

Retail Technology Innovation Hub

3D IN STORES: WHY RETAILERS ARE TURNING TO 3D AS A GROWTH STRATEGY

The rise of 3D digital experiences paves way for new ways to engage with customers

Retail Technology Show and Shoptalk Europe 2023

Essential event information inside this issue



Total: \$1694.00
3 Pieces

Retail tech innovation tracker

Our top 'future of retail' tech launches and deployments from the first three months of the year

RTIH'S TOP 100 RETAIL TECHNOLOGY INFLUENCERS LIST

Check out the movers and shakers who made a splash in 2022 and are set for a barnstorming 2023

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Retail Technology Innovation Hub



ON THE COVER

3D in stores: why retailers are turning to 3D as a growth strategy



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Retail technology news, views and analysis in a fast-changing omnichannel world

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Editor's letter

Welcome to the fourth issue of Retail Technology Innovation Hub magazine.

Within these pages, you will find the latest edition of the RTIH Top 100 Retail Technology Influencers List.

This presents the people who made a splash in 2022 and are set for a barnstorming 2023.

We're talking about thought leaders with new ways of problem solving, who are both evangelising and executing on digital transformation in these unprecedented times.

We hope you enjoy scouring our top 100 and, if you would like to give feedback or believe that there are some glaring omissions, please feel free to get in touch (contact details at the bottom of this page).

Retail Technology Show and Shoptalk Europe

This issue of RTIH magazine will be distributed at both Retail Technology Show (taking place from 26th-27th April at Olympia, London) and Shoptalk Europe (9th-11th May in Barcelona).

Virtual events received a huge boost during the Covid-19 outbreak, as restrictions and lockdowns meant that people couldn't attend their physical counterparts.

There was even talk in some quarters of a brave new world in which all exhibitions and conferences moved online.

I didn't buy into that train of thought. Human beings are inherently social. Yes, the internet is a great thing in many ways, but we also enjoy going to physical stores alongside using Amazon et al, seeing movies in a cinema, not just on Netflix, and eating and drinking out with friends and family.

So I was pleased to see both Retail Technology Show and Shoptalk Europe 2022 prove there was still a huge appetite for in-person events.

During tough times, gatherings like these are more important than ever.

To quote Nicolas Hammer, Co-founder and CEO at Goodays, from an interview appearing in this magazine: "There's a lot of difficulty and challenge in our sector at the moment, but there is also so much innovation, enthusiasm and talent rising up in response. That's what we want to capture and celebrate at Retail Technology Show 2023."

Amen to that.

Scott Thompson

Editor & Founder, RTIH
scott.thompson@retailtechinnovationhub.com



RTIH TOP 100

Retail Technology Influencers List

The latest edition of the RTIH Top 100 Retail Technology Influencers List has arrived! Here are the people who made a splash in 2022 and are set for a barnstorming 2023.

RTIH has scoured the retail technology world to find the most influential figures for this comprehensive list of people and trends that shape the industry and help drive it forward.

We're living in unprecedented times.

The Covid-19 outbreak has driven a seismic change in shopping habits, with checkout free stores, automation in the supply chain, rapid delivery services, and the metaverse making waves.

Such disruption requires new ways of problem solving and thought leaders who can both evangelise

and execute on the likes of digital transformation and omnichannel success.

Which is where the RTIH Top 100 Retail Technology Influencers List comes in, presented, we should stress, in no particular order.

We hope you enjoy reading through it and, as always, if you would like to give feedback or believe that there are some glaring omissions, please feel free to get in touch (contact details can be found on page three of this magazine).

Scott Thompson, Editor and Founder, RTIH

Influencers list

ELODIE PERTHUISOT

Twitter bio: Chief E Commerce, Digital Transformation and Data Officer at Carrefour.

DANIELLE VERMEER

Vermeer recently left her "dream job" leading resale fashion CX at Amazon for life at a fashion tech startup.

She is now Co-founder and CEO at Teleport, a social commerce app to share and shop outfit videos in a Gen Z driven community (think TikTok and Depop combined).

In a Twitter post, she said: "I believe the future of fashion is where content, community and (re) commerce collide."

"Younger consumers want a "third space" online to express their authentic style and to shop cute clothes from trusted peers. I'm obsessed with making this vision a reality."

Teleport is co-founded by Jon Choi (ex-Ethereum, Dropbox).

Vermeer added: "We believe that fashion is more than just the clothes you wear. It's a way to express your unique style, get inspired and make genuine connections in a niche community."

VALA AFSHAR

Twitter bio: Chief Digital Evangelist @Salesforce | Columnist: @ZDNet | Show: @DisrupTVShow | Book: <http://bit.ly/tposbe>

TOBI LUTKE

Twitter bio: @Shopify CEO by day, Dad in evening, hacker at night. Aspiring comprehensivist. (tweets auto delete) retweet/like=noteworthy share, not endorsement.

GIOVANNI ZACCARIELLO

LinkedIn bio: SVP Global Visual Experience at Coach.

SHISH SHRIDHAR

LinkedIn bio: Global Retail Startups Lead | RETHINK Retail Top 100 Retail Influencer 2022 | RTIH Top 100 Retail Technology Influencers | Advisory Board GMU Center for Retail Transformation.

SCOT WINGO

Twitter bio: @GetSpiffy CEO, Board @ChannelAdvisor, @zverse3d. Podcast on ecomm/retail with @retailgeek <http://jasonandscot.com> and <http://tweenerfund.com>.



CAS PATON

LinkedIn bio: Founder and CEO of OnBuy.com - Where loyalty is rewarded.

GARY NEWBURY

LinkedIn bio: Award winning Strategic Advisor & Delivery Executive ♦ ♦ ♦ ♦ RAPID Transformation of Disrupted Supply Chain Performance ♦ ♦ ♦ Industrial Strength ♦ ♦ ♦ Field-Tested ♦ ♦ ♦ RAPID Methodology ♦ ♦ ♦ Contact me via RetailAID.ca.

JASON GOLDBERG

Twitter bio: Chief Commerce Strategy Officer @PublicisGroupe; Host of Jason & Scot E-commerce Podcast; Digital commerce, retail SME; @Forbes contributor (opinions=mine).

JONATHAN DE MELLO

Twitter bio: Retail & Retail Property expert. Founder & CEO of JDM Retail. NED. Top 25 Retail Influencer. Providing strategic consulting to retailers & property investors.

PATRYK POWIERŻA

LinkedIn bio: Żabka Nano Growth | Autonomous Retail | Newsletter Author.

ANDREY GOLUB

Twitter bio: #Fashion & #Retail Strategist, #FashionTech & #RetailTech Expert.

OLIVER GUY

LinkedIn bio: Empowering industry leaders to innovate & compete with greater agility. | Microsoft Retail.

Influencers list

KATHARINE MCKEE

LinkedIn bio: Fortune 500 E-commerce Strategist | Startup Advisor | Digital Commerce Expert | Increasing Margins and Growth | Founder of Morphology Consulting® | Forbes Next 1000.

STEVE DENNIS

Twitter bio: Strategy consultant. Keynote speaker. Top #retail influencer. Best-selling author of "Remarkable Retail: How to Win & Keep Customers in the Age of Disruption."

JUSTINE MOORE

Twitter bio: Consumer partner @a16z (or a plausible-sounding bot) | Author of Accelerated | Twin of @omooortweets.

LIZA AMLANI

Twitter bio: Go To Expert in Retail Merchandising, Product Creation & Speed to Market | Board Member | RETHINK Retail Top Influencer.

MICHAEL GABAY

LinkedIn bio: Co-Founder and CEO at Trigo.

DEANN CAMPBELL

LinkedIn bio: Retail strategy & CX expert | Top Retail Influencer | Speaker | RetailWire BrainTrust | RETHINK Retail Advisory Council | help companies elevate customer experiences and profit margins.

STACEY WIDLITZ

Twitter bio: Chief Int. Store Hunter SW Retail Advisors, Co-Founder @thedealmakehers. Duchess of Retail, NED, Angel Investor, Biz TV reg, fmr sell-side, Perma jet lag, forbes.

MICHELLE GRANT

Twitter bio: Exploring the impact of digital transformation in retail and consumer goods. @Salesforce. Former Head of Retailing @Euromonitor. All opinions are my own.

MARSHALL KAY

LinkedIn bio: Strategic Advisor to retailers, global brands, investors and others connected to Retail. Speaker. Writer on Retail topics for Forbes. One of 2022's most influential Thought Leaders (as awarded by RETHINK Retail).



LUKE JENSEN

Twitter bio: CEO of Ocado Solutions. Bringing smart e-commerce technology to leading retailers globally. Retweets do not = endorsements. Views my own.

MICHAEL LEBLANC

LinkedIn bio: Founder | Strategic Advisor | Keynote Speaker | Podcaster | Top Global Retail Influencer | YouTube BBQ Show Producer & Host.

BEN ZETTLER

Twitter bio: Helping brands grow @zettlerdigital @Shopify @ShopifyPlus @klaviyo Partner | #Terps '12 | ...Dad first @staceyzettler.

BRENDAN WITCHER

Twitter bio: @Forrester Vice President / Principal Analyst for Digital Business Strategy, Customer Engagement, eCommerce, Personalization, Omnichannel, Retail, Mobile, & AI.

JEFF ROSTER

Twitter bio: Cohost #ThisWeekInInnovation & #ThirdEyePodcastNetwork. ThirdEye Advisor-Retail, RETHINK Retail Top 100 Retail Influencer, Orphan advocate #AI #lowcode #IoT.

SCOTT THOMPSON

Twitter bio: Founder and Editor @RTIH_RetailTech #retailtech #retailtechnology #retail #retailsystems #payments #onlineshopping #ecommerce.

Influencers list

TIFFANY LUNG

Twitter bio: I write about retail, tech and innovation at @Forbes, @TatlerAsia, @InRetailAsia, @JingDaily | @RETHINK_Retail Top Retail Influencer | Web3 & NFT enthusiast.

MATT PAVICH

LinkedIn bio: Sr. Director, Retail Innovation at Revionics, an Aptos Company Leading Industry Expert on Retail Pricing Best Practices.

MATT TAYLOR

Matt is a partner and the technology transformation practice lead for CPR at EY.

He previously led large scale complex global IT transformation, e-commerce, delivery and recoveries for over 20 years at Accenture. He is also a Fellow of the Chartered Institute for IT, and a member of the RTIH Innovation Awards judging panel.

STEVE COLLINGE

Steve has been a consultant within the retail industry for ten years, with a growing list of clients including eBay, ManoMano and others and boasting over 27,000 followers for his content on LinkedIn.

PAUL DO FORNO

Twitter bio: Managing Director / Eminence Lead Commerce Practice @DeloitteDigital. B2B B2C Commerce DigitalTransformation Expert. Alum: @uofwaterloo.

ANDREW BUSBY

Twitter bio: Founder @RetailReflect | Best-Selling Author | International Keynote Speaker | Former @Forbes | RTIH & RETHINK Retail top influencer | Views my own.

RON THURSTON

LinkedIn bio: Best Selling Author of RETAIL PRIDE, Host of the RETAIL IN AMERICA Podcast, ReTHINK Retail 100 Most Influential People, Live Full Time in an Airstream.

DAVID POLINCHOCK

LinkedIn bio: Helping retailers and brands understand the emerging tech impacting the physical space, including AR & the metaverse. 30 years' experience in VR.



SEBASTIAN SIEMIATKOWSKI

Twitter bio: Co-founder and CEO of @Klarna. Smoooth shopping! Trying my best to be the nightmare of the bank establishment worldwide! Do all I can so customers will love us.

RICH CORBRIDGE

Twitter bio: #CDIO across public & private sectors | @WiredUK Change Maker '22 | @BCS No.1 CIO '22 | #Digital #Transformation #Vinyl | Own Views.

VIV CRASKE

LinkedIn bio: Advisor for retail/FoodTech/online grocery scale ups | Author.

MATT BRADLEY

Matt is Event Director at Retail Technology Show, which this year takes place at London's Olympia on 26th-27th April.

Influencers list

MIKE CADDEN

LinkedIn bio: Transformational retail focused IT Director/CIO/Programme Manager; RTIH Top 100 Retail Tech influencer.

CATHERINE SHUTTLEWORTH

Twitter bio: ceo and founder of savvy marketing, retail commentator permanently curious and always on look out for great ideas.

MARTIN NEWMAN

Twitter bio: The Consumer Champion. Founder <http://CustomerServiceAction.com> Agent: <http://KnightAytton.co.uk> New book out now: <http://bit.ly/PowerofCX>

GREG DEACON

Twitter bio: VP Groups & Business Development @SnappyShopperUK | Retail Solutions | Retail Media | Brand Builder | Delivery | Tech | LFC.

MEGAN LUDLOW

LinkedIn bio: RTIH Top 100 Retail Tech Influencer | On the search for innovative businesses to help turbocharge M&S's digital transformation.

TREVOR SUMNER

Twitter bio: Head of AI @tryraydiant, reinventing #retail, founder of LocalVox, tech exec, #NYC native, amateur chef & global #scuba diver. Contributor for @Inc and @Forbes.

BRYAN ROBERTS

Twitter bio: High quality tweets about shops, Haribo, mushrooms, burgers & football.

NICK LANSLEY

LinkedIn bio: Innovation Insider at Nick Lansley's Innovation Lab.

BRITAIN LADD

Twitter bio: Global supply chain management, micro-fulfilment, and strategy. #retail #supplychain.

JENNIFER STEPHENS

LinkedIn bio: Chief Marketing & Digital Officer / NED - Innovation / Ecommerce / Retail / Consumer / Top 100 Fashion Tech. Web3 - CPG Mentor | Blox Mentor | FWB Member | Real Vision Member - JROE.ETH.

CHRISTINE RUSSO

LinkedIn bio: Leading Industry Voice. Host of Invite-only Executive Interviews on the What Just Happened Podcast produced by Marketscale. Moderator, Advisory Board Member and Contracted For My Unique and Winning B2B Growth Techniques.





Shaping the Future of Retail

5 essentials for delivering
IT transformation



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Influencers list

SARAH HOFSTETTER

LinkedIn bio: President at Profitero, Campbell Soup Board Member, 25+ year digital, marketing & tech entrepreneur.

MICHELLE KEARNS

Twitter bio: Digital Leader @BootsUK Ireland | @OHT_Ireland. Founder | #CIO #Health #Retail #TechAtBoots #DElinTech | Loving life #Dancing #Rugby #Shenanigans she/her.

LEIGH SPARKS

Twitter bio: Professor of Retail Studies, Deputy Principal, University of Stirling, Chair Scotland's Towns Partnership, Welsh Rugby Fan. Personal/retail account.

ERIK HUBERMAN

Twitter bio: Founder & CEO @HawkeMedia #HawkeMethod #HawkeVentures #HawkeCapital #HawkeTalk #HawkeFest #EcomWeekLA <http://intro.co/erikhuberman>

ANDY BALDAUF

Twitter bio: Top 100 Retail Tech Influencer | Done is better than perfect | Master #DigitalBusiness @fhhwz #digital #retail #ecommerce #marketing #innovation.

TONY D'ONOFRIO

Twitter bio: Top 100 Retail Influencer, CEO / CCO, Private Equity Board Advisor, 8800+Contacts / 160,000+ Linked-In Followers, Consulting, Motivational Speaker. Views my own.

RICHARD HAMMOND

Twitter bio: Author of Friction/Reward and Smart Retail; sold globally in 22 languages. Created the friction versus reward metric (FvR), loves retail and customers.

SUCHARITA KODALI

Twitter bio: Retail analyst @Forrester, a technology research firm. Comments and views are my own.

STEVE LISTER

LinkedIn bio: Sustainability Director - Global Brands & Retailers at HH Global RETHINK Retail - Top Retail Influencer 2023 - Retail Expert.

MARY PORTAS

Queen of Shops and co-chair of the Better Business Act, Mary Portas, has been confirmed as a keynote speaker at Retail Technology Show 2023.

Portas will join over 100+ retail thought leaders taking to the stage at the event.

Speaking on the Headline Stage on day two, moderated this year by retail broadcaster and 'Customer Whisperer' Kate Hardcastle, she will discuss the role of human connectivity and the Kindness Economy in the future of retail.

Portas will explore what this new value system, where businesses must understand the fundamental role they play in the fabric of people's lives, means for retailers – and their omnichannel technology roadmaps – as they look ahead to 2023 and beyond.



Influencers list

NEIL SAUNDERS

Twitter bio: Managing Director of GlobalData Retail, founder of Conlumino. I analyse all sorts of things to do with retail, shopping, and consumers.

BEN PARR

Twitter bio: AI Founder/Advisor/Builder | Co-founder & President, @OctaneAI (AI for ecommerce) | Author, @Captivology | Formerly @Mashable @CNET | Forbes 30Under30.

NEIRA JONES

Twitter bio: Advisor| Speaker| Payments| Innovation| Fintech| Regtech| Security | Cyber | I make it happen... <http://neirajones.thinkific.com> <http://instagram.com/neiraj0nes>.

PAULA ROSENBLUM

Twitter bio: Technology-driven customer-centric retail is my passion.

MAUREEN HINTON

Twitter bio: Retail analyst - UK, global, all views expressed are my own.

NATALIE BERG

LinkedIn bio: Retail Analyst / Author / Podcast Host #RetailDisrupted.

TOBY PICKARD

Twitter bio: Innovations, trends, futures insight provider | Speaker | Solutions that enhance retailing. #StoreoftheFuture #FutureofRetail #DigitalDisruption.

JO HICKSON

Jo is Head of Labs, Tesco Technology, Group Innovation.

FRANK BEARD

Twitter bio: Marketing + CX at @StandardAI | Retail speaker, writer, analyst | Once spent a month eating at gas stations and lived to tell the tale.

GLENN FAULKNER

Twitter bio: Proud father of 4, adopted Yorkshire man Technical Program Manager at AiFi. Views expressed are my own

DEBORAH WEINSWIG

LinkedIn bio: CEO & Founder at Coresight Research | Thought Leader and Keynote Speaker in Metaverse, China, Retail, Livestream and Retail Tech | Board Member.

OLIVER BANKS

Twitter bio: Helping retailers transform operating models. Coach & consultant. Podcast host of the Retail Transformation Show.

PAUL WILKINSON

Twitter bio: Product Manager, Groceries at Deliveroo - formerly at Alexa Shopping and "an unlikely Tesco employee" according to Wired. Own opinions.

STEVE DRESSER

Twitter bio: Insight and advisory for retail execs worldwide. "The man supermarket CEO's turn to (BBC) "Let's make retail great again", #10. SEN Tribunal vet.

REBEKAH KONDRAT

Twitter bio: Founder, rekon Retail™ | Former @Apple, @WarbyParker, @OutdoorVoices, Joybird | Founder at rekon Retail | Ballerina | Retail is Alive™ rebekah@rekonretail.com.

CELIA VAN WICKEL

LinkedIn bio: eCommerce | Retail | CPG | Analytics Thought Leader | Thoughts Expressed Are My Own.

EVA PASCOE

Twitter bio: Pioneer of Cybercafe Cyberia, ex-Topshop e-commerce, @ShopifyPlus, Cybersalon, retailtech, Future High Street, GrimseyReview 2.0.

OLGA KOTSUR

LinkedIn bio: Co-Founder at Mercaux: The Next Generation In-Store Experience and Checkout Platform.

NADINE NEATROUR

Nadine is Marketing Manager at Selfridges and a member of the RTIH Innovation Awards judging panel.

BOB PHIBBS

Twitter bio: Bob Phibbs, the Retail Doctor. Professional speaker on retail sales, training and marketing. Author, blogger, business makeover specialist, retail influencer.

Influencers list



NIKKI BAIRD

Twitter bio: retail technology maven @nikkibaird@hachyderm.io

MIYA KNIGHTS

Miya is co-author of Omnichannel Retail and Amazon: How the World's Most Relentless Retailer Will Continue to Revolutionise Commerce, as well as a regular media commentator and events speaker.

IMRAN ANSANI

With over 20 years' experience in Fortune 100 omnichannel retailers/stakeholders such as Walmart, Dell and FedEx, Imran is a sought after contributor and speaker at leading retail conferences, having worked across all stops on retail customers' and operators' journeys - both in physical stores as well as online.

In his current role as head of retail edge computing solutions at Dell, he's developing solutions to help modernise retail IT infrastructure and set up retailers for successful digital transformation using emerging technologies such as AI/ML, AR/VR, robotics/automation, cloud/edge computing etc.

WIZZ SELVEY

Wizz is former Head of Buying at Selfridges and Director at Cowshed Beauty and Soho Home.

She is a champion for change in the retail industry, has an instinct for trends, how to build a disruptive brand and is an expert on customer behaviour.

As well as speaking internationally she is a regular contributor to trade and mainstream media, being featured in the likes of WGSN, Beauty Independent, Metro, Daily Mail, NatWest Business, and City AM.

She is also a member of the RTIH Innovation Awards judging panel.

GEOFFREY BARRACLOUGH

Twitter bio: Business of Payments. New blog looking at how Paytech makes money. Sign up for the newsletter.

GRAHAM SOULT

Twitter bio: #Retail consultant at @CannyInsights, @HighStreetsTF Expert, @PlaceManagement Fellow, and @Durham_Business vice-chair. BBC: "The NE's best-known retail expert"

WARREN RICHMOND

LinkedIn bio: CEO & Founder, Situ Live & Revium Group | Chair, Retail Marketing Group.

Influencers list

DANNY RAPPAPORT

Danny joined PMC as Director of Consulting in October 2021. He came onboard from Capgemini, where he was a Vice President in the UK, operating across verticals including finance and retail.

He brings a wealth of experience in providing technology and business services to the retail, finance and CPG sectors, having worked in senior executive level positions in the UK, the Netherlands and India.

In 2022, he chaired a 'state of the retail sector' panel discussion, attended by leading retailers, tech suppliers, analysts and consultants, at the RTIH Innovation Awards.

GREGG LONDON

LinkedIn bio: U.P.C. Database / Supply Chain Consultant - Grocery Pragmatist.

ALEX BAKER

LinkedIn bio: 100 Top Retail Influencer 2023 | Senior Advisor | Speaker | Angel Investor | Impact Entrepreneur.

SIMEON SIEGEL

LinkedIn bio: Managing Director, Senior Analyst, Board Member.

IAN SHEPHERD

LinkedIn bio: Chairman, Bensons for Beds, and regular writer on retail & consumer topics.

RICHARD LIM

LinkedIn bio: Chief Executive at Retail Economics.

OSKAR JAKOBSSON

LinkedIn bio: Chief Product Officer (CPO), Retail influencer, speaker and Innovator. Board member and senior advisor.

IAN SCOTT

LinkedIn bio: Rethink Retail Top 100 Influencer, Understanding the shifting retail landscape, delivering actionable solutions with global shopper marketing insights and a customer centric perspective.

KRZYSZTOF HEYDA

LinkedIn bio: Omnichannel Development Manager | Product Manager | Retail Technologist | Vintage Tech Lover | ex-zappka.

JEFF ROSTER

Twitter bio: Cohost #ThisWeekInInnovation & #ThirdEyePodcastNetwork. ThirdEye Advisor-Retail, RETHINK Retail Top 100 Retail Influencer, Orphan advocate #AI #lowcode #IoT.

SUSANNAH JAFFER

LinkedIn bio: Founder of ZERRIN | Sustainable Fashion, Media & Retail | Singapore/London | **LinkedIn Top Voices Green.**

HOW DO WE IDENTIFY THE TOP 100?

We use a variety of sources to select our top 100, including feedback from industry observers, research within our own networks, direct or third-party nominations via our website, and social media tools.

In addition to social presence, we also take into account award winners, event speakers, books published, media appearances, and people building innovative companies, solutions etc in the retail space.



Uncrowd's Richard Hammond (pictured left).





TOP 100 RETAIL TECHNOLOGY INFLUENCERS LIST INTERVIEW **BRITTAIN LADD**

In the first in a series of interviews with those who made it on to the RTIH Top 100 Retail Technology Influencers List, we discuss rapid delivery services, the metaverse, and Ocado's recent struggles, with **Brittain Ladd**, a supply chain consultant and former Amazon executive.

RTIH: What does recognition as a retail tech influencer mean to you?

BL: It means that the hundreds of hours of research I perform annually has paid off.

It means that the articles I write contain content that people believe in, and my willingness to take a position on different topics has separated me from the crowd.

RTIH: Where next for Amazon's Just Walk Out technology following the recent closure of some Amazon Go and Fresh stores in the US and UK?

BL: I'm confident that Amazon will continue to sell its Just Walk Out technology to sports and concert venues, airports, hospitals, and on occasion, to other retailers. It may also choose to continue experimenting with Amazon Go stores.

RTIH: After a barrage of hype, followed by funding stagnating and customer use dwindling, is the rapid delivery startups space now dead in the water?

BL: Yes. I've stated from the beginning that rapid grocery delivery is the worst business model ever created.

Interview



I'm confident that Amazon will continue to sell its Just Walk Out technology to sports and concert venues, airports, hospitals, and on occasion, to other retailers.



It's the only business model that I know of where it's guaranteed that the model can't be profitable. I must also point out that since consumers didn't embrace 10-minute grocery delivery from couriers on bikes and scooters, I don't believe consumers will embrace rapid delivery by drones.

I will also state that when it comes to rapid grocery delivery, grocery retailers have the option of offering accelerated delivery similar to Tesco's Whoosh service, but they should make sure to charge a delivery fee and focus on 30-minute to one-hour and not 15-minute delivery.

RTIH: Where do you stand on the metaverse in relation to the retail sector?

BL: The metaverse is a gimmick and I see little to no value in any of the metaverse related software platforms that I've evaluated. Maybe one day there will be a robust metaverse platform that will change my mind.

RTIH: What are the must watch retail technologies at the moment?

BL: At the top of the list is the software from 345 Global. They have created the most advanced AI, AR/VR, and integrated store planning, sales, merchandising, and digital twin software on the market.

The company is attracting interest from retailers globally who keep hearing about 345 Global. It's truly an amazing platform and I strongly recommend all retailers to contact the founder of the company, Mark Edwards, to learn more about the software.

RTIH: Who were the big retail winners and losers last year?

BL: In terms of the losers, at the top of the list is Amazon who misjudged their growth during Covid, and the company spent most of 2022 downsizing their operations. In addition, Amazon still trails their competitors in grocery retail and they continue to fall farther behind.

I don't believe any retailer in 2022 did an outstanding job as most were impacted by supply chain and inventory issues.

RTIH: What are your retail predictions for the remainder of 2023?

BL: It's going to be a challenging year, especially as we get closer to the fall. I anticipate that consumers will drastically cut back on their spending due to the economy and that will hurt sales. Ocado is struggling with a falling share price and finding new customers.

RTIH: What should Ocado do in your opinion?

BL: I believe the best option for Ocado is ending its exclusivity agreement with Kroger, and acquiring Instacart.

Instacart has relations with 900 retailers. Ocado could approach Instacart's customers and offer automated fulfilment. If Kroger's acquisition of Albertsons is approved, Ocado will have an opportunity to build more CFCs in the USA above the 20 locations that have been identified for Kroger.



I believe the best option for Ocado is ending its exclusivity agreement with Kroger, and acquiring Instacart.





Retail Technology Show exhibitors and stand numbers

EXHIBITOR	STAND	EXHIBITOR	STAND	EXHIBITOR	STAND
365 Retail	5B11	Appriss Retail	6K26	Axiomtek	6A62
42Gears	6B05	Apteco	5B9	Axonify	6C90
51T	6B09	Aptos	Headline Theatre & Recharge Café Sponsor	Baringa	Start-up Safari
Advanced Commerce	DZ2			BEC Technologies	6B31
ADvendio	5F4	Ariv Pay	6K36	Billigence	6J11
Adyen	6D58	Armis	6B01	Bink	6K18
All Axis Studio	5A40	Attensi	6B41	BIXOLON	6C20
Ambio-N	DZ13	AURA VISION	5G06	Bizee	6A60
ANT USA	6B48	AURES Technologies UK	6G48	Blaze Networks	5E 48
Apadmi	5F54	Avalara	6B46	Blue Yonder	6G30
APG	6D40			BOARD	6C10



RTS 2023 will
take place on
26th and 27th
April at Olympia,
London.

Retail Technology Show

EXHIBITOR	STAND	EXHIBITOR	STAND	EXHIBITOR	STAND
Brain Corp	6A46	Ecommpay	6D48	imageHOLDERS	6E 40
Brother UK	6B80	ecosio	6E 28	In the Memory	BF1
Business France	BF3	Element	6G02	Increff	6J49
Caburn Telecom	6A58	Elo	5E 25	Innovative Technology	6A50
Carbon Quota	5B10	eLocker	5F35	Integrex	6G01
Castles Technology	6C70	Enable	6A75	IntelliQA	5E 18
C-BURN MUSIC	6H58	Enactor	6C58	inurface media	6H68
Cegedim e-business	6G90	Ergonomic Solutions	6E 20	Inviz	5B07
Cegid	6C80	ESPRIT DIGITAL	5B15	iRetailCheck	DZ14
Central IT	5B20	EVO Payments	6J79	iRomaScents	5A41
Centrex Services	6C54	Evoke	5D35	ITL Group	6G68
Checkout.com	6G78	Extenda Retail	6C78	Juniper Networks UK	6J41
Checkpoint	5C35	Falcona Solutions	5D50	Kepler Analytics	5G30
CircularX	DZ11	Faradai.ai	DZ3	Kestronics	6B38
Cisco	6E 80	FEC UK	5F15	Keyence	5G12
Citycom	6K14	Flip	5A43	Keysight Technologies	5E 18
ClicData	6A54	Floodid	6E 88	KFP Total IT Solutions	6C38
Clix	6G40	Focal Systems	6A36	Kiosk Embedded Systems	5F20
Clockwork Creative Technology	6J73	ForPOS	5F20	Kioware Europe	5G15
Coalescent Mobile Robotics	DZ16	FreedomPay	6E 70	Kisan Electronics	6K6
Code Corporation	6B28	GEBIT Solutions	5C18	Lava Computers	5E 54
Code First Girls	5C4	GeWeTe	6G88	Lazenby	5B50
Computacenter and VM Ware	5E 20	Givex	6B66	Lexmark International	6J39
Conker	6J78	GK Software	6E 48	Lily Ai	6H92
Cortex Territory	6A81	Glory Global	6D80	Limehouse Studios	5C19
Cortida	6B61	Gnatta	6A18	LINK Mobility	5E 52
Cradlepoint Part of Ericsson	6D28	Goodays	Press & Speaker Lounge Sponsor	Linney	5C50
Custom	6D78	Green Till	DZ18	LocknCharge	6H80
Dapio	DZ08	Gridbees	BF8	Logic Monitor	5B25
Dartagnan	BF6	HaloCRM	6K12	Logile	6D10
Datalogic	6C60	Hanshow	5C58	Mad Panda	DZ15
Datecs	5B45	Havis	6H28	Magenes	DZ12
DENSO WAVE	6G80	Hemisphere West Europe	6B03	Mako Networks	5B40
Depoint	Start-Up Safari	Herbert Retail	6A40	Manchester Metropolitan University	6K38
Documation	5A42	Honeywell	6H50	Marketplacer	5E 25
Dropit Shopping	5C2	Hoxton Ai	5B19	Mastercard	5C40
		HSO	6E 50	Maze	6B88 & Theatre Sponsor
		Hyperfinity	Start-Up Safari	Mercaux	6C68
		ID Tech	6J31	Miam	BF2



EXHIBITOR	STAND	EXHIBITOR	STAND	EXHIBITOR	STAND
Mirakl	6C28	PLM Global	6D01	Sci-Net Business Solutions	6B78
Mobile Data Collection	6B30	PMC	5F55	Secure Retail	6D18
Mobileworxs	6G38	Poindus Systems	6A10	Seiko Instruments	6A44
MTech Mobility	5G08	Point Mobile	6C30	Sesami	5B22
MY-POP	5E 16	Popmii	BF4	Shopopop	BF5
Nayax	5F30	Portable Power Solutions	6A69	shopreme	6B10
Near	5B17	POSBANK	6H70	Signify	5B16
NearSt	5E 03	POSPOLE	6A28	Sisense	6H91
NeoSOFT	6K28	Possavi	5B55	Sizer	Start-Up Safari
Netcore Cloud	5E 50	PowerON Platforms	6A74	SLACE	DZ9
Newland	6G18 & 6G20	Premier Retail	5E 4	SleekFlow	DZ1
Newland Payment	5D20	Price Trakker	6J80	SmartCIC	6A63
Nextail	6C48	Pricer	6E 18	SML	6E 30
Nihilient	6A78	ProGlove	6B51	SoluM	6C18
NMI	6B58	Proximity	5E 58	SolvedBy.Ai	6B48
Nordic ID	6B81	Qudini by Verint	5D56	Sony Europe	5E 30
NOUMI	6B40	Quorso	6D88	Sook	Start-Up Safari
Nuvei	6H69 & Theatre Sponsor	Reath	Start-Up Safari	SOTI	6D20
OEM Protector	6K16	ReceiptNet	DZ17	Sparkbox	5A44
Okta	6B60	Red Ant	6C88	Sparta Loyalty	6A38
OneStock	6A30	refive	6K34	Spotler	5E 40
Optimal	5F52	Renovotec	6H10	Springboard	6D50
Optimize	5C16	Rentle	DZ10	Star Micronics	6G10
Orridge and Co	6J70	Retail Assist	6K22	Stock.ly	6D01
Paarly	BF7	Retail Express	5G20	StoreForce	6B20
Panasonic TOUGHBOOK	6G30	Retail Manager Solutions	6G50	Storegeni	6K30
Parcel Pending by Quadient	5F25	Retail Pro International	6B18	StorIQ, a Cegid Company	6C80
Partoo	6A42	Retail Systems	5B8	StrongPoint	6J83
PAX Technology	6G60	RetailNext	5E 14	Super Payments	5G10
Paydek	5G25	ReThink Productivity	6B37	SuperSmart	5G05
Paytweak	BF9	RETHINK Retail	G1	Swedx UK	6H38
PayXpert	6B19	RTIH	5B49	Synergy Outsourcing	6A48
Pennies	6KA	Runway	Start-Up Safari	TAG Company UK	5E 15
Pexip	6K02	Sal Systems	6H20	Tag Retail Systems	5E 25
PFM	6A47	SALESmanago	5B54	Tailored Fire and Security Group	6B92
Phygitix	DZ7	SATO	6A20	Teamwork Commerce	6H48
PIS	6H90	Scala	6G58	Telesoft Technologies	6J59
Pixevia	5D4	Scanbot SDK	6H40	Tevalis	6C20
Planet	6H60	Scandit	6E 01	Theravada Solutions	6J85
		Schneider Electric	5B30		

Retail Technology Show

EXHIBITOR	STAND	EXHIBITOR	STAND	EXHIBITOR	STAND
Thread in Motion	6B71	UKG	6E 58	Weblib	5G35
ToolsGroup	6B68	Ultraleap	6H78	Wintec	6A70
Topolytics	Start-Up Safari	Unlimint	6H88	Workforce.com	6K32
Toshiba	Retailers Lounge Sponsor	Urovo Technology	6G38	Worldline	6B70
TPP Retail	6D30	V-Count	5C1	Worldpay from FIS	6D70
Trackin Tech	6J76	Verifone	5D40	Yocuda	6J72
Traka	5D54	Vestico	Start-Up Safari	YOOBIC	6B50
TransferMate	6B56	Virtualstock	5B18	Yzr	DZ6
Tratech Consulting	5F50	VisionR	DZ04	ZakApps	6J74
TruRating	6K24	Viva Wallet	5C20	Zebra Technologies	6E 10
Trust Systems	6A72	VoCoVo	6C40	Zucchetti UK	6H30
TSC Printers	6A67	Volumatic	6G70	Zyler	6K20
TSG	5C15	W'air Fabric Cleaning Technologies	DZ5		
Uber Eats	5D15	WearTech Solutions	6K10		

Further information on RTS 2023 at:
www.retailtechnologyshow.com



3D Cloud By Marxent's Leigh Davidson: A unified 3D experience matters because 81% of retail shoppers conduct online research before buying. ➔

3D IN STORES:

Why retailers are turning to 3D as a growth strategy

Retailers are investing in store-based 3D experiences to increase basket size and expedite the purchase process.



The rise of 3D digital experiences has paved the way for new and innovative ways to engage with customers, enabling retailers to create personalised and dynamic shopping experiences.

By leveraging 3D technology, retailers can provide the deep engagement that customers crave, whether they are shopping online or in-store. This is especially important for furniture and home improvement retailers, who still rely heavily on in-store sales.

According to a study of 2022 purchase trends from Consumer Insights Now, on average, 63% of home furnishings and home decor products were bought in stores. That number is even higher for big and bulky configurable products. For instance, 79% of sofas and 68% of outdoor furniture were purchased in stores.

A unified 3D experience matters because 81% of retail shoppers conduct online research before buying, according to a study by GE Capital Retail Bank. Before a shopper ever enters the store, they've usually sorted through pricing and options online before purchasing items in a store. That's where 3D comes in, bridging the gap between online and offline shopping with

experiences that work for all use cases and audiences.

So, how exactly are retailers leveraging 3D technology to create a seamless omnichannel shopping experience for home furnishings and DIY products? Here are five key strategies:

Empowered sales associates

In-store 3D configuration tools create opportunities for store associates to open conversations, gather customer information, and drive to conversion.

Macy's and John Lewis both use associate supported 3D space planning scenarios. When sales associates engage shoppers with 3D, they are seeing as much as a 25x return on their 3D investments, bolstered by basket sizes increases of up to 28% and returns drops of 15%. Ballard Designs, a US-based omnichannel home furnishings retailer, is also offering in-store 3D design services.

Experiential magnets

Customers are drawn to screens like bees to honey. Instead of passive messaging, screens can provide an invitation to start designing - and start conversations



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3D Cloud by Marxent

with sales associates. US home improvement retailer Menards puts a 3D kitchen configuration station with a giant screen at the centre of their in-store Kitchen Design Centres.

Engaged customers

Customers often start projects online, print out a product list, then take their online project into a store so that they can talk to a sales associate and see material selections in person. At B&Q and PlaceMakers (New Zealand's largest home improvement retailer), shoppers collaborate in real-time, in a store with skilled professional kitchen designers to finalise their designs in 3D.

Speedy, accurate, and immersive experiences

Imagine designing and buying a kitchen in just one or two interactions. Real-time, interactive, 3D design means that customers don't need to come back later or wait for a designer to call them with a final design. They can see the whole design take shape in a single appointment.

When integrated with real-time pricing and inventory management data, 3D configuration experiences offer sales associates a clear sense of local availability and accurate pricing. With integrated pricing, 3D experiences educate customers on the cost of their choices while helping them to confirm and communicate their customisations and configurations.

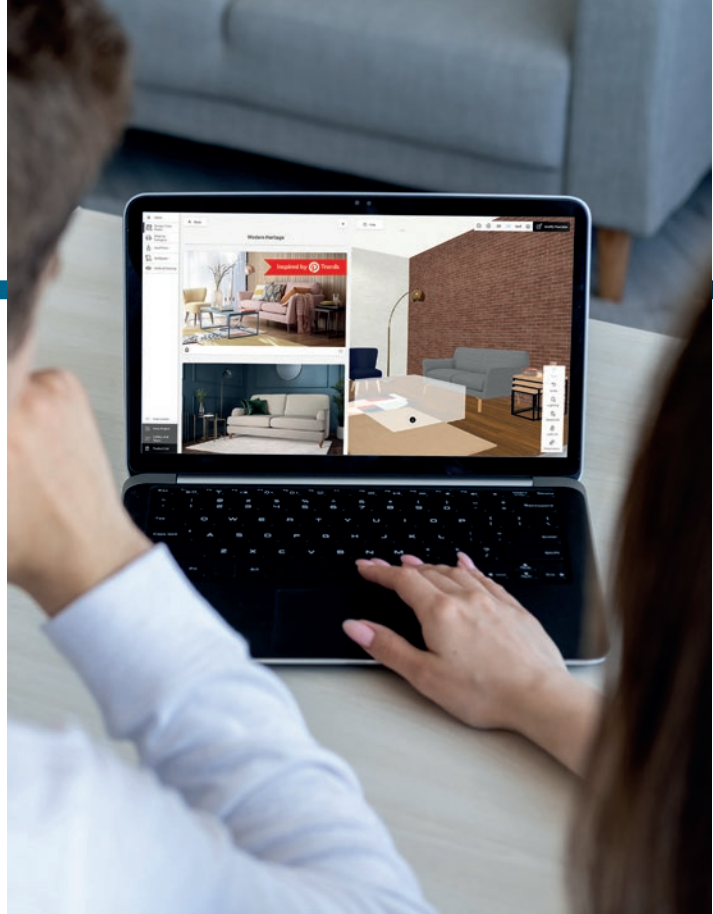
For instance, the 3D Cloud Sectional Sofa Configurator is used by US furniture retailers for both in-store and online configuration. Retailers can integrate real-time pricing and availability directly into the app to avoid ordering pitfalls. The tool also provides a single view of data across all sectional buying experiences.

Precise personalisation through AI and design automation

AI and 3D design automation are providing a faster path to purchase for configurable products. Personalised shopping experience starts with giving customers control and letting them customise and see products in their own floor plan or room context with little to no training, or to work with a sales associate to get to their final design more quickly.

AI and design automation simplify the path to purchase, helping shoppers get closer to their ideal configuration with a smaller time investment. To take it even further, connect to a personalisation engine and apply context about individual users to tailor and deliver offers and content while reducing friction.

As retailers continue to explore the possibilities of 3D retail experiences, the potential for deep customer



In-store associate and client with 3D Cloud Room Planner with Inspired by Pinterest Trends.

engagement is becoming increasingly clear. By leveraging the power of 3D to create seamless and personalised shopping experiences, retailers can connect with customers both online and offline, driving footfall and boosting sales.

About the author:

Leigh Davidson is Managing Director - UK, Europe and International at 3D Cloud by Marxent.



In-store associate with 3D Cloud Sectional Configurator.





RTIH



Get in touch with us

www.retailtechinnovationhub.com

LEADING WEBSITE FOR THE GLOBAL
OMNICHANNEL RETAIL TECHNOLOGY COMMUNITY

PROMOTE YOUR COMPANY VIA RTIH

Retail Technology Innovation Hub was launched in 2017 by Scott Thompson, former Editor of Retail Systems. It is now the leading website for the global omnichannel retail technology community.

Our retailer visitors come from a wide range of companies, across tiers one, two, three and four.

Our readership includes IT directors, e-commerce directors, the heads of multi-channel, mobile, loss prevention, supply chain, payments and operations, and those with responsibility for the likes of loyalty initiatives, customer experience, social media and marketing.

The UK is RTIH's biggest demographic, followed by the rest of Europe and then North America and the Middle East. We also have a number of visitors from the likes of India, China, Japan, Korea, and Australia.

Via our website, printed edition and digital campaigns, we can provide powerful advertising and sponsorship opportunities to reach key retail technology decision makers.

We have one of the most engaged audiences in the retail technology space, and are committed to helping our clients achieve tangible results, which is why the

vast majority of them return on a regular basis.

Advertising and sponsorship opportunities include:

- Promotional articles (company profiles, interviews, thought leadership pieces etc)
- Advertising banners, available both on our website and daily e-newsletter
- Bespoke events, roundtables, webinars, podcasts etc
- E-newsletter sponsorship (advertise in our daily newsletter)
- E-blasts to our database of requested newsletter subscribers
- Reports, whitepapers and online surveys



For further information, please email:
scott.thompson@retailtechinnovationhub.com



Or visit:
retailtechinnovationhub.com/advertise-with-us



Leverage the potential of **INNOVATIVE RETAIL TECHNOLOGY**

As consumers alternate between online and offline worlds, retailers face a constant challenge to meet ever growing demand for convenience and choice whilst ensuring an optimal shopping experience.

This is against a backdrop of fluctuating retail sales which, according to recent ONS data, online saw its share fall to 25% in early 2023, although still above pre-pandemic levels at 19.8% in early 2020, while bricks and mortar retailers appear to be experiencing increased footfall.

In recent years, Star has observed a huge technological

shift when it comes to online sales. Without a doubt, innovative PoS technology has had an increasingly important role to play in meeting customer expectations.

Moving forward, the question arises as to how retailers can further leverage the potential of retail technology in terms of providing an enhanced shopping experience for customers both online and offline, whilst

benefitting from unique and innovative tools that can boost overall business performance.

With hybrid shopping about successfully combining online and offline, we are seeing retailers turn to technology in a number of innovative ways. Many are using a separate app from the PoS which is sometimes quicker to get up and running than adding required new features to the existing PoS



Without a doubt, innovative PoS technology has had an increasingly important role to play in meeting customer expectations.



system, whilst some are using kiosks or BYOD as entry systems and for Click & Collect ordering.

In fact, Star is actively involved in providing PoS solutions for self-service kiosks, a sector in which its presence has grown considerably in recent years thanks to partnerships with a range of kiosk manufacturers who have integrated tailored solutions.

With the increased use of apps and web-based software, printing an order directly to a store printer saves time and increases order accuracy.

Our dedicated support team has been helping software developers and web design companies with standard drivers and SDKs for printing from PoS systems, Android and iOS tablets as well as technology to enable web-based printing without having to worry about browser settings such as margins and headers across different platforms.

We've seen strong demand for cloud technologies that can pull orders directly from an online ordering system at defined intervals and print these remotely in a store without requiring an additional tablet or device to key in the order. Auto-printing simplifies operations and staff do not have to worry about anything other than receiving the orders.

The growth in online ordering across multiple channels is certainly driving demand for Star CloudPRNT™ technology which is available free of charge on a range of Star printers and allows customer orders to be sent directly to the printer from an online ordering service or app.

Moreover, for a fully managed

CloudPRNT service, Star offers its unique StarPrinter.Online dedicated service for businesses to manage the printer estate with minimal setup time and cost as well as near zero integration. The service allows printing direct from an ordering website through the REST API or direct from the page with JavaScript, or even via email.

Key to StarPrinter.Online is flexibility for both retailers and customers. This innovative solution allows the PoS printer to be connected to the online ordering system within minutes and to receive orders from a wide range of locations.

Customers are able to order how and where they want using any kind of device, whilst retailers have a central point to receive and manage orders. With no restrictions imposed by cabling or local networks, or limited Bluetooth ranges, StarPrinter.Online allows retailers worldwide to print receipts and manage orders anywhere with Internet access.

The ordering service can not only communicate directly with the printer to create print jobs but also receive the status of the printer estate, avoiding potential downtime and loss of business.

Thanks to an online dashboard, businesses have an overview of all devices and activity including reliable tracking of print jobs with notification of device status changes, barcode scans, new device connections to a group, etc. Additional printers and peripherals can simply be added without the need for server upgrades.

Visit Star at Retail Technology Expo (Stand 6G10) where we will be demonstrating our latest

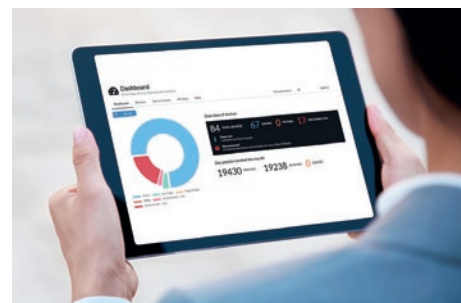


With hybrid shopping about successfully combining online and offline, we are seeing retailers turn to technology in a number of innovative ways.

innovative PoS technology, whilst Star's experienced technical team will be on hand to provide tailored advice on how we can help your retail or hospitality business.

About the author:

David Pearce is Technical Director at Star Micronics EMEA. For further information on Star, visit: www.Star-EMEA.com



Thanks to an online dashboard, businesses have an overview of all devices and activity including reliable tracking of print jobs with notification of device status changes, barcode scans, new device connections to a group, etc.



The coolest retail technology plays of 2023 so far

RTIH brings you its top 'future of retail' tech launches and deployments from the first three months of the year, including checkout-free stores, stock inventory focused drones, interactive digital mannequins, and explorations of the use cases of ChatGPT and generative AI.

AO

UK-based online retailer AO is tapping Ocula Technologies' Ocula Boost solution.

The AI platform addresses abandoned shopping carts by analysing sites to: identify actions to improve the customer experience, accessibility and performance; rank insights based on predicted value and effort; and ensure teams focus on the right areas.

"Ocula Boost is helping us interpret the data and insights to show that our investments in content and performance are improving the website and ultimately making shopping for electricals even easier for our customers," says Clare Evans, Head of E-commerce at AO.

"Being selected by AO is testament to our commitment to build the world's leading e-commerce insight platform. The partnership is a great fit and we are excited about what we can achieve together," says Thomas McKenna, CEO at Ocula.

Levi Strauss & Co.

Levi Strauss & Co. is gearing up to test customisable AI generated models through a partnership with Lalaland.ai.

It says that the tech would allow for products to be seen on a wider range of body types, skin tones, ages and sizes.

"While AI will likely never fully replace human models for us, we are excited for the potential capabilities this may afford us for the consumer experience," says Dr. Amy Gershkoff Bolles, Global Head of Digital and Emerging Technology Strategy at Levi Strauss & Co.

"We see fashion and technology as both an art and a science, and we're thrilled to be partnering with Lalaland.ai, a company with such high quality technology that can help us continue on our journey for a more diverse and inclusive customer experience."

Ikea

One hundred autonomous drones are now operational in Ikea stores - the latest in Ikea Zaventem, Belgium – with owner Ingka Group saying it is the first retailer to use such a solution for stock inventory.

Two years ago, Ingka Group and the Supply Chain Development Team at Inter Ikea Group, together with Verity, a provider of indoor drone systems, started developing a fully autonomous drone solution.

As a result, 100 drones are now at work during non-operational hours, with the aim of improving stock accuracy and securing availability of products for online or physical retailing. This means that co-workers no longer need to manually confirm each pallet.

"We are investing in technology across the board so that our stores can better support customer fulfilment and become true centres for omnichannel retailing," says Tolga Öncü, Head of Retail at Ingka Group.



"Introducing drones and other advanced tools – such as, for example, robots for picking up goods – is a genuine win-win for everybody. It improves our co-workers' wellbeing, lowers operational costs, and allows us to become more affordable and convenient for our customers."

Outform

Outform has launched what is pitched as a first of its kind interactive digital mannequin.

This serves as a visual merchandising platform that lets the shopper control which products they see and how they're represented in-store through their smartphones.

Shoppers who scan a QR code on the digital mannequin display can take control of what content is displayed. They can choose which products they see from different perspectives, and which model wears them.

From there, they have the option to purchase the product directly through their mobile device on a microsite.

Vyking

Virtual try-on specialist Vyking has developed a new in-store augmented reality solution, Magic Mirror. It says that this will enable consumers to visualise footwear through a smart mirror.

Activated by walking up to a full length digitally connected mirror, people can try virtually before they buy dozens of pairs of trainers and other footwear.

They choose the pair they'd like to try via an in-store display on a tablet, before the 3D model is "beamed" into the mirror for them to see how it looks on their own feet.

The solution also offers omnichannel marketing possibilities as the technology can be deployed in other locations such as billboards, bus stops or window displays.

Sook

Sook, which takes vacant retail spaces and gives them a modular, digital fit-out for rental by the hour, has landed in Islington Square, a place in north London to eat, drink and shop, situated in an old postal sorting office.

This is Sook's sixth opening in London. In a LinkedIn post, the company said: "This is our sleekest space yet, boasting floor to ceiling windows, boutique style warm wooden

flooring and art gallery-esque adjustable lighting."

"This space will be one to watch; we can't wait to see how brands transform it to showcase themselves alongside some wonderful neighbours including Anthropologie, A.P.C., Meghan's Restaurant, Third Space and JILL."

"With a grand total of 554,000 catchment residents and 21,000 workers within a ten-minute walk, this prosperous, trendy and cosmopolitan area is the perfect place to put your brand on the map. Available to book now from April onwards."

Innovation tracker

Carrefour

Carrefour has produced its first ever video made with ChatGPT and generative AI.

The retailer's avatar answers a common question from its customers: "how to eat better and cheaper via its website".

In a LinkedIn post, Elodie Perthuisot, Chief E Commerce, Digital Transformation and Data Officer & EXCOM member at Carrefour, said: "For us, artificial intelligence is very concrete: personalisation of purchases, optimisation of assortments, reduction of waste...we are exploring the different uses, at the service of our customers."

"So, of course, our data and innovation teams are currently working on the use cases of ChatGPT, and generative AI in general. We explore them always keeping our customers as a compass and how to better serve them. To be continued..."

REWE

REWE has opened its fourth Trigo powered store, situated in Cologne, Germany's fourth largest city.

Located in the Sülz neighbourhood, this is, at 564 sqm, Trigo's largest store to date.

Kai-Uwe Reimers, Head of Research and Innovation, REWE digital, comments: "The bar is rising around customer expectations, customers have less time, cost and effort are getting more important."

"Computer vision will be the core of the future store. It changes the supermarket workflow by introducing frictionless checkout which solves the biggest customer pain point in the store: standing in line."

"When we were ready to start with frictionless checkout it was clear that Trigo would be the first to talk to."

"We screened the market again, we talked to other retailers and in the end, we decided for Trigo because we really believe in the team, we really believe in the solution, and we think it's the most advanced solution at the moment."



River Island

Mercaux is delivering RFID self-checkout into stores of River Island, the British high street retailer, alongside key strategic partners.

Shoppers will be encouraged to use self-service devices to speed up the last step in their path to purchase.

After dropping the items into the "RFID Bucket", said items appear instantly in a digital basket on Mercaux's self-service kiosk where the customer completes the transaction.

This is made possible, in part, with Mercaux's composable platform, allowing retailers to surface the checkout process on any device in-store (store associate or customer), eliminating the need for customers to join a line to be served by a store associate at the traditional cash register.

Mercaux's technology was deployed and integrated with River Island's existing omnichannel commerce platform with the support of system integrator, Cabiri.

Volumental and Under Armour

Volumental is launching a new self-service version of its AI powered foot scanners.

Specifically designed for an in-store experience, customers can take their own foot measurements at the click of a button and receive their best fitting footwear recommendations on their phones.

Volumental expects to launch this globally starting with select stores in the sporting goods industry, outlet malls and brand warehouses in 2023. This follows a beta test with Under Armour.

Tommy Hilfiger

Tommy Hilfiger has unveiled a new metaverse hub, powered by Emperia, launching simultaneously on Decentraland, Roblox, Spatial, DressX and Ready Player Me, as part of the brand's Decentraland Metaverse Fashion Week 2023 presence.

Featuring DressX powered digital fashion, Web3 artist collaboration with Vinnie Hagar, AR features, photo booth, gamification, emotes and a community focused competition to create AI fashion, the hub is set in a monolith structure made of the 'TH' monogram, which will appear across all platforms.

The aim is to create a unified digital brand story, while allowing for seamless movement between the retailer's own website and the various metaverses.

3D Cloud by Marxent

3D Cloud by Marxent has announced that its 3D Cloud platform and applications are available exclusively on the Google Cloud Marketplace.

One of the first 3D platforms to be made available through the marketplace, 3D Cloud is pitched as being ideal for enterprise retailers looking to rapidly build and deploy next-generation 3D digital customer experiences both in stores and for e-commerce.

Compass Group

Compass Group has opened a second checkout-free location in a UK stadium.

Situated at Premier League football club Aston Villa, this is a self-service bar powered by AiFi technology.

The first bar can be found at Leicester City F.C.

Sensei and Hewlett Packard Enterprise

Sensei has launched Dojo, which, covering a total space of 500 square metres, is pitched as the largest fully autonomous store in Europe.

Created in collaboration with Hewlett Packard Enterprise (HPE), the facility in Lisbon, Portugal is intended as a test lab.

Not open to the public, it provides an environment for Sensei and its partners to develop and test new autonomous store technologies. The tech behind Dojo is scalable for retail spaces ranging from 150m² to 1,500m².

Features include gateless entry and exit, and an automatic card payment terminal where purchases are displayed in real-time at the end of a shop, so customers can make purchases without using an app.

There is also automated tracking of products served from assisted counters, such as a bakery, butchery or fish counter, and the integration of self-service coffee and juice machines.



CEVA Logistics and Geek+

CEVA Logistics and Geek+ are teaming up to supply consumers with footwear and apparel through the use of autonomous mobile robots at the former's Grobbendonk warehouse, located in Belgium's Antwerp province.

The facility is now equipped with 27 Geek+ P-series picking robots and five workstations.

The robots feature a 1,000-kg payload and operate at a maximum speed of 2 m/sec. The goods-to-person solution devised by CEVA and Geek+ can handle daily volumes of more than 10,000 outbound items.

Tesco

Tesco reports that its rapid delivery service, Whoosh, is now available from 1,000 Express stores across the UK.

This first launched in May 2021 and is now available from half of Tesco's estate of Express convenience stores across the UK, serving 55% of UK households. The Hammersmith Olympia Express in London recently became the 1,000th location.

Whoosh offers customers the chance to order food or snacks from a curated list of 2,500 to 4,500 essential products in as little as 30 minutes, with delivery set at £2.99 for orders that cost £15 or more.

Tesco claims that the immediacy of the service and convenience of home delivery is popular with customers looking for things like a quick and easy meal deal or last minute purchases.

It has been looking at ways to improve the customer experience, with new features on the app such as 15-minute delivery window estimates and live tracking of the rider on a map.

Examining the 2023 retail technology recruitment landscape

With overall recruitment through the roof in 2022, it's understandable that momentum has slowed a little as we've started a new year.



← Alex Gillespie: Q2/Q3 will see a surge in demand for high calibre, senior talent to drive forward-thinking enterprises towards big end-of-year developments.

Q1 is traditionally a quieter quarter for new hires anyway, with budget freezes and uncertainty as to what the year will hold representing common threads across many sectors.

In 2022, the market was rife with competition, leading to a particularly candidate led environment. Demand severely outstripped supply at senior level – no doubt an ongoing effect from the pandemic, where job security was paramount.

You'll be pleased to know that early indications for 2023 show that the field is slowly levelling out again. Companies are

increasingly reporting that they are back in control, with more candidates to choose from for each role. The negotiation power is also returning.

The markets are now stabilising against the constant churn of the global political and economic landscape. Industries are working to understand how international events do, or could, affect the supply chain and are collectively dealing with those challenges. Business, for the most part, is able to continue as usual, and innovation is thriving across most sectors.

This means that Q2/Q3 will see a surge in demand for high calibre, senior talent to drive forward-

thinking enterprises towards big end-of-year developments. And as specialists in the recruitment of C-suite and senior leadership level roles, Gillespie Manners is uniquely qualified to assist.

The 2023 US Salary Guide

To mitigate the effects of a sudden surge in demand, and to put our clients on the front foot, we've produced a brand new, role specific resource for the general technology sector. Focused solely on US recruitment and packed full of valuable insights, this guide provides benchmark figures for 17 different roles across technology leadership and sales.

Tech Leadership & Sales Salary Guide USA - 2023



Your Ultimate Resource for Sales & leadership Hiring: The 2023 USA Salary Guide

Following on from a truly candidate-driven market in 2022, it's time for employers to regain the upper hand. Whilst employee demands for flexibility are still high, the more balanced need for recruitment in 2023 will level the playing field and re-instate the power of negotiation.

To mitigate the effects of a sudden surge in demand, our Executive Search experts at Gillespie Manners have put together this salary guide to cover 17 c-level, leadership and sales roles found within the US technology market. The aim is to help you better understand the current state of recruitment and allow you to budget for the top caliber talent that will supercharge your business performance.

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www.gillespiemanners.com

Recruitment

Studies show that 78% of business leaders had difficulties in attracting high quality candidates in 2022, and 54% reported employee attrition rates above target thresholds. With this in mind, we've included insights into the candidate expectations you'll need to take into strong consideration and have offered advice on how to boost your retention rate.

The aim is to help you better understand the current state of recruitment within the US technology market and to allow you to budget for the best new talent accordingly. You'll also find data relating to compensation/benefits packages, where you'll be able to compare your business offering to the national average.

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Once you've read the guide, get in touch with us via our website (www.gillespiemanners.com) to book a call with one of our

dedicated Retail Technology Consultants to delve into a deeper breakdown of the statistics and to discuss the potential for your first senior leader recruitment project with us.

Enlist a trusted partner for your talent searches

Gillespie Manners is a global executive search firm placing top calibre C-level and senior leadership talent into some of the world's leading businesses. Our expert consultants headhunt across many different branches of the technology, retail, supply chain and manufacturing sectors to source the perfect candidates for every brief.

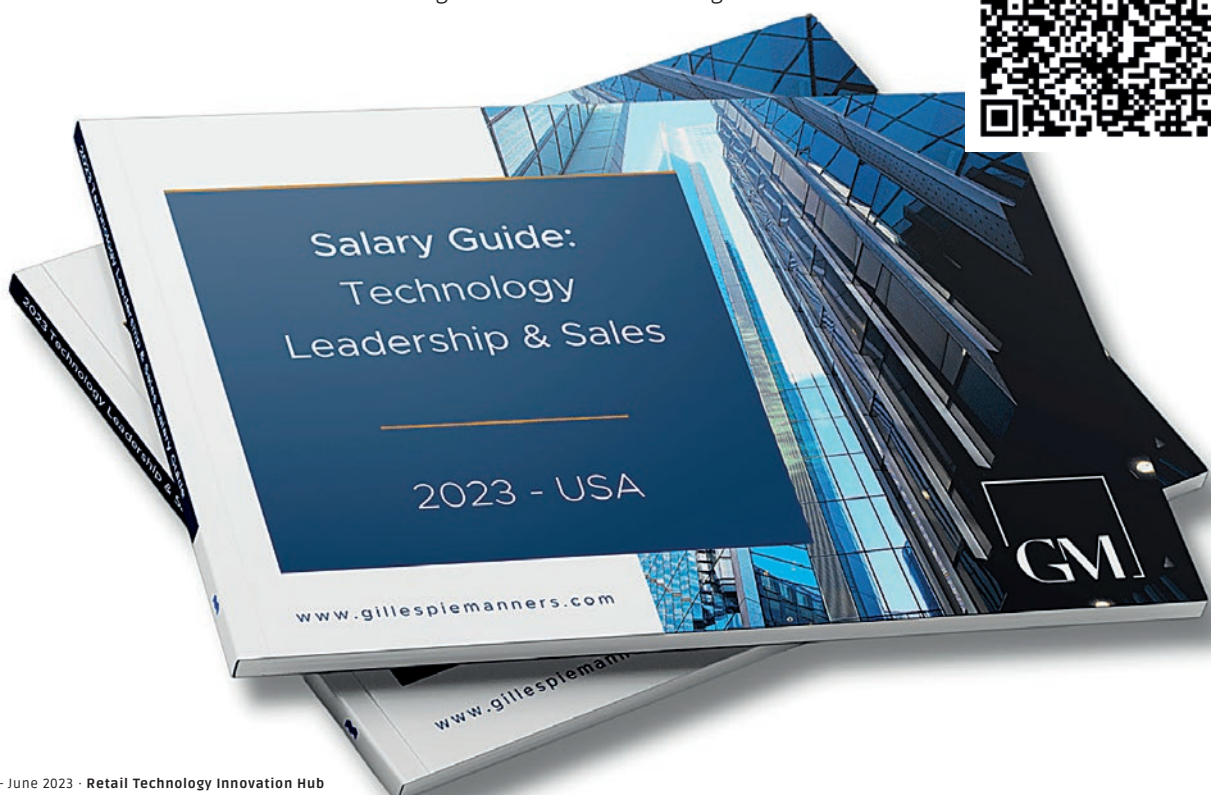
Approximately 60% of our executive search projects are based in the US, with the remaining 40% largely split between Europe and APAC. We work to complete our projects efficiently, and we're proud of our eight-week time-to-hire average.

We recognise that senior level recruitment needs some sensitivity. That's why we don't post vacancies to public job boards. All of our candidates have access to a private portal that affords some safety and privacy when considering a job move.

Book a call with one of our industry experts to kick off your own executive search project, simply visit gillespiemanners.com/contact or Google 'Gillespie Manners' to get started.

About the author:

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RTIH *Innovation Awards* 2023

2023 RTIH INNOVATION AWARDS WILL OPEN FOR ENTRIES IN MAY

Sook, Walmart, Ribble Cycles, Obsess, Jisp, 3D Cloud by Marxent, B&Q, Cart.com, Compass Group, AiFi, Pets at Home, and TPP Retail were among the companies who emerged victorious at the 2022 RTIH Innovation Awards.

We received a record number of submissions in 2022 across 14 categories.

Our winners and highly commended companies were announced during a sold out event that took place in central London during December and was attended by retailers, tech suppliers, members of our judging panel, and sponsors.

As for 2023, we've got big plans as the awards

enters its fifth year, including an overhaul of the judging criteria, and a move to a bigger venue for our central London event.

We'll be accepting submissions from May onwards, with a deadline of early November and winners being announced in December.

Keep an eye on our website for further updates over the next few months.

Scott Thompson, Editor and Founder of RTIH, says:

"Innovation and technology play a critical role in the success of the retail sector, so it is great to recognise standout examples through our awards."

"Thanks to all those who entered the 2022 event. There were many fantastic examples of the continued resilience and dynamism of the retail space during hugely challenging times."

"Congratulations to our 2022 retail technology hall of fame entrants. I can't wait to launch the 2023 awards in May."

Further information on the
2023 RTIH Innovation Awards can be found at:
<https://retailtechinnovationhub.com/rtih-innovation-awards>



Our 2022 hall of fame inductees

Bricks and Mortar Innovation - Sponsored by CADs

WINNER: Sook

Supply Chain Innovation

WINNER: Fashinza

Payments Innovation – Sponsored by FreedomPay

WINNER: Compass Group/AiFi

Most Innovative UK Retailer - Sponsored by Critizr

WINNER: B&Q

Most Innovative Retailer (Rest of World)

WINNER: Walmart

Most Innovative Pureplay

WINNER: Secret Sales

Omnichannel Retail Initiative of the Year

WINNER: Ribble Cycles

HIGHLY COMMENDED: Volumental

Technology Vendor of the Year (UK)

WINNER: Rotageek

Technology Vendor of the Year (Rest of World)

WINNER: Obsess

Startup of the Year (UK)

WINNER: HyperFinity

HIGHLY COMMENDED: Ocula Technologies

Startup of the Year (Rest of World)

WINNER: Cart.com

Technology Implementation of the Year (UK)

WINNER: Pets at Home/TPP Retail

Technology Implementation of the Year
(rest of world)

WINNER: MANO/MoEngage

HIGHLY COMMENDED: NOBULL/Bluecore

Best Retailer/Technology Supplier Relationship

WINNER: Ted Baker/THRIVE

Overall Winner

WINNER: Sook

RTIH Editor's Choice Award -

SPONSORED BY 3D Cloud by Marxent

WINNERS: Jisp, Red Ant, Retail247





All change as Critizr becomes Goodays

Nicolas Hammer, Co-founder and CEO, Critizr, gives RTIH the lowdown on the customer satisfaction and experience management specialist's decision to change its name to Goodays, launch an AI lab, and appoint a new Chairman.

RTIH: So, why the change of name?

NH: Like many tech businesses, where we started out over ten years ago is very different to where we are now. There has been a huge amount of innovation and change since then to meet the needs of our clients - and we had a strong sense that Critizr wasn't a good representation of who we are today and where we're going.

Back in 2012 our main function was to help businesses respond to negative feedback. Today our platform is integrated into businesses as a positive daily customer interaction management tool to make the customer experience better. We also have an ambitious and very upbeat team, so overall we felt that Critizr was just too negative.





The pace of digital transformation in commerce is very fast, and we've challenged ourselves to always stay a step ahead to meet the needs of our clients.

Interview

It's also kind of tricky to say if you're not French which was becoming a barrier to our international growth plans. When we heard the name Goodays we all knew that we'd found our new identity. It's positive and it perfectly sums us up: technology that positively impacts the business performance of our clients every day.

RTIH: You've been around for ten years now. What have been some of the highlights?

NH: I'm extremely proud of the relationships we have with our long-standing clients, and how we've evolved to consistently deliver a positive uplift in customer satisfaction and their business outcomes, often in very challenging market conditions. Building a team of over 100 incredible CX experts in five countries around the world also makes me extremely proud.

Their energy and dedication to taking our business to the next level and serving our clients is one of the best parts of running this business, and they are also a brilliant bunch of people to work alongside. The speed at which they brought the Customers Say Thank You and Proud of My Store campaigns to life as a tribute to retail workers during and after the pandemic is another highlight.

Finally, the biggest reward for me is meeting client teams in the field who tell me that the Goodays platform is a highly valued, daily habit that makes life better in their business. In a sector where companies all too often invest in technology that's too complicated to use or is ultimately ineffective, knowing that we have a near 100% use and effectiveness score with our users is the ultimate win.

RTIH: What have been the biggest challenges during that time?

NH: The pace of digital transformation in commerce is very fast, and we've challenged ourselves to always stay a step ahead to meet the needs of our clients. That's not the easy option, but we have always listened to the market and worked hard to keep our solution at the

absolute forefront of what customers and brands need.

Building an international team with over 20 nationalities and many different languages comes with a few challenges but the vibrancy and diversity of our business as a result is well worth it.

International growth is an exciting opportunity for us, but the scope and maturity of each market is different, so there are of course challenges when it comes to our global growth plans, which we're meeting with investment in intelligent, tailored strategies in each country.

RTIH: Tell us about your new AI lab

NH: It's an innovation hub within the business dedicated to bringing the transformative power of artificial intelligence to the customer experience.

Rather than view AI as a threat to human service and values, we're re-modelling it as a tool to overcome customer experience challenges and bring the people in commerce – customers, staff and executives – closer together.

But in summary, it will offer businesses a daily customer 'pulse' packed with insights about what customers are thinking and talking about, based on the thousands of interactions processed by the platform every day.

RTIH: You've recently appointed Martin Green as Chairman. What led you to bring him onboard?

NH: Martin is a real trailblazer in the CX tech world and no one knows the sector better than he does.

His experience and market knowledge will be invaluable for our growth plans and he's already bringing fresh perspectives and exciting ideas that are making a positive difference. We are thrilled that he chose to come onboard with Goodays for the next exciting phase of our development.

RTIH: You will be out in force at Retail Technology Show 2023 in London during April. What have you got planned for the show and what are you hoping to take away from it?

NH: I'm delighted to say that we are once again sponsoring the VIP and media lounge at the show. It was a great experience for our team last year and this will be our first event under the new Goodays name in the UK.

We have a few surprises in store but our overall theme is optimism: what people feel hopeful about in retail, their inspiration and their big ideas for the future. There's a lot of difficulty and challenge in our sector at the moment, but there is also so much innovation, enthusiasm and talent rising up in response. That's what we want to capture and celebrate at the show.



When we heard the name Goodays we all knew that we'd found our new identity. It's positive and it perfectly sums us up: technology that positively impacts the business performance of our clients every day.





SHOPTALK EUROPE 2023

PREVIEW

||||| Innovation in retail isn't a luxury - it's business critical.

As the European retail environment is disrupted by dynamic consumer behaviours, an abundance of new digital technologies, and a challenging economic backdrop, this is the exact moment when winning businesses will look beyond the short-term and accelerate, not slow down, their digital transformation.

The need to build the future of retail's digital transformation is exactly why more than 3,500 of the industry's boldest and most creative decision makers will unite at Shoptalk Europe, taking place at Fira Gran Via, Barcelona this 9th-11th May.

Hosting Europe's biggest meetings programme in history, Shoptalk Europe will fuel more than 20,000 conversations between every retail vertical tackling the biggest shared challenges, forging tomorrow's game-

changing collaborations and reimagining how new technologies and business models are changing how consumers discover, shop and buy.

What's more, an industry crafted agenda will feature more than 175 of the most fearless and respected trailblazers from the likes of adidas, Ahold Delhaize, Amazon, Carrefour, Decathlon, Google, Ikea, Mars, Meta, Ocado, Pandora, Pinterest, The Coca-Cola Company, The LEGO Group, and many more revealing their own critical insights on five business critical questions:

What does best-in-class customer engagement look like?

How shoppers search for and discover products is changing. Shoptalk Europe will examine the platforms and capabilities companies need to ensure they're





Shoptalk Europe will help you identify the next game-changing technologies to unlock savings across your business.

Shoptalk Europe 2023

present where their shoppers are, including social commerce, visual search, live streaming and shoppable video, and generative AI.

What emerging channels will deliver growth for my business?

Shoptalk goes beyond the obvious and short-term to help retail businesses find growth. Shoptalk Europe will cover how e-commerce, marketplaces and DTC will strategically and commercially evolve.

But they will also go further, looking at the latest in Web 3.0 and the metaverse, as well as how new offerings like retail media networks, white label services and more are creating new revenue streams and boosting profits for retailers.

How do I deliver an outstanding store experience?

Shoptalk Europe will explore how leading companies are reimagining their stores to deliver unified, seamless and engaging experiences to shoppers. They will discuss the impact these changes have on merchandising, store operations and design, including the role technologies like computer vision, robotics and augmented reality will play.

Which tech investments will boost my revenue and profitability?

Driving operational efficiency is even more important in a tough economic climate. Shoptalk Europe will help you identify the next game-changing technologies to unlock savings across the business, from new fulfilment capabilities to digital twins to inventory management solutions.

What organisational changes will help me win?

Successful businesses must keep evolving their structures to enable digital transformation and not be left behind.

You'll hear how organisations are breaking down barriers and processes to share data and insights across divisions, discover tools to better equip their workforce, and get firsthand advice from leaders on how to inspire and enable your teams during disruption.

Now just weeks' away, don't miss experiencing Europe's biggest gathering of senior players fuelling what's next in retail at Shoptalk Europe this 9th-11th May in Barcelona.

FURTHER INFORMATION AT:

shoptalkeurope.com



Comment



Has the pace of innovation overtaken the pace of consumer desire and demand?

The retail industry has always been dynamic and innovative, constantly adapting to changing consumer needs and technological advancements.

Covid invariably increased this rate of both innovation and adoption, with retailers having to invest heavily in contactless retail systems, kerbside collection and delivery systems. The old cliché “necessity being the mother of invention” has never been more apt.

Those in technology were delivering solutions and services that retailers needed to keep trading and consumers wanted to keep buying.

Since then, though, is it time to ask whether the constant drive to innovate, for technological improvements is really delivering what our customers, whether consumer or retailer, want and need?

Are we, and this is a difficult question for someone who lauds ongoing innovation, innovating for innovation's sake, rather than to solve real problems? Have we lost sight of what we should be doing? And as a retailer, we need to ask, do consumers want more technology or do they just want the basics, delivered at a price they can afford?

← In 2022 we saw a proliferation of checkout-free stores.

This is a suitable time to ask this question. Indeed, I know that in almost every retailer that question will be getting bounced between merch teams, tech teams, marketing and the board. Where should diminishing budgets get allocated? Should smaller budgets be allocated to technology or into price support?

If we look at many of the headline technologies in 2022 those questioning the ROI of tech led innovation have a good point. The metaverse has not delivered anything like its (massively over-hyped) promise.

Since Facebook's rebrand to Meta and its big bet on the metaverse last year, Meta's value has tanked. The company's stock price dropped more than 70% in less than a year. NFTs were outed as the ultimate Ponzi scheme. Consumers looked at the metaverse with a huge MUH and shrug of the shoulders. It offered nothing that hadn't been seen before, and even worse accessing it was slow and cumbersome at a time when consumers wanted fast and seamless.

On the other side, in 2022 we saw a proliferation of checkout-free stores. Where you could walk in with your app and walk out with your goods without going through a checkout. As someone who has long railed against the totally wasteful checkout process – it really provides benefits for neither retailer or consumer – I loved this concept when it arrived, but is it another where the vision of a seamless transaction didn't really match real world desires?

Even Amazon, a pioneer in this space, is closing six of its stores rather than expanding. Tesco is trialling hybrid stores, check-out free alongside manned

tills. Once again, the hype really didn't survive first contact with the consumer.

One reason for this is that consumers are creatures of habit. They tend to stick with what they know and are familiar with, particularly when it comes to shopping habits. For example, while self-checkout kiosks may be convenient for some consumers, others may prefer the traditional checkout process with a cashier. Inertia is a bigger impediment to innovation pickup than many innovators realise. There has to be a big enough win for the consumer, not just the retailer.

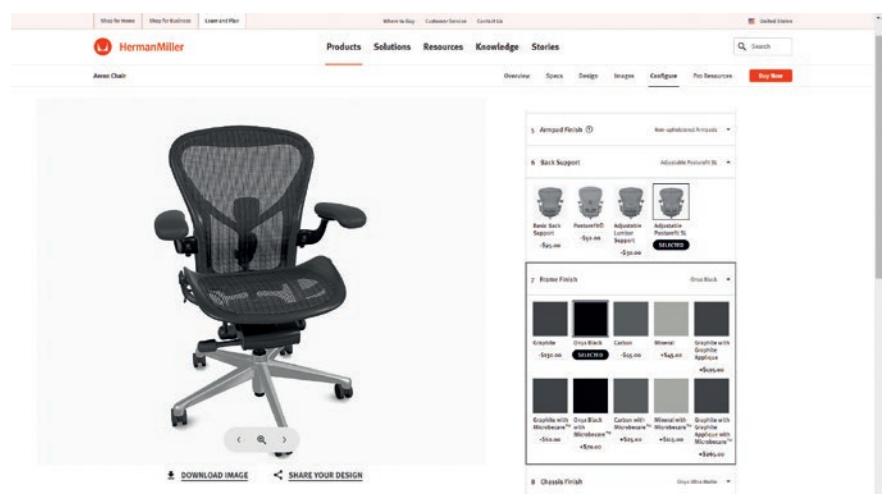
Another over-hyped and hyper-growth technology in 2022 was rapid grocery deliveries. Indeed, in 2022 it seemed that the only thing faster than the promised delivery times for yoghurt and milk was the speed with which new rapid delivery companies were getting investor funding. And again, the logic was sound, today's time deficient, cash rich consumer will pay for milk in 15 minutes, then 10 minutes.

With both checkout-less stores and rapid delivery technology plays was a misconception that consumers are willing to pay more for speed and convenience. One challenge here was

“The metaverse has not delivered anything like its (massively over-hyped) promise.”

that for most of 2022, rapid delivery companies were on nothing more than a landgrab. Investors were throwing money at startups promising they had the tech, the vision to deliver on the customer need, even though this customer need was rather vague.

In the absence of a problem to solve, such companies simply offered faster and faster delivery times, setting up dark stores, more and more integrations and yet all they achieved was burning through money, with the only business plan based on being the last man standing and once that was achieved, and customers somehow became addicted to getting their Friday night yoghurt and wine in five minutes, they would pay over the odds for that experience.



↑ 3D technologies are transforming how we shop for large ticket items such as kitchens and sofas.

Comment

Consumers do want seamless, frictionless shopping experiences. Just look at Amazon, the one touch shopping has been a gamechanger and no matter how much you want to make a break with Amazon the seamless experience means that you just keep going back. Convenience stores have long traded on being more efficient, even if more expensive.

But these are simple to understand and use efficiencies, they require nothing of the consumer. Checkout-free stores require an initial investment from the consumer, whether that's in the price of downloading and setting up an app or simply in learning a new way to shop. This creates a block. One the consumer needs to overcome. It may be worth their while in the end, but if all I want is a pint of milk and the local convenience store is next door, I might not wait.

That being said, there are also many examples of successful retail innovations

“ Retail will, and indeed must, keep innovating. Retail execs must look for new ways to place the customer at the heart of their transformations. ”

that have been embraced by consumers and retailers. Startups like Sook and experiential retailers like Situ Live are transforming the retail experience, utilising technology, but placing the customer at the heart of the experience.

3D technologies are transforming how we shop for large ticket items such as kitchens, sofas, but again these are providing a service the customer really wants, there is a problem there to be solved.

Retail will, and indeed must, keep innovating. Retail execs must look for new ways to place the customer at the heart of their transformations. AI will transform how technology talks to live consumers. But the single, most important thread

running through all these innovations has to be the customer.

Don't pretend you know what they want. Learn what they want and deliver it.

About the author:

Mike Cadden is an experienced retail IT director and CIO with 25 years' experience running technology teams and strategic delivery for many leading UK and international retailers.



As a retailer, we need to ask, do consumers want more technology or do they just want the basics, delivered at a price they can afford?



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