



# Retail Innovation

**TOWARDS INTELLIGENT RETAIL**

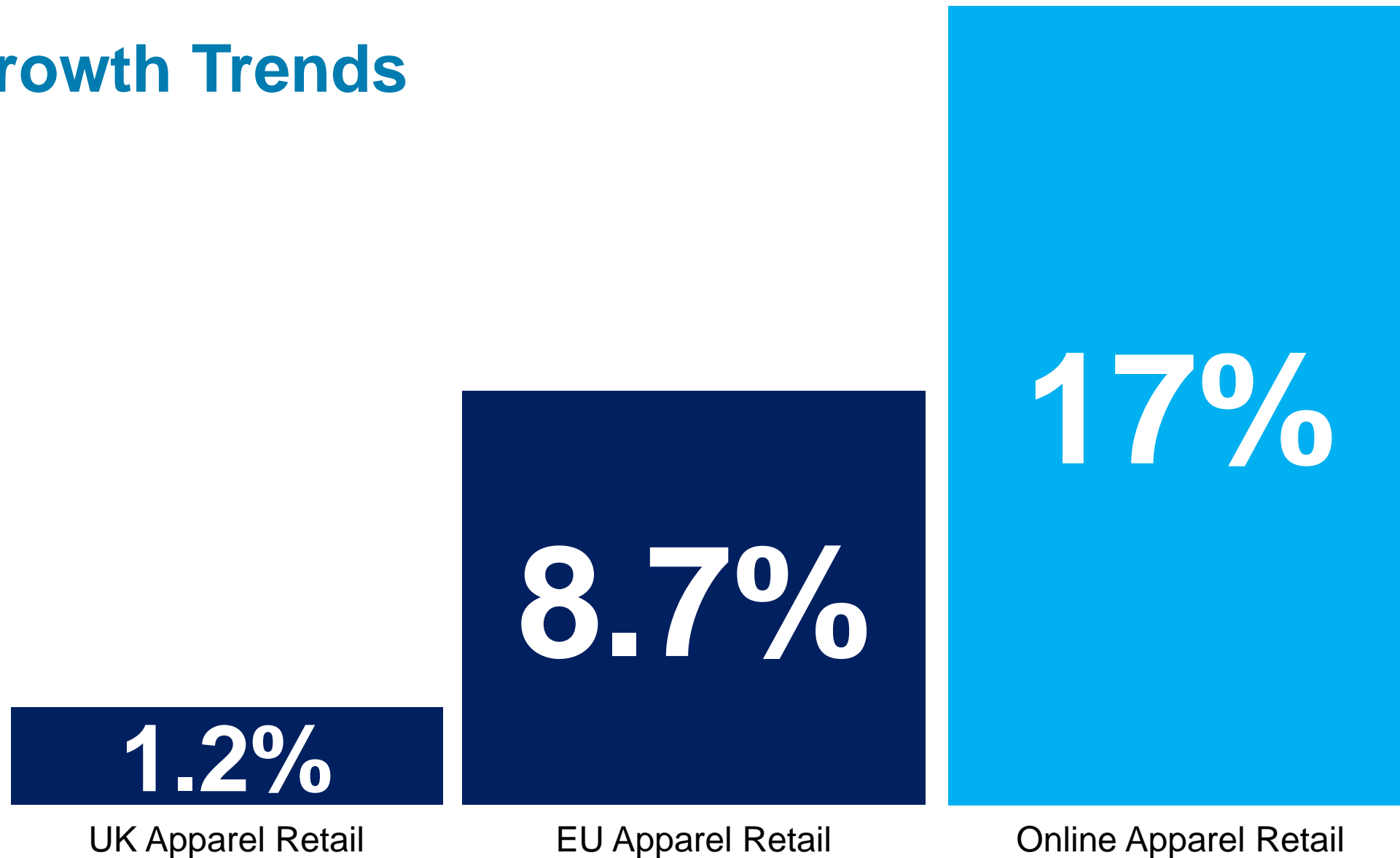






Food  
Fashion  
Fulfilment  
Home

## Growth Trends







# THE CHAPAR

## How It Works

The Chapar is simple to use and redefines how men shop for clothes



Register with  
The Chapar  
and complete  
your profile.

---



A stylist will call  
you to learn  
about your  
tastes.

---



Receive your trunk to your  
home or workplace. Try on your  
great new clothes and decide  
what you want to keep.

---



We collect the trunk containing  
the clothes you don't want and  
you only pay for what you've  
kept.

---












INDY/STYLE


# ASOS LAUNCHES SAME-DAY DELIVERY FOR IMPATIENT SHOPPERS



# Exposing Availability

store stock checker





new balance

**mens new-balance 574 trainers**

**£49.99** was £70 ★★★★★ (20)

Step 1: select size

UK 9

Step 2: Search by area

Town or postcode

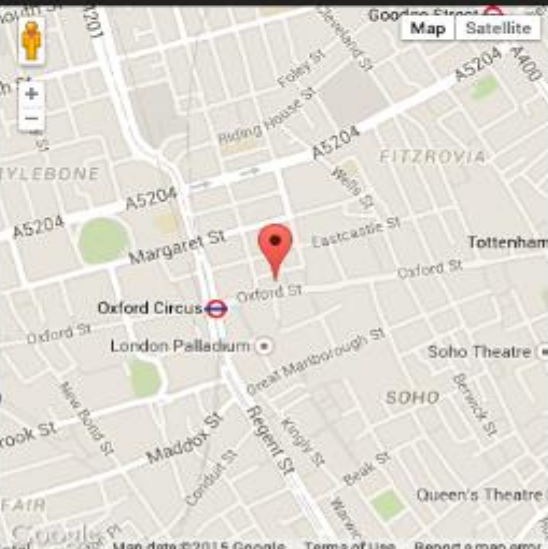
or

Search by store

LONDON OXFORD CIRCUS

CHECK AVAILABILITY

Map Satellite



✓ 574 available in LONDON OXFORD CIRCUS

**Buy**

Buy Online, Collect In-store  
Pay now, collect in 1 hour  
Quick and easy pickup from store  
Collect when convenient over the next 7 days

BUY NOW

**Reserve**

Try before you buy instore  
Keep stock aside until the end of tomorrow  
Availability confirmed in 20 mins

RESERVE STOCK

200 Oxford Street  
London  
W1D 1NU  
02033559914

**Next 7 days opening times:**

Wed 7th Jan	0930 - 2100
Thu 8th Jan	0930 - 2100
Fri 9th Jan	0930 - 2100
Sat 10th Jan	0930 - 2100
Sun 11th Jan	1200 - 1830
Mon 12th Jan	0930 - 2100
Tue 13th Jan	0930 - 2100

Change Store

←

→

List

Map

Tottenham Court Road 0.3 miles

✓ Only 1 available to collect in store now

The Strand 0.7 miles

✓ Only 1 available to collect in store now

Chancery Lane Holborn 1.0 miles

✓ Only 2 available to collect in store now

Marble Arch 1.3 miles

✓ Only 2 available to collect in store now

Camden 1.4 miles

✓ Only 2 available to collect in store now

Victoria 1.6 miles

✓ Only 2 available to collect in store now

# The Impact of Returns

At least **30%** of all products ordered online are returned as compared to **8.89%** in brick-and-mortar stores





# Doddle Return Pod.



The Doddle Returns POD is provided as a fully managed service providing a simple, modern returns experience. Doddle provide a range of digital options for capturing returns information from your customers, a physical container for receiving the returns and an in-store application to enable the in-store processing of returns.

No queuing for customers

Low impact on retail operations

Prints shipping labels

Space efficient solution

Customisable branding



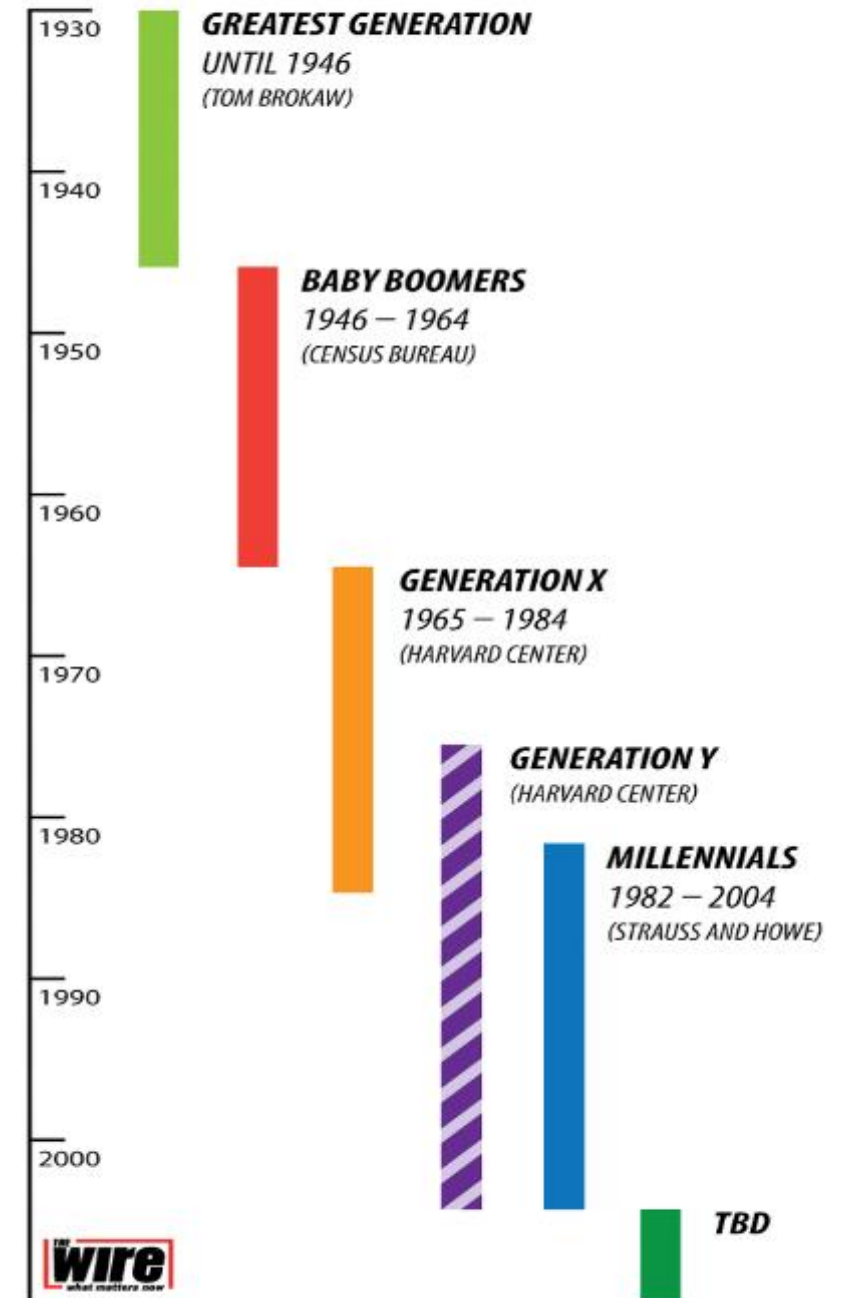
# Who is Driving Change?

## Millennials!

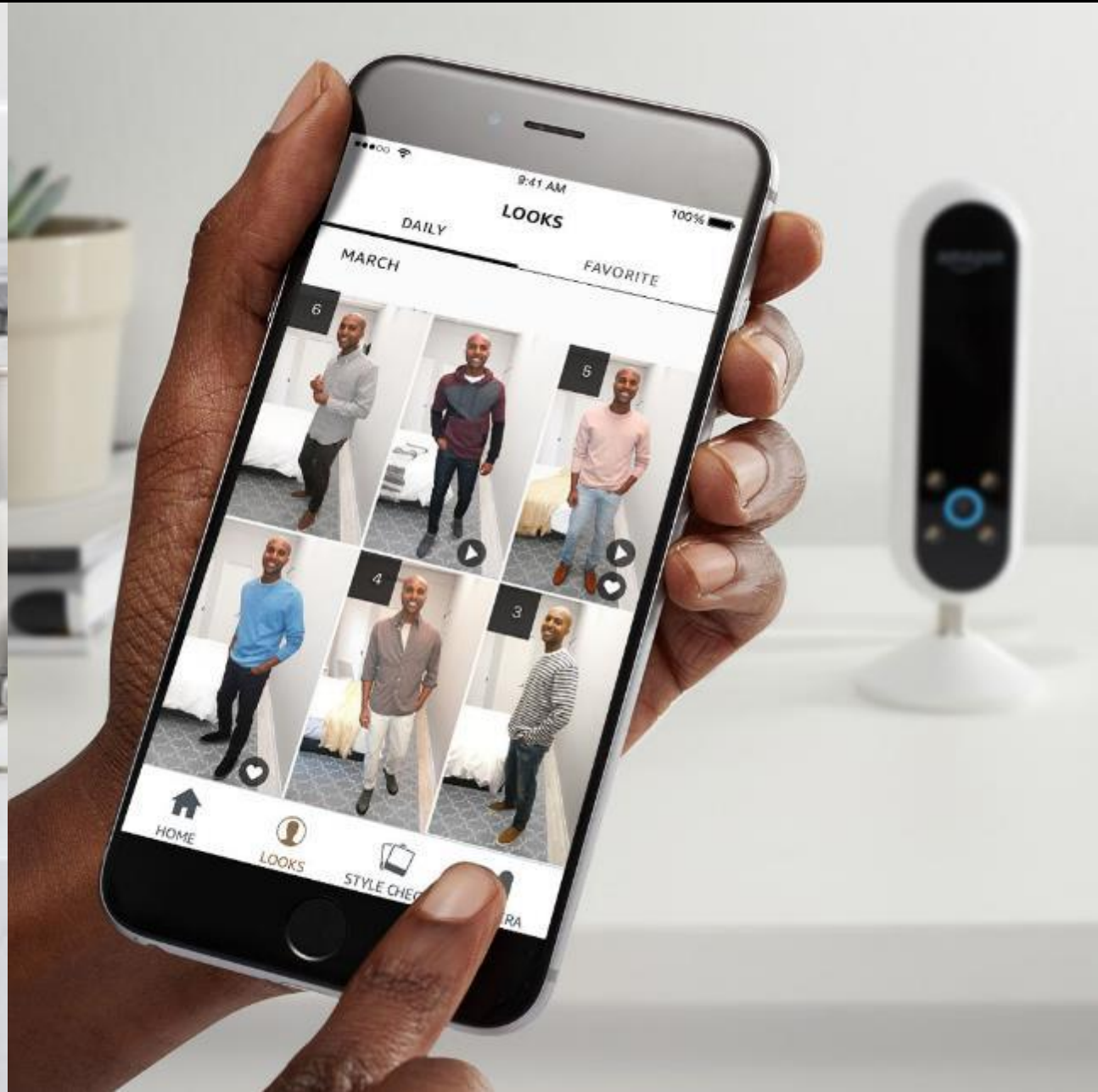


Source: PlanetRetail RNG

## GENERATION, BY BIRTH YEAR



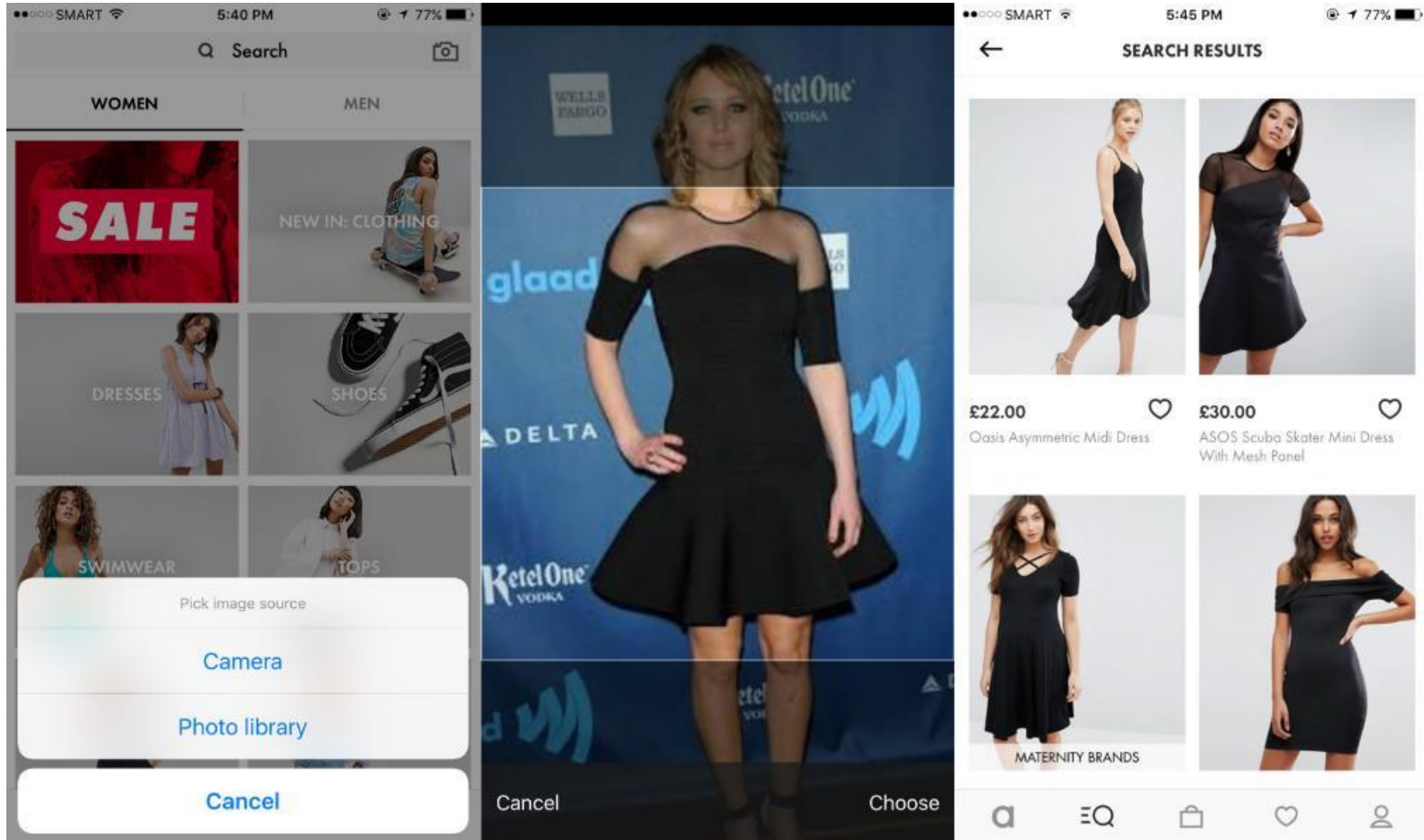








# Will Visual Search Gain Results?



# REDEFINING THE IN-STORE EXPERIENCE



**Collection Point**



**Learning Space**



**Personalised Offers**



**Picking Centre**



**Social Space**



**Shop how you want**

**Connected Customers: Connected Staff: Smarter Infrastructure**











# Mobile Self Service – The Ultimate Convenience?



## Self-Service in Fashion



ZARA



REBECCAMINKOFF



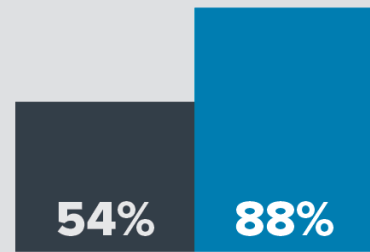
# Inventory visibility is key for omnichannel retail



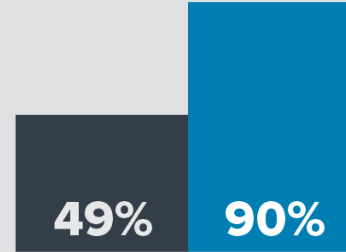
## 65%

Exploring innovative delivery services such as deliver to where the customer is: workplace, home, parked car.

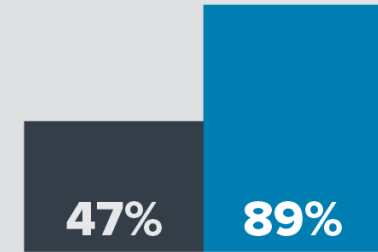
## OMNICHANNEL CONVERSION AND FULFILLMENT



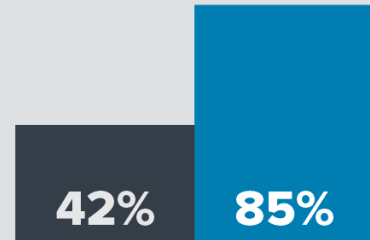
Buy in store,  
ship from store to home



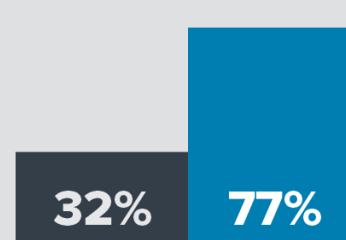
Buy online,  
pickup in store



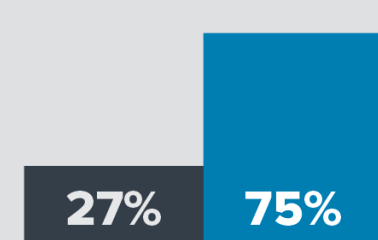
Buy online,  
ship to home



Buy online,  
return to store



Buy in store, return by  
mail with return label from  
retailer's website



Buy online, pickup at third-party  
location such as convenience  
stores and lockers

# The High-Tech Inventory Management Makeover

- Merchants are investing in technology to reinvent the supply chain with a focus on tracing the status of inventory
- RFID platforms can boost inventory accuracy to over 95%
- Out-of-stocks can be reduced by up to 80% with item-level RFID tagging



## 70%

of retailers are currently providing or plan to provide item-level RFID technology.





## Key RFID Drivers

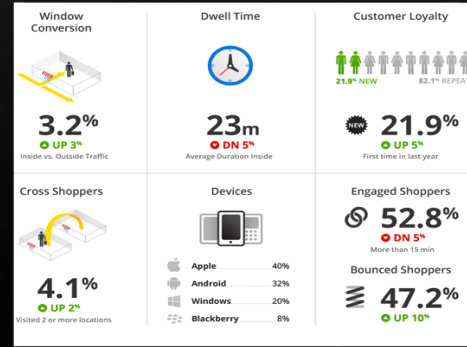
- Automated inventory control
- Omnichannel fulfilment
- Tracking back to front store
- Improved Customer experience
- Automated POS
- Electronic Article Surveillance

# BONUS = IN STORE EXPERIENCE





# IN STORE ANALYTICS



# Evolution of Inventory Management





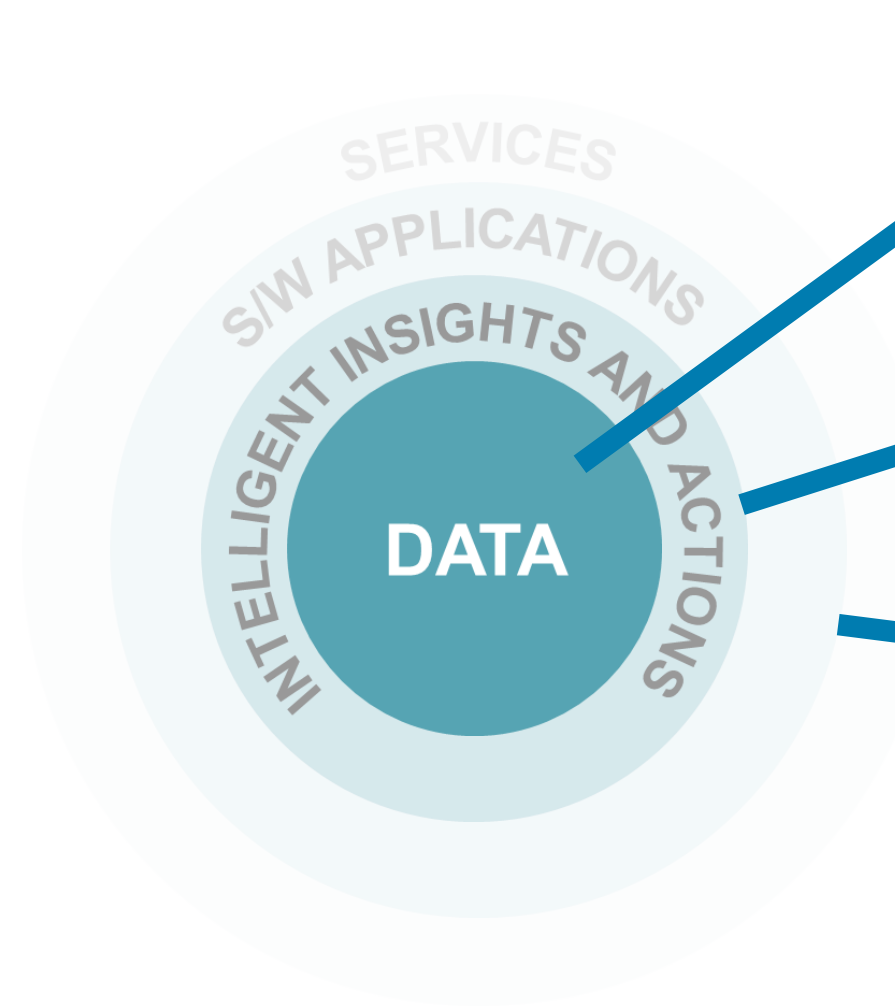


# **ZEBRA** **SMARTLENS™**

For Retail



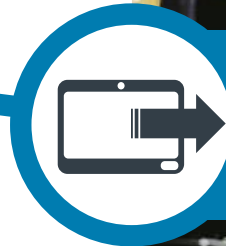
# SmartLens



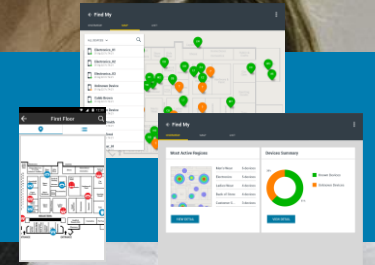
Continuous 24/7 Location of people & assets  
Inventory identification



Loss Prevention Events  
Re-Stocking Required  
Rules Engine triggers actions



Asset Protection  
Inventory Replenishment  
Business Analytics & Reporting

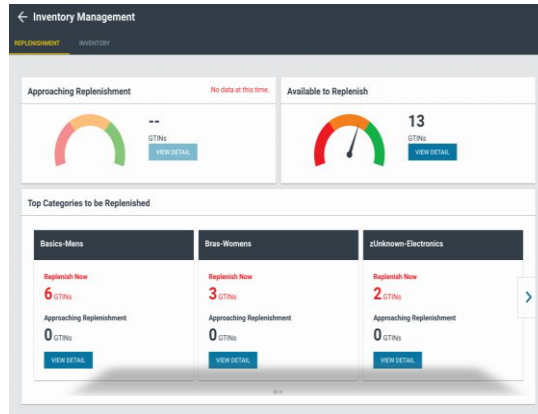




## Inventory Management

### FEATURES

- Automate delivery of near 100% inventory accuracy – 24 X 7
- Automatically collect and view all the information you need to eliminate out-of-stocks
- Intuitive dashboards present information that enables you to take instant action:
  - Total count of items in a specific category or department
  - Predictive information to enable timely replenishment across all stores



### BENIFITS

Increased sales  
Reduced Inventory

Prescriptive replenishment  
Reduced Markdowns

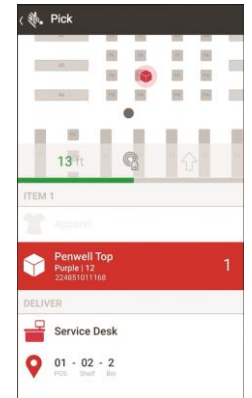
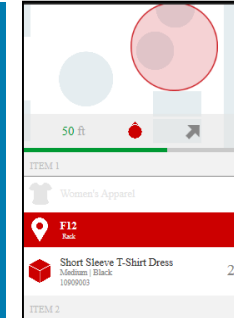
No more stockouts  
Enable Omnichannel

## Omnichannel Enablement

Enable your store to double as a distribution center by turning your associates into highly efficient pickers to easy fulfillment of orders placed online for in-store

### FEATURES

- Orders are immediately and automatically pushed to the mobile computer of the right associate for picking.
- Since SmartLens knows the exact location of your inventory your workers receive the most efficient path to pick each order.
- A map and a 'Geiger-counter mode' take all the guesswork out of locating any item.
- No problem if associates are interrupted while picking an order — when they resume, the pick list is dynamically re-ordered and directions to each item are recalculated based on the associates' new location in the store.



### BENEFITS

Successful omnichannel enablement

Workforce productivity and efficiency are maximized

Orders are always available for omnichannel fulfilment from store for pick-up or home delivery

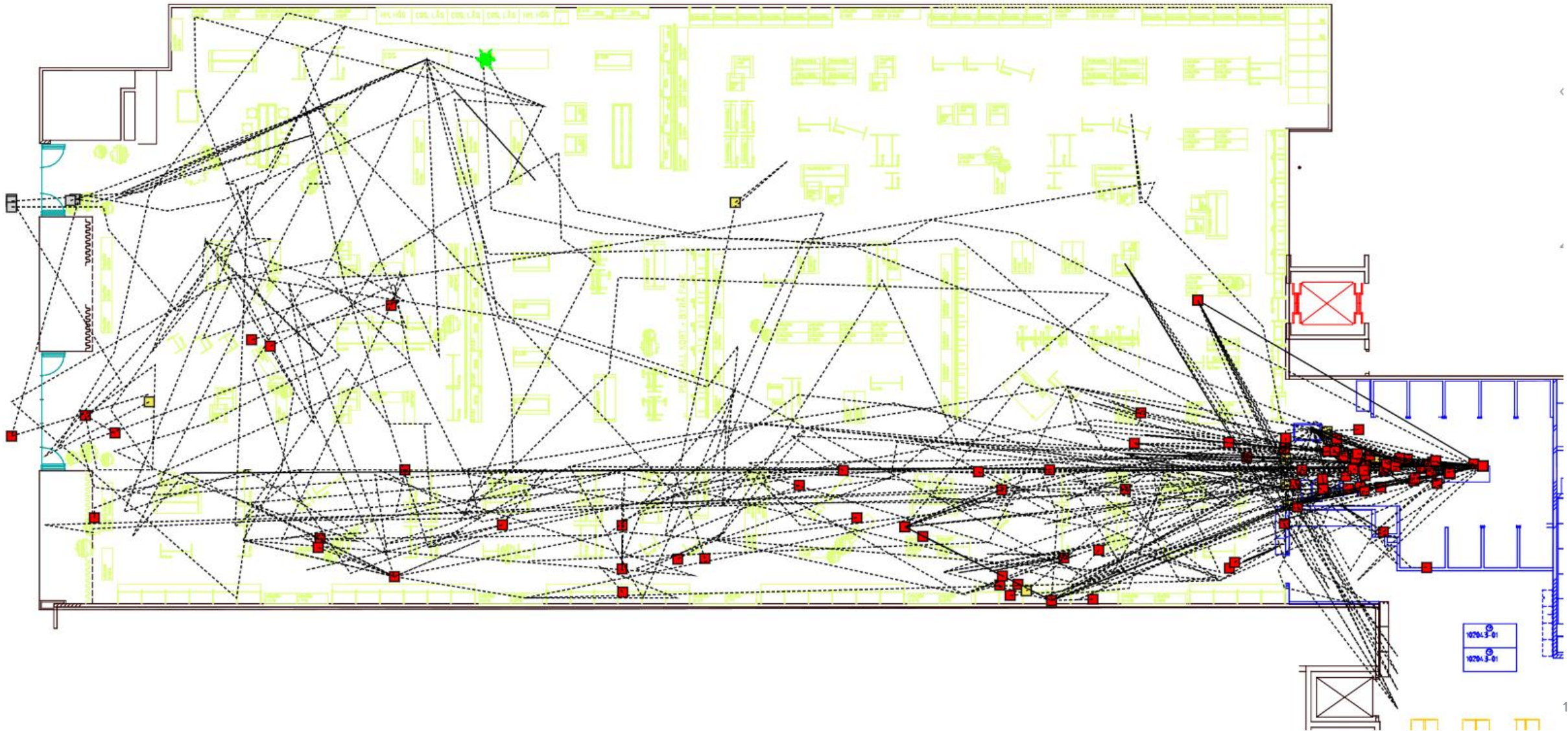
# Tracking 50 Tags over a 4 min Period

11/2/2017 2:21 PM





# Fitting Room Example



## Loss Prevention

### FEATURES

- Constantly track your most valuable items
- Send motion alerts on high value items as they move through your store with geofencing — for example, you can see when high value items have been carried into a fitting room.
- Video events and timestamps allow you to see who was carrying an item at what time to help locate lost items or identify thieves.
- If an item is nearing an exit door without passing through the POS, you can automatically send an urgent alert via text or email to notify alert nearby security personnel to prevent the attempted theft



### BENEFITS

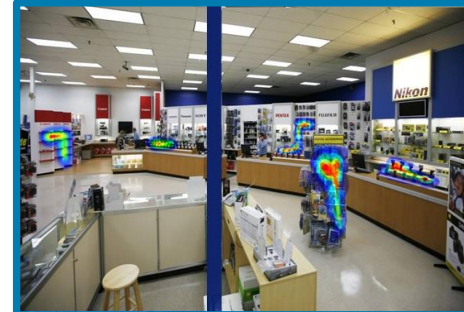
Proactively prevent theft

No more lost sales due to misplaced items

## Video Analytics

### FEATURES

- Automatically locate and send nearby associates to assist shoppers based on dwell times
- Monitor traffic flow throughout the day to eliminate chokepoints
- Monitor the number of people in the store at all times to calculate sales conversion rates
- Ensure ample staffing to assist shoppers with heat maps and visibility into shopper dwell times
- Monitor sales of current in-store promotional displays
- Monitor each POS lane, enabling the dispatch of associates to open additional registers when wait times are long
- See real-time shopper demographics, providing visibility into who is buying what to refine marketing and improve promotion planning



### BENEFITS

Increase Sales

Improve the customer experience

Eliminate abandoned carts











THANK YOU



**ZEBRA**

VISIBILITY THAT'S  
VISIONARY.