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The Navigator for Enterprise Solutions

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20 Most Promising Retail Tech Solution Providers

The aisles in retail have transitioned intelligently enabling the consumer to quickly zero-in on his favorite item and get it delivered at his place of request. The retail trajectory is bent on converging customer touch points to epitomize consumer experience. The future technology upheaval in retail is dependent on the effective utilization of the current innovations and sciences enveloping the dynamic retail space.

In retail's evolution spree, the CIOs have their fair share of challenges and opportunities rendered along the technology value-chain. With global e-commerce surging on as a trillion dollar industry, the pace of omni-channel retailing is gathering newer dimensions. Heralding a new beginning, the confluence of commerce technologies and social media trends, influence in-store purchase decisions, ramp up the convenience factor, and increase profits in the digital marketplace.

For all those gleaming merchandise stocked shelves, numerous technologies work in tandem to enable every commerce transaction, whether occurring in a 'Brick and Mortar' store or through online. The need to stay abreast of the rising retail tide is to invest in the right technology or the solution.

The POS products and solutions, mobile payment apps, tablets with mobile POS—the creative deployment of today's technologies rope in the tactile experience for the consumer. The mobility-defined networks which showcase store associates to be like virtual assistants and the iBeacons routing relevant customer-centric promotions add to the retail experience.

In the quest towards inventory and supply chain effectiveness, the right product in its most right parameters and assortments are needed at the most saleable location and geographies. The logistics engine, the cross channel demand platforms predicting the merchandise, the pricing platforms effecting the right pricing strategies, supply chain optimization softwares—all of these synchronize to drive the well-oiled retail value chain.

Of course the science behind all these—the hyped Big Data, setting an equal tone, ushers in the vital metrics to enforce the straight line trimming costs on all fronts. These evidenced-based decisions are what the retailers rely on in every single transaction. In conjunction with the numerous technologies, the right implementation procedures and guidelines are definitely resourceful. The expertise of numerous consultants foretells the pitfalls, while ensuring easy and efficient adoption of relevant technologies.

There is an ongoing fundamental shift in the consumer's expectations, be it shopping habits expectations on pricing or service levels, addressing these require a new thinking, technologies and approaches. The following pages explore how retailers can benefit from the confluence of available technologies to interact in real time and gain the competitive edge.

In our selection, we evaluated the vendor's capability to fulfill the needs of the retailers in deciphering consumer buying behavior and power onward experience retailing. We present to you CIO Review's Most Promising Retail Solution and Consulting Providers 2014.

Island Pacific Systems, Inc.

recognized by CIOReview magazine as



An annual listing of 20 companies that are in the forefront of tackling Retail Technology challenges and impacting the marketplace

Pradeep Shankar
Editor-in-Chief
CIOReview

Company:

Island Pacific

Website:

islandpacific.com

Key Person:

Richard Gaetano, COO
Mike Dotson,
VP Global Sales

Description:

Provides merchandising and store operations software solutions to the retail industry globally.

Island Pacific Engaging Customers with Unique Solutions

Richard Gaetano, COO of Island Pacific Systems, Inc. is a soccer fanatic. He thinks that the balancing act between short-term success and long-term planning, which professional soccer clubs are continuously engaged in, is true for the challenges faced by businesses in retail sector. "The business strategies that I have adopted from my favorite sport is leadership, structure and strong team work, and Island Pacific has always made it a point to have a mix of youth and experience in the company for a better field set up," says Gaetano.

For 30 years, Island Pacific has been providing merchandising and store operations solutions globally, enabling retailers to manage the entire scope of their operations. "With the cutthroat competition in the market and evolution of modern technology, retailers want to adapt new ways to reach the customers. The common challenge that CIO's are facing today is trying to maintain scalability, durability, and performance while using some of the less matured platforms in their stores or organizations. The retailers expect to have that innovation in the products we offer, that will help them stay ahead of the curve," says Gaetano.

Island Pacific is the definitive resource for adaptable and affordable solutions for retailers around the world. The retailers are now concentrating on mobile POS solutions, eCommerce and direct to consumer solutions providing comprehensive customer data capture, effective order processing, and optimum customer service.

The Island Pacific SmartConnect integration service is the simple solution to connect existing POS or ERP system to mobiles. "Retailers are able to reap

the benefits of a rapid deployment, fast-tracking time to market from a mobile solution. Island Pacific Mobile devices communicate directly with the Island Pacific SmartConnect service. The integration service handles the requests real-time, managing communications with your back end systems, and returning the appropriate responses," says Mike Dotson, VP Global Sales, Island Pacific Systems, Inc.

Meanwhile the other popular solution catering to eCommerce and direct to consumers is Island Pacific



Richard Gaetano

SmartChannel, which is highly configurable, and a scalable architecture that can be easily extended. While making the most of technological advances, the intuitive design reduces training time and order entry errors, and results in better and faster customer interactions. This solution can accommodate both national and international retailers, and supports multiple languages and currencies with no loss of functionality.

Island Pacific solutions have helped

"The retailers are able to reap the benefits of a rapid deployment, fast-tracking time to market from our solutions"

clients like rue21, Urban Outfitters, Pacific Sunwear, Aeropostale, Ralph Lauren, VF, and PVH. The Dune Group, a prominent UK retailer catering to footwear and accessories vertical was able to enhance their store sale with Island Pacific's solutions. The international retailer, having operations in 20 plus countries, implemented the full end-to-end solution of Island Pacific with mobile addition for their omni solutions. Now they are using iPad mini in their stores to break the queue as well as for click and collect processes that are special orders for customers. This resulted in mobile solution accounting for 8 percent of all of their sales in store and 20 percent of all the sales from the web. "So when we see one out of 5 sales in the store is coming through an iPad device, we know that it is our solution that has helped in the sale," adds Dotson.

Going forward, the company wants to push the borders internationally and increase their technological reach to Europe and Asia. They want to add a dash of new technologies and applications concentrating on the change in retail sector. "There are so many markets that have not yet been technologically touched, we want to go and look at them and try to implement our latest innovations," concludes Gaetano. CR