



TRB The Retail Bulletin **2016**
OMNI-CHANNEL
SUMMIT
3 FEBRUARY 2016

3 February 2016
Cavendish Conference Centre
22 Duchess Mews
London W1G 9DT

Organised by

TRB The Retail Bulletin

www.theretailbulletin.com

Conference information

Dear Delegate,

Welcome to the Retail Bulletin's 7th Annual Omnichannel Summit, it's a pleasure to see you here – we hope you will have an inspiring and productive day.

As you will see, this year's programme is packed full with some of the best minds in the business, all of whom are willing to share their insights and experience to help you make your own omnichannel strategies even more successful.

Retail is a fast moving sector and mindful of the need to keep abreast of the latest developments, we have gathered together an expert panel of speakers who will share their thoughts - on how to develop engaging and seamlessly integrated omnichannel strategies, to help you maximise your profits and market share. They will also show you what best practice looks like both now and in the future, whilst looking at the omnichannel successes of some of the UK's most high profile retail brands.

The day is designed to be as interactive as possible, allowing time for delegates to debate and discuss the issues within a group of like-minded professionals, so please feel free to ask questions and share your own thoughts and opinions throughout the day. There will also be an opportunity to network in the coffee and lunch breaks, and also at the end of the day. We would like to thank our speakers for giving up their time to come and share their knowledge with us, and also our valued networking partners who have all come together to make the day a reality.

Finally, we would to thank you for making time to come along today. We would love to hear your thoughts on the conference at the end of the day and would be very grateful if you could remember to fill in our short questionnaire before you leave. Have a great day.

Angela Beevers
Editor
The Retail Bulletin

Programme

To facilitate interaction, we have set up the following hash tag on twitter: #TRBomni You may have to manually search for Wi-Fi on your mobile device. If so, please use auditorium 1 or 2 and the following password: 12345cav

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- 08.45-09.15** **REGISTRATION & NETWORKING**
- 09.15-09.35** **Chair's welcome and opening comments**
Morris Pentel, Chairman, Customer Experience Foundation (CXFO)
- 09.35-10.05** **Fireside Chat with Route 66-Harley Davidson: Putting the customer journey before device type to deliver a greater customer experience**
- The need to understand the customer journey - what is best for the customer?
 - Creating a seamless journey across all channels
 - Mapping out shoppers purchasing journeys - how products attract different shopping behaviours
 - Overcoming the legacy in integrating the old with the new digital world for a seamless omnichannel experience
 - Integrating operations and marketing to ensure a single customer view
 - How to synchronise channels?
 - Offering the customer a unique but connected approach
- Nick Edwards, Marketing Manager, Route 66 Harley-Davidson**
Ron Cariker, President, 7 Media Group
- 10.05-10.35** **Delivering the omnichannel experience with value**
- How to unlock and delivering value from existing information
 - By delivering a personal experience to every retailer
 - Still the focus - customer centricity, omnichannel, mobility, operational efficiencies
 - How to optimise their own customers' experience - full omnichannel and information aligned strategies
- Dr Marc Hobell, EMEA Director - GIS & Location Intelligence, Pitney Bowes Software**
- 10.35 -11.05** **Retailer Case Study: Making every moment count - fulfilling customers wants and needs instantaneously online**
- Understanding, delivering on and measuring the moments customers are using their devices
 - What is the key to a winning omnichannel strategy?
 - Latest insights into the path to purchase
 - The quantifiable relationship between online research and offline purchase
 - Showcasing how brands are innovating and succeeding to win the moments that matter
- John Gillan, Industry Retail Head, Google**
- 11.05-11.25** **NETWORKING COFFEE BREAK**
- 11.25-11.55** **Retailer Case Study: Keeping the balance during transformation - the John Lewis omnichannel evolution**
- Omnichannel seamless experience - the road to achieving process & technology and the associated difficulties
 - The sprouting of customer experience tools and innovations - how to decide which to choose and invest in?
 - Ensuring experience is improved at the rate investment intends
 - Spotlight on John Lewis' experience of delivering a large scale transformation whilst the business evolved in parallel
- Mark Lewis, Head of Omni-Channel Customer Ordering, John Lewis**
Trish Young, Head of Retail Business Consulting, Cognizant
- 11.55-12.35** **Panel Discussion: Omnichannel - technology or philosophy?**
- Is omnichannel a business approach i.e. a way of operating, a way of thinking that is enabled by technology?
 - Why is the customers' experience online that is typically not replicated in the physical store? What can we do about it?
 - Engaging with customers in store - how to track in store bounces and basket abandonment?
 - Businesses talk about having a 'single view of customers' - what customers want is a single view of a business!
 - How do we join up the digital and physical worlds?
 - - self-service kiosks or staff with mobile technology
 - - take the service out onto the sales floor
 - Mobile - increases ATV, increases frequency, customers will travel further - what are the challenges?
 - The challenges and opportunities of the operational impacts of adopting an omnichannel strategy

Programme

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- What do businesses need to do internally - a connected customer experience is going to be impossible if internal boundaries exist
- Businesses must not only invest in technology that supports omnichannel - but need to think and behave omnichannel!

James Storie-Pugh, Head of eCommerce - LamaLoLi, Global Brands Group

Morris Pentel, Chairman, Customer Experience Foundation (CXFO)

Tim Barton, Director of Product Marketing, Citixsys

12.35-13.35

LUNCH & NETWORKING

13.35-14.05

Retailer Case Study: Personalisation - investing in big data to understand your customers

- Managing personalisation at scale to make broad, diversified sites more relevant to a large group of customers
- How to join data across all channels rather than silos of data - a unified journey for the customer
- True personalisation for customers and CRM
- Big data - how can we bring it together in one view?

Kim Ludlow, Managing Director UK, mysupermarket.co.uk

14.05-14.35

Retailer Case Study: New trends in technical innovation - which opportunities hold the key to unlocking the full potential of omnichannel retailing

- How to design your technology roadmap
- Introducing new technology to stores - beacons, NFC, tablets
- Instore ordering and functionality
- Keeping up with new and emerging technology - success and failures
- Wearable technology

Jonny Wooldridge, Chief Technology Officer, The Cambridge Satchel Company

14.35-15.15

Panel Discussion: How to respond to changing customer behaviour with developments in mobile engagement

- Linking touchpoints in the customer journey across devices
- Identifying optimal mix of touchpoints by device type
- Optimising your marketing mix to take advantage of multi-device behaviour
- Converting mobile opportunities to grow retail sales
- Maximising growth opportunities with the latest mobile technology
- Progress with mobile payments - security concerns
- Mobile's role in connecting channels - the nexus between offline and online
- Mobile first websites
- Showrooming - the best use for mobile?
- Mobile apps and retention struggles

Sam Hill, Chief Architect, Marks & Spencer

Maria Bobrowska, Senior European Commercial Manager for Mobile, TUI Group

Ben Sidebottom, Director - Solution Architecture EMEA, Visual IQ

15.15-15.35

NETWORKING COFFEE BREAK

15.35-16.05

Retailer Case Study: Operation innovation - how a small ecommerce team can become an innovation hub

- How to innovate within the bounds of a siloed organisation and achieve impressive results
- Finding opportunities for improvement during an omnichannel transition
- How Steinhoff's ecommerce team uses their website to drive innovation into the wider business
- How to foster and support data-driven decisions within a retail business

Steve Webster, Head of eCommerce, Harveys Furniture (Steinhoff UK)

Darryl Adie, Managing Director, Ampersand

16.05-16.35

Retailer Case Study: International eCommerce strategy - utilising currencies to personalise global propositions

- Multiple language, payment and shipping - why not currency?
- Targeting high growth countries with currency strategies
- Understanding impacts of currency risk and behaviour

Adam Dowsett, FX+ Global Channels (eBusiness & Markets), BNP Paribas

16.35-16.40

Chair's summary and closing remarks

DRINKS & NETWORKING

Speaker Profiles



Mark Lewis, Head of Omni-Channel Customer Ordering, John Lewis

Mark Lewis has worked for John Lewis in a variety of roles over the last 20 years. He is currently Head of Omni-Channel Customer Ordering, where he is responsible for leading a significant strategic change programme for John Lewis. This is designed to maintain and develop the department store's position as a leading omni-channel retailer. Mark's previous experience includes being the Managing Director of John Lewis Nottingham and John Lewis Sheffield shops, where he led a team of 1,400 partners across these two cities.



Sam Hill, Chief Architect, Marks & Spencer

Sam Hill has just joined Marks & Spencer as Chief Architect from January 2016. He was previously with Tesco, leading the architecture vision, driving innovation and transforming the online grocery platform handling sales approaching £3billion/year. The overall aim was to become every customer's favourite way to shop groceries online, whether at home, out shopping, on the move, anywhere in the world becoming the world's leading eCommerce business. Sam has 20 years' experience in software design, architecture, development and implementation across multiple sectors: telecoms, finance, publishing and retail where he has worked for organisations both enterprise large and small including taking an internet start-up from initial investment, customer growth, acquisitions, and subsequently profitable divestiture.



Jonny Wooldridge, Chief Technology Officer, The Cambridge Satchel Company

Jonny Wooldridge has 15+ years of experience working at some of the biggest names in eCommerce, his passion is building systems that can transform the way a business operates and solutions that delight customer and internal staff alike, to make buying products and running the company friction free. He has been Chief Technology Officer at The Cambridge Satchel Company since August 2014, where he is currently in the process of rolling out an end-to-end global retail technology strategy to support a unified commerce approach to technology. This includes new multiple selling channels (both online and store); centralised product/SKU management; real-time stock and warehouse management/visibility; shipping integration and customs logic; multi-location dispatch systems; and fully integrated finance systems and payment reconciliation. Prior to The Cambridge Satchel Company, Jonny was Head of Web Engineering at Marks & Spencer for 3 years and was part of the senior management team working with on-shore and offshore teams, to combine a set of best of breed eCommerce systems to replatform M&S.com. He has also been Director of Platform Development at photobox.com and before that he was Head of Applications Development at Opodo.



Maria Bobrowska, Senior European Commercial Manager for Mobile, TUI Group

Maria Bobrowska has led numerous mobile initiatives related to improving in destination experience across TUI Group portfolio of hotels. She is also responsible for scope definition and roll out of specific apps for the Group. Her main objective is to ensure the adequate mobile proposition is in place across Group Portfolio to ease, satisfy and anticipate customers' needs - at the same time she is an advocate of mobile change across the business.



Steve Webster, Head of eCommerce, Harveys Furniture (Steinhoff UK)

Steve Webster is Head of eCommerce at Steinhoff UK, driving the omnichannel growth of

Harveys Furniture, Bensons for Beds, Cargo and Bedshed. Steve's diverse career spans several disciplines and accomplishments including a philosophy degree, product development of his own line of toiletries, sales, marketing and a short stint in the army. An experienced eCommerce professional, Steve has spent the last 15 years optimising online strategies for retailers including Boohoo and Fashion Union. Well-versed across fashion, home and lifestyle brands, Steve was named one of the top 100 most influential people in online fashion for two consecutive years by Directorsof.com and British Vogue.



John Gillan, Industry Retail Head, Google

John Gillan has been working for Google for over eight years and is currently an Industry Leader within the Retail Division, working with some of the main UK retailers. The UK is currently Google's primary retail market outside the US. His responsibilities include leading a team who consult with UK retailers and their agency partners on digital best practices. He is passionate about aiding retailers in driving their commerce sales and from getting the most out of Google's products and platforms. Prior to Google, John worked for a number of FMCG companies in various sales and marketing roles.



Kim Ludlow, Managing Director, UK, mysupermarket.co.uk

Kim Ludlow has more than 20 years' experience in digital media sales and most recently, 13 years within the FMCG retailer sector. She works with most FMCG retailers, brands, manufacturers and their agencies in many capacities including matching pricing data, providing brands with online shopper insights and real time test and learn capabilities. She generally works with clients to improve their digital knowledge and has a wealth of experience that covers all areas of eCommerce and shopper understandings. Kim has been with mySupermarket for the past seven years, starting as VP of Sales before being promoted to Managing Director leading the UK division. Previously Kim was Head of Supplier Sales at Tesco.com for six years, working with leading suppliers and was Sales Director at iVillage UK, which was the UK's leading female website.



Nick Edwards, Marketing Manager, Route 66 Harley-Davidson

Nick Edwards has been the Marketing Manager at Route 66 Harley-Davidson since January 2011, where he is managing the overall marketing plan that has taken the dealership from a top 300 dealer to a top 5 dealership in the USA, in less than two years. His responsibilities include growing the social media mix, including building their Facebook audience from 500 to 20k+ in one year - now totaling over 150K. He also looks after implementing SEM and SEO in combination with development of a new user friendly website and data correlation, in measuring advertising mediums resulting in store ROI. Nick is always eager and willing to learn and grow the business through all digital channels and he has made mobile marketing a priority. His efforts and focus have brought tremendous success for Route 66 Harley-Davidson, he has a genuine, clear understanding of his customers and their needs, and he continues to find new ways to reach them.



James Storie-Pugh, Head of Ecommerce - LamaLoLi, Global Brands Group

James Storie-Pugh has over 13 years of international client and agency facing digital business experience, gathered across 5 countries. James started working with the global Microsoft digital marketing team, working hand-in-hand with Y&R to establish a digital global marketing strategy. Working then in Paris, he set-up and managed the UK division of a billion dollar European eCommerce company, before heading to NYC to co-found his own

Speaker Profiles

eCommerce and digital marketing consultancy focusing on LatAm and the US. After which he successfully exited to take up a key strategic role within Global Brands Group, restructuring the 30+ million European children's wear DtoC business. In 2015, James has also launched a new venture helping to facilitate the internationalisation of brands and retailers, through digital sales channels while supporting the internal eCommerce operational set-up.



Adam Dowsett, FX+ Global Channels (e-Business & Markets), BNP Paribas

Adam Dowsett joined BNP Paribas- e-Business & Markets team in 2015, heading a Group focus to develop global solutions across internal bank connectivity with external client channels. Adam has over 13 years of foreign exchange (FX) industry knowledge, with a wealth of experience in Transactional FX. Such TFX solutions include multi-channel design and implementation with international eCommerce retailers. With a personal interest in understanding consumer behaviour, as well as the dynamics of financial markets, Adam has a passionate intrigue towards FX-related transactional flows.



Darryl Adie, Managing Director, Ampersand

Darryl Adie is Managing Director of Ampersand, an ecommerce agency that helps established high street retailers build better online stores. Since founding the agency, Darryl has built it into a multi award-winning business, globally respected for retail expertise, with customers such as Harvey Nichols, Poundland, Steinhoff UK and Regatta Group. A prolific and opinionated writer and speaker, Darryl regularly contributes to retail trades and national publications on subjects of multichannel retail, mobile, data and customer experience.



Trish Young, Head of Retail, Consumer Goods, Travel & Hospitality - Business Consulting, UK&I, Cognizant

Trish Young has over 20 years of functional leadership experience in business and IT with a focus on supply chain. In her 4 years with Cognizant, she has led strategic services supply chain and retail transformation engagements with numerous clients cross-industry, both in the US and the UK. She is especially proud of the partnership in being able to work closely with John Lewis, to advise and support their enablement of their omnichannel customer journey since 2012. Prior to Cognizant, she held various leadership and operations roles in IBM/Sterling Commerce, PepsiCo/Frito Lay and PSC Inc.



Dr Marc Hobell, EMEA Director - GIS & Location Intelligence, Pitney Bowes Software

Dr Marc Hobell is Director of GIS and Location Intelligence with Pitney Bowes Software, prior to this he was with Grontmij and Ordnance Survey for 12 years. Marc's career was for over 16 years routed in electronic engineering and satellite communications within HM forces and wider international business. He has a MSC in Electrical Engineering with a complementary HND in Electrical and Electronic communications Engineering from Southampton University and the Royal Navy, He has a MSc and PhD in international business and marketing strategy from the University of Glamorgan and has several memberships with the Institute of Civil Engineers, the Chartered Institute of Marketing and the Association of Geographic information.



Tim Barton, Director of Product Marketing, iVend Retail

Tim Barton, Director of Product Marketing for leading omnichannel retail suite, iVend Retail, brings more than 30 years of leadership and consultancy experience in retail. His in-depth domain expertise lies in hands-on retail and the operational implementation of complex business change programmes, business process improvement and retail technology. As an ex-retailer and a passionate advocate of innovation as a vehicle to change how brands engage with customers, Tim understands the value and benefit technology brings to retailers combined with the technical experience of how it can be delivered. Tim is no stranger to working in environments of scale, high complexity and fast pace, his extensive experience extends across the grocery, fashion, health & beauty and speciality retail sectors - working with brands such as ASDA (Walmart), River Island, Boots UK, Ann Summers and Berry Brothers & Rudd.



Ben Sidebottom, Director - Solution Architecture EMEA, Visual IQ

Ben Sidebottom is the Director of Solution Architecture for Visual IQ in the EMEA region, based out of the company's London office. Before joining Visual IQ, Ben served as Head of Media Systems at Moneysupermarket.com, where he was responsible for the design, implementation, and use of the brand-s online marketing technology stack. During his time with the company, he created one of Europe's first client-side brand trading desks, which offered first and third-party audience overlays on third-party inventory, all optimized using an algorithmic, automated attribution model. With more than eight years of experience in the digital sector, Ben has also held positions at Essence Digital, one of the UK-s leading media agencies, and comScore, where he led the technical consultancy for its largest Digital Analytix Enterprise clients, including BBC and ITV.



Ron Cariker, President, 7 Media Group

Ron Cariker is President of 7 Media Group, a leading mobile marketing firm in the United States. With over 17 years of experience in both traditional and non-traditional advertising and marketing, Ron has blended his strengths to help clients integrate successful mobile strategies into their current, traditional marketing plans. Through innovation, creativity, commitment, and superior customer service 7 Media Group has provided mobile marketing strategies to brands such as Harley-Davidson, Anheuser-Busch, Grupo Modelo, Buffalo Wild Wings, major U.S. universities, restaurants, retailers, career recruitment, and many more.



Morris Pentel, Chairman, Customer Experience Foundation (CXFO)

Morris Pentel is a futurologist and designer of customer experience and customer contact strategy, working for large organisations and Governments around the world. He is a globally recognised professional public speaker and writer on the future of contact new technology and strategies, running one of the most advanced business science organisations in the world. A leader in customer experience design & engineering, Morris delivers reduced cost and increased profits, together with improved process and experience. He designed the application of customer value, measuring customer emotion, applied technology, contact strategy, CRM, customer service, social media, Voice of the Customer as vital elements of an organisation-s value proposition. Morris has spent his professional life understanding the link between technology customers and organisations, building call centres social media and working alongside most of the major technology companies.

Sponsors

The Retail Bulletin's 7th Annual Omnichannel Summit will provide a great backdrop for the sponsors to reinforce their brand and knowledge and offers the opportunity to network with the UK's leading retailers. Sponsorship also includes marketing and editorial support which greatly enhances the value of our sponsorship packages. Cost ranges from £3.8K- £20K.

If you are a solution provider or consultant and would like to discuss the sponsorship opportunities at this event please contact:

Karen Howard on 01932 428376 or email karen.howard@theretailbulletin.com



Cognizant (NASDAQ: CTSI) is a leading provider of information technology, consulting, and business process outsourcing services, dedicated to helping the world's leading companies build stronger businesses.

Headquartered in Teaneck, New Jersey (USA), Cognizant combines a passion for client satisfaction, technology innovation, deep industry and business process expertise, and a global, collaborative workforce that embodies the future of work.

With over 100 development and delivery centres worldwide and approximately 218,000 employees as of June 30, 2015, Cognizant is a member of the NASDAQ-100, the S&P 500, the Forbes Global 2000, and the Fortune 500 and is ranked among the top performing and fastest growing companies in the world.

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www.cognizant.com



With the growth of ecommerce and mobile technology, consumers are more empowered than ever before. They have increasingly high expectations of product information, product availability and buying experience. However, there is a disconnect between what consumers expect and what retailers can provide.

While starting to transition towards providing a consistent, seamless consumer experience, retailers and their suppliers cannot realistically fulfil the omnichannel vision using their existing systems and processes.

We are working with leading industry players to increase adoption and implementation of GS1 standards, enabling retailers to become truly omnichannel and to deliver the seamless consumer experience they are striving for.

www.gs1uk.org

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iVend Retail delivers fast track omnichannel retail management solutions for the way retailers work today, implementing technology that is built to enable change, not just built to last. We believe that retailers shouldn't have to worry about managing hardware, software licenses, upgrades – they just need the tools to deliver great customer service.

The iVend Retail enterprise class retail suite empowers retailers to:

- Connect consistently with customers in-store & online
- Grow loyalty through a personalised shopping experience
- Create a single stock pool for every shopper in every channel
- Impress with perfect service and fulfilment, at maximum margin

Part of Citixsys worldwide, iVend Retail stands for innovation in retail technology and leadership in Cloud management and mobile retail. In addition to providing traditional fixed till and back office server solutions as required, we are experts in developing solutions for complex retail - multi-format, multi-location, multi-channel and multi-sector retailers.

iVend Retail supports retail businesses in the selection, implementation and management of omnichannel technologies, to bridge the gap between online and offline shopping and enable a seamless customer experience across all channels.

[@iVendRetail_EU](#)

www2.ivend.com/omnichannelRB



As a pioneer in the space, Visual IQ has been producing the world's most powerful cross channel marketing attribution software since 2006. Its hosted IQ Intelligence Suite of products combines a user-friendly interface with advanced attribution management and predictive modelling functionality to provide clear recommendations for marketing optimization.

Recognised as a leader in cross channel attribution by a leading market research firm in 2014, Visual IQ won The Drum's 2015 Digital Trading Award for Best Attribution Solution, the 2014 ASPY Award for Best Data or Analytics Solution, and was a finalist at the Digital Analytics Association Excellence Awards in 2013, 2014 and 2015.

www.visualiq.com



Pitney Bowes delivers accuracy and precision across the connected and borderless world of commerce by enabling billions of physical and digital transactions.

So what does this mean?

- * It means identifying patterns within a client's data to help them target customers in the best way possible.
- * It means providing the most comprehensive and accurate location data so our clients can make confident business decisions.
- * It means helping our clients connect the dots of their customers' lives, so they can deliver the right messages through the right channels at the right time.
- * It means making sure the right bank statement, invoice or credit card bill ends up in the right envelope-and the right mailbox-millions of times a day.
- * It means studying every detail of customs processes around the world, so sending a parcel from Los Angeles to Lisbon comes with known costs and no surprises.

Backed by a team of over 16,000 dedicated professionals internationally, we help our clients-from small businesses to 90% of the Fortune 500-create meaningful impact for their customers and their businesses. Big or small. Physical or digital. We deliver client-centric solutions to help businesses make the most out of every transaction and interaction-accurately and securely.

www.pitneybowes.com/uk

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AMPERSAND

Ampersand is an award-winning commerce agency that helps established high street retailers build better online stores. Ampersand works with multi-channel retailers, such as Poundland, Harvey Nichols and Bensons for Beds, to help increase conversion and efficiency through the strategic use of technology.

Ampersand understands the common pain points high street retailers face when navigating the complexities of online retail. We can help make retailers website a better place to shop.

ampersandcommerce.com



Checkpoint Systems is a global leader in merchandise availability solutions for the retail industry, encompassing loss prevention and merchandise visibility. Checkpoint provides end-to-end solutions enabling retailers to achieve accurate real-time inventory, accelerate the replenishment cycle, prevent out-of-stocks and reduce theft, thus improving merchandise availability and the shopper's experience.

us.checkpointsystems.com

Forthcoming Events 2016



International Expansion Conference 21st April



Social Media Forum 18th May



Customer Engagement 8th June



Payment Roundtable 16th June



Mobile Retailing Masterclass 16th September



Supply Chain Forum 22th Sept



HR Summit 5th October

For event speaker opportunities please contact Claire Knott

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