they get from online.

## Ultinous

*Video Analytics*

AI/deep learning makes the possibility of video analytics systems being able to mimic the processing of images almost to the same level of accuracy as humans (but more consistently and over a longer period of time). This can bring great value to retailers who have access to a huge amount of video data in store. The workshop looked at what they need to know to make it a good investment, how retailers would use it within the business and what the expected benefits would be.

## Worldpay

*Consumer Behaviour and Payment Trends*

Who are today's consumers? What do they expect from their shopping experience? These two questions underpin the success of every retail business, today and in the future. With consumers more connected and informed than ever before, it's a challenging and competitive environment. Success lies in understanding the customer journey end to end.

## Zebra

*Is your click and collect profitable?*

However you slice it, however you embrace it or try to ignore it, Click & Collect is big business and retailers with bricks and mortar stores have a lot to gain from anything that brings customers instore, where the possibility of driving upsell and re-inforcing brand engagement is strong.

But many retailers have discovered to their cost (quite literally) that delivering Click & Collect that wows the customer is an expensive undertaking. So the golden question has become: can you make Click & Collect profitable? The good news is the answer is yes. This workshop explored how.



## Delegate List

Company	Title
Amazon	Head of Strategic Accounts - Entertainment
Arcadia Group	Treasury & Projects Controller
Avon	VP, EMEA Supply Chain
Black Star Brands	
Black Star Brands	Operations Director
Burberry	Director of Supply Chain Strategic Projects & Analytics
Co-Operative Group	Chief Procurement Officer
Dixons Carphone	Head of Applications
Dixons Carphone	Transformation Programme Manager
Halfords	CIO
Halfords	Head of IT Strategy and Planning
Harrods	Head of Digital Signage
Inside Ops	Director, Retail Consultant
Jack Wills	Head of Operations
Joules	Ecommerce Director
Kurt Geiger	Head of IT
Lakeland	Director of Operations
New Look	Head of Retail Menswear
New Look	UK & ROI Retail Director
PhotoBox Group	Group Chief Technology Officer
Sainsbury's	Head of Operational Efficiency
Selfridges	Head of IT - Architecture
Shuropody	Senior eCommerce Specialist
Shuropody	Head of Ecommerce
Superdry	IT Infrastructure Manager
Ted Baker	Head of Innovation
Ted Baker	Head of Retail Operations
The Body Shop	Head of International SAP Systems
The Brand Guru	Consultant
The Dune Group	Retail Omni-Channel Manager
The Dune Group	Business Improvement Manager
The Range	Director of Multichannel
Topps Tiles	Head of IT
Topps Tiles	Head of Marketing
Vodafone	Principal Strategy Manager
Walgreens Boots Alliance	Senior Development Manager - Personalisation & Loyalty
Walgreens Boots Alliance	Enterprise Architect - Retail, Strategy & Architecture
	Consultant

## Retail in Detail

### Retail is in our DNA

We know three big things: we know B2B marketing, we know technology, and we know retail. McDonald Butler Associates bring UK retailers and vendors together to drive disruption and innovation. As recognised thought-leaders in retail insight we've created an insights blog to share the latest retail thinking and you can also download our free retail technology report. This looks at how retailers are creatively using technology today, and defines what the convergence of the global megatrends mean for tomorrow.

### Our retail offerings

#### Contact Database

Includes over 4,000 key decision makers within the top 300 UK retailers. Job titles cover Board, C-Level, Director Level, IT, Procurement, Sales, Marketing, Digital/E-commerce, Finance and other functions. The data was built and validated in 2016 and will be updated in 2017.

#### Influence the influencer

Collection of 140 of the UK's most prominent retail consultancies. These are the people that consult to create change and innovation within retailers. Includes an interactive PDF which gives you details about the influencer organisation and contacts associated with them. These companies/consultants are then cross referenced with the associated retailer they influence.

#### Retail insights data/report

Insights into the technology ecosystem of 300 of the UK's leading retailers. Built and developed over the last three months (updated in 2017). Includes a detailed report which analyses the data, pulling out key information to help support sales teams in engaging retailers. Information includes POS, Logistics, Merchandising, HR, CRM, Supply chain, Omni-channel, CX and install/refresh dates where possible.

#### Planning Workshop

As a team with our clients, we develop robust go to market strategies that support brand awareness, thought leadership positioning and ultimately lead generation so both sales and marketing can hit their targets! We host workshops to get under the skin of your challenges and brainstorm ideas for your GTM retail strategy.

### McDonald Butler Associates

McDonald Butler Associates is a fast growing and successful strategic B2B marketing agency in the UK with an enviable client list of world leading organisations from the IT and technology sector. Our unique value proposition is all about closing the loop between marketing and sales and demonstrating a clear return on investment from marketing spend. We drive better audience engagement, forge stronger relationships and accelerate sales results and ROI. We plan, create and run fully integrated brand awareness, lead generation, nurture and sales enablement programmes for many of today's leading technology brands including IBM, Microsoft, Zebra, VMWare, Salesforce, HPE, HP Inc and Oracle - to name but a few.

We drive compelling campaigns to help accelerate retail innovation globally through:

- Market Research & Insight
- Data Supply & Management
- Marketing Strategy & Planning
- Creative Identity & Conceptualisation
- Content Development & Copywriting
- Multi-channel – Inbound and Outbound Comms
- Sales Qualification & Enablement
- Campaign & Lead Management
- Employee & Customer Advocacy
- Channel & Alliance Programmes
- Event Management and Delegate Recruitment

Our ethos since we started 13 years ago is to deliver and delight for our clients - no matter what. We are extremely results-driven yet also relentlessly focused on providing the highest standard of quality and service in everything we do.

[www.mcdonaldbutler.com](http://www.mcdonaldbutler.com)

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