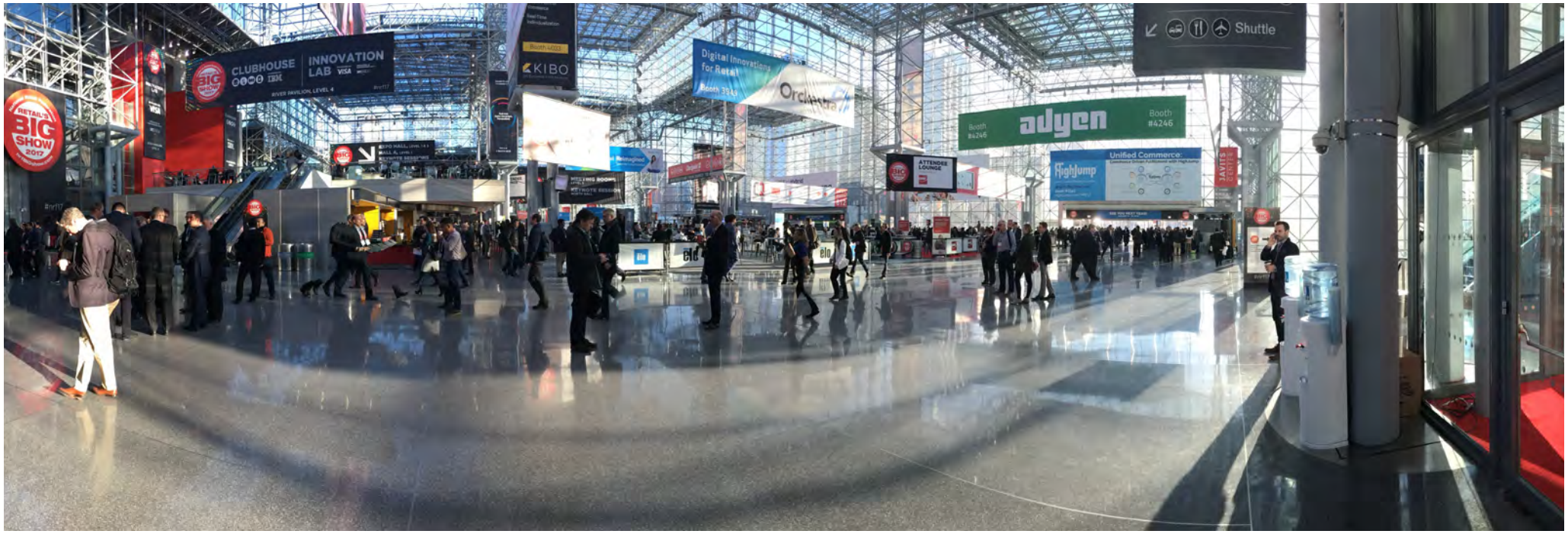

RSR's Annual Post-NRF Big Show Debrief

#NRF17

RSR Retail Systems Research

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Housekeeping

- Q&A: Submit Questions At Any Time Via The Webinar Panel
    - Any questions we don't get to during today's call will be followed up via email
    - This is a flyover: happy to engage in further conversations as a result of any of today's topics – contact information at end of presentation
- We are recording today's presentation– all registrants will receive a link when it is ready to watch on demand

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Agenda

- About RSR
- What Kind Of NRF Was 2017?
  - Practical vs. Inspirational
- What We Saw
  - Fun Stuff/Cool Stuff/*Useful* Stuff
- 5 Categories
  - BI / AI / Analytics
  - AR-VR / IoT / Robots
  - Selling Channel Convergence
  - The NRF iLab
  - Stores
- What Comes Next
  - A New Methodology Is Born

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About RSR

- Founded in 2007: quickly became a leading source of insights for trends in retail technology, and retail in general
- Mission: To elevate the conversation about retail technology to a strategic level within the retail enterprise. Our differentiators:
- Objective Insights No competitive intelligence or system selection
- Pragmatic Advice to both retailers and solution providers
- Extensive Retail Industry Experience lifelong retailers
- A Deep Bed Of Research into retailers' technology investment plans and the business opportunities and challenges that drive those investments.

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Show Overview

- Bigger!
  - Entire Javitz Center
- More crowded!
  - 33,000 attendees
  - 510 exhibitors
  - 300 speakers
- But at the same time… far less theoretical
  - Saw as much “practical” as we did “cool”
- Major themes:
  - BI / AI / Analytics
  - AR-VR / IoT / Robots
  - Selling Channel Convergence
  - The NRF iLab
  - Stores

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BI / AI / Analytics

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ESRI

- Combining multiple types of data sets
  - Weather
  - Customer behavior
  - Inventory
- Predictive
- Reaching deeper into customer preferences, purchases, micro-locations

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SAS

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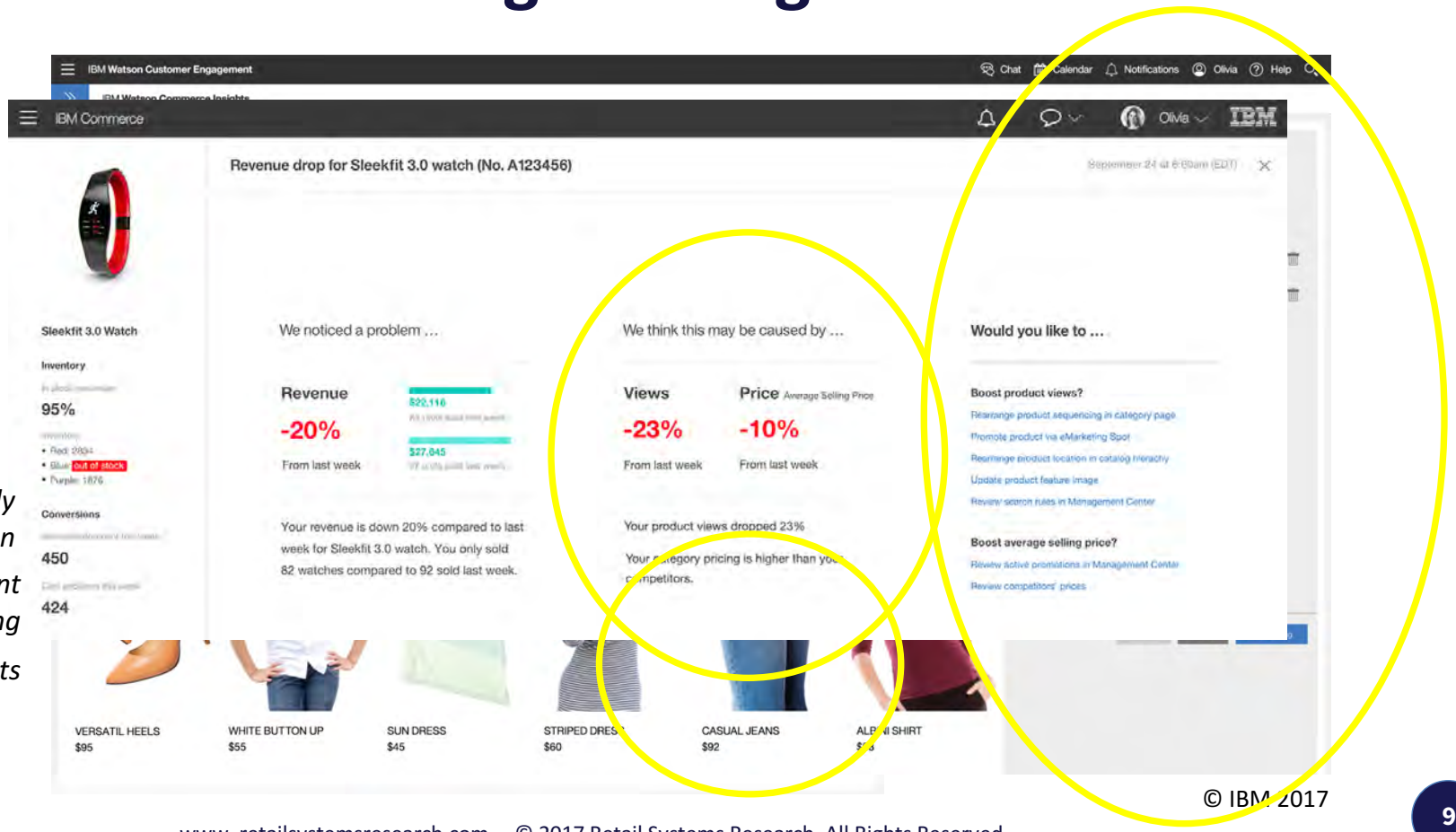
AI: 'Artificial' or 'Augmented – Machine Learning Is Going Mainstream

IBM: Infusing Watson AI Into Business Processes



Anomaly Detection

Intelligent Sequencing

Merch Insights

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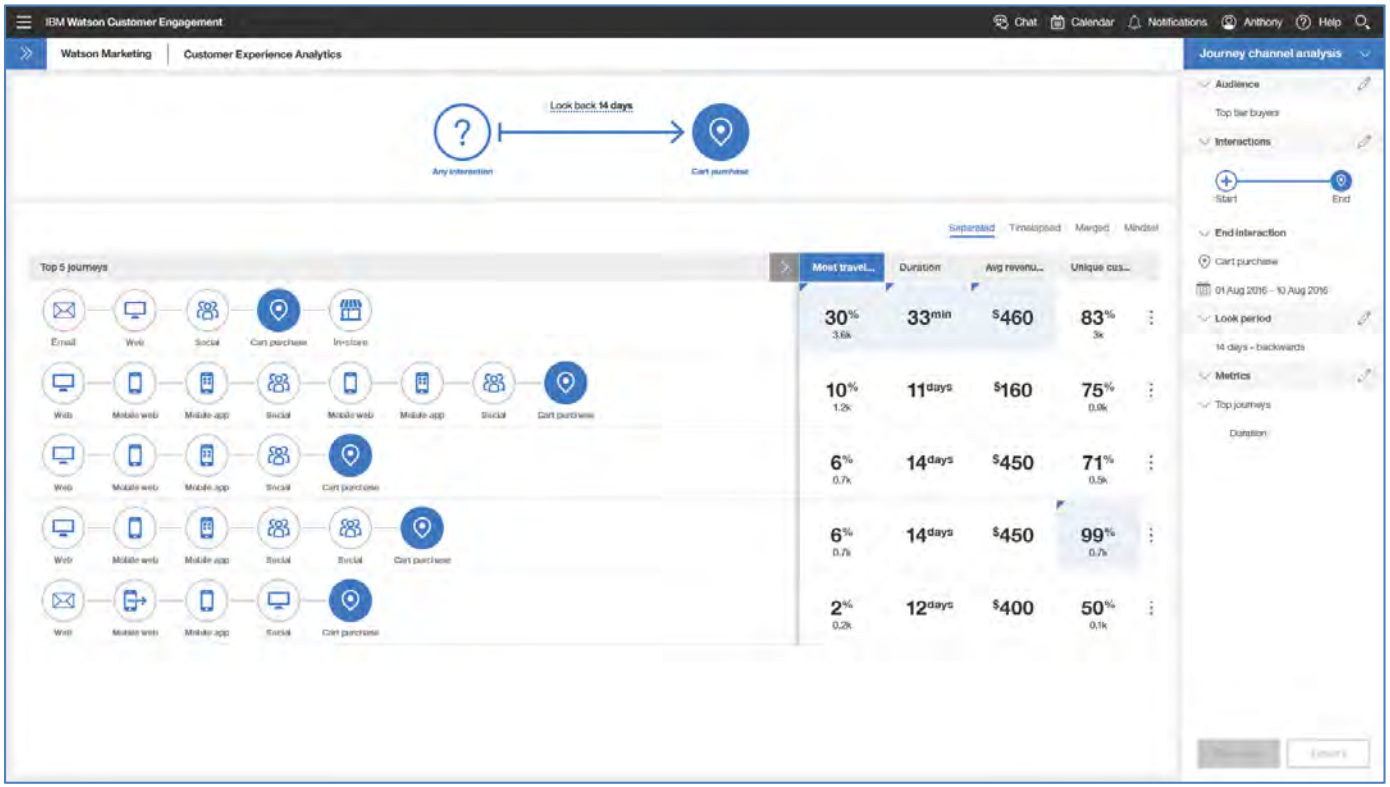
Another Example

IBM:

Using AI to Better Understand The Consumer Path To Purchase



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AI Was Everywhere

IBM:

Using AI To Understand The World You Operate In

Metro Pulse

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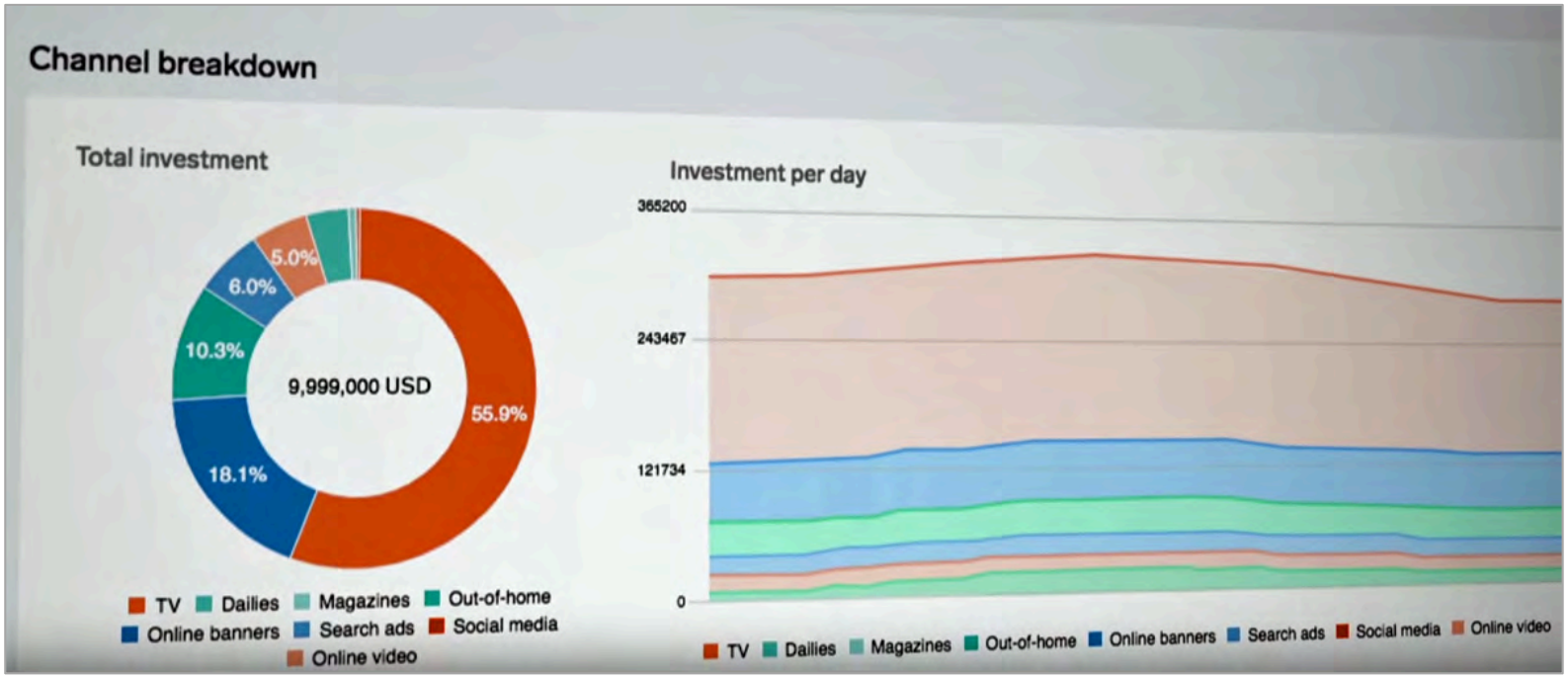
One More!

Blackwood Seven

Uses AI to examine external corporate data to predict the effectiveness of advertising spend



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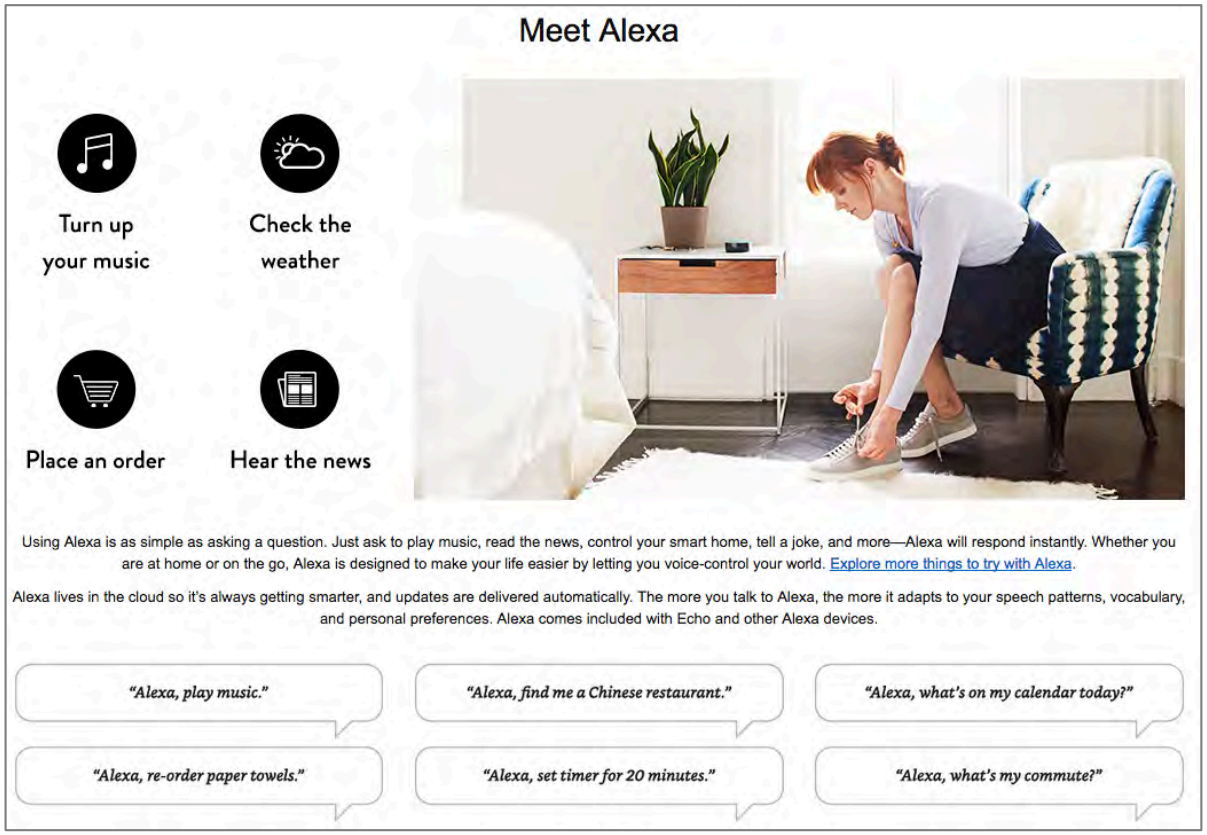
AI & Natural Language Processing

Amazon's Alexa is a natural language platform that vastly simplifies how consumers interact with "the machine"



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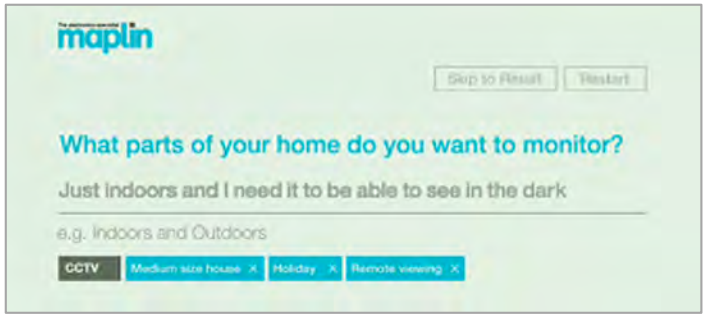
AI & Natural Language Processing

You can do it too!

Manthan "Maya"

… but it's not just 'voice activated'…



SAP hybris and IBM Watson Integration

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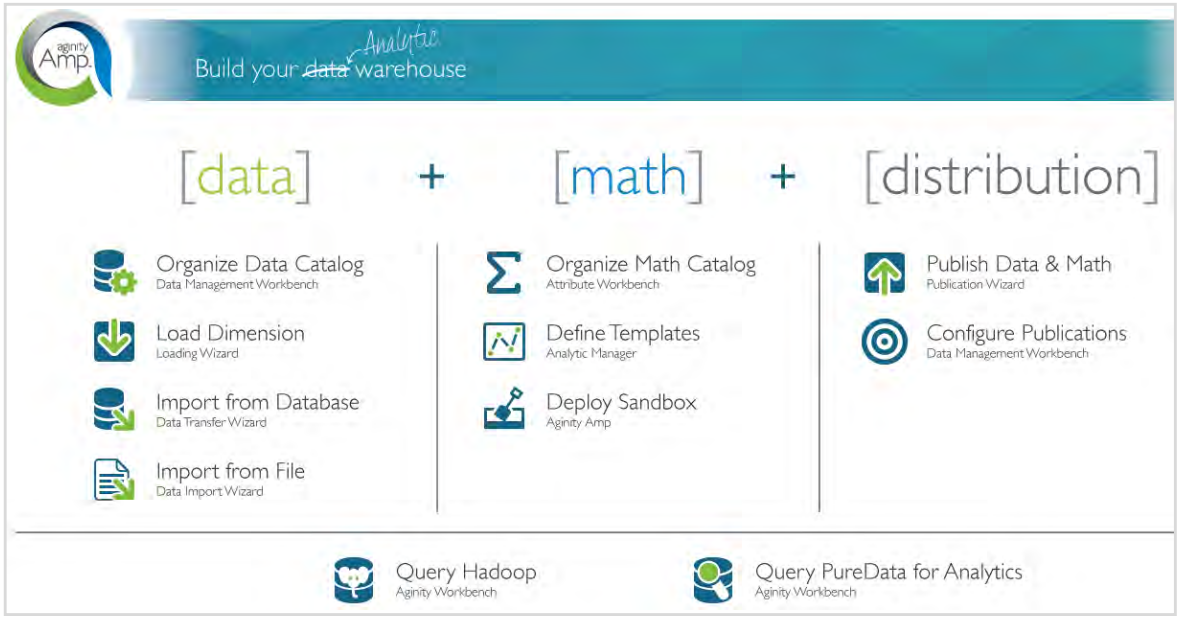
Big Data Is Exploding Faster Than Your Data Analysts Can React….

Aginity AMP is solution that can automatically ingest new data attributes (‘dimensions’) and data analysis ‘math’, catalog and distribute data and math to downstream apps



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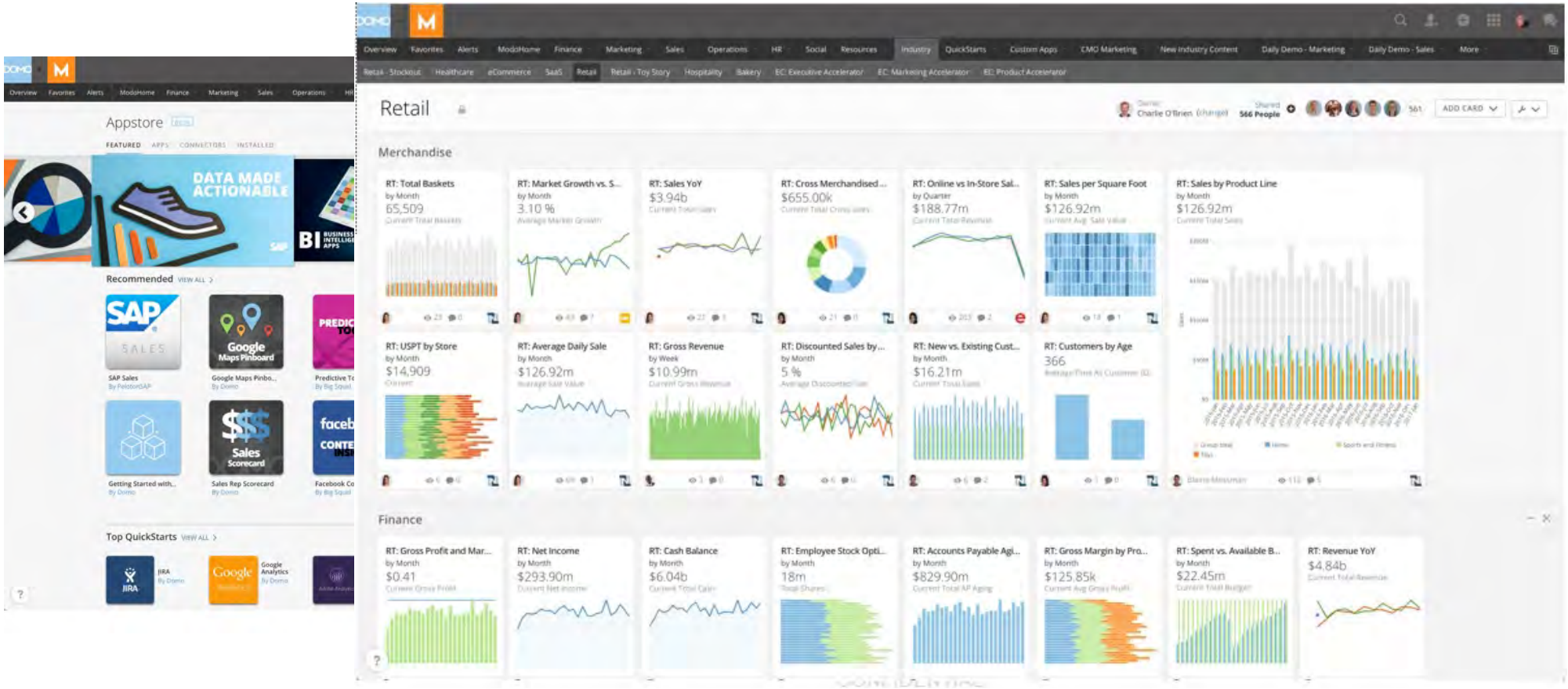
Domo



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AR-VR / IoT / Robots

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VR Enables Retailers To Test Concepts & Layouts, Optimize Planograms, & Collaborate

Symphony GOLD
Category
Management

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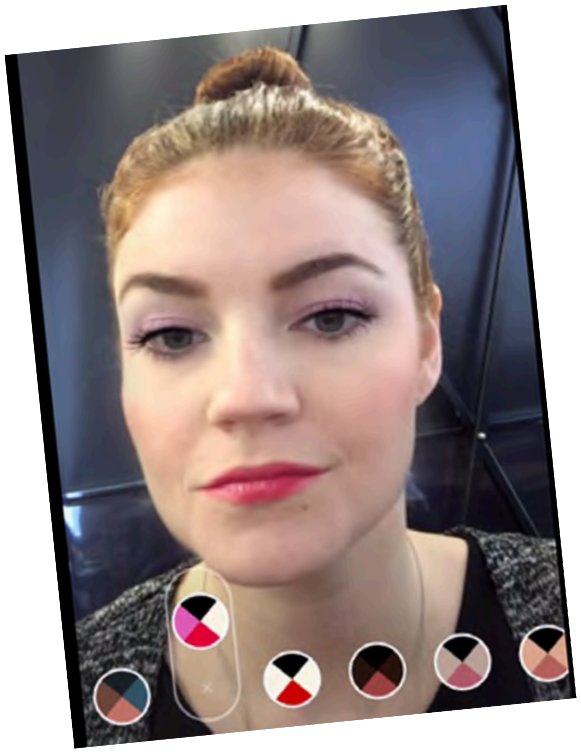
AR Enables A New Generation Of “Search”



Modiface

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Not-So-Smart Fridge

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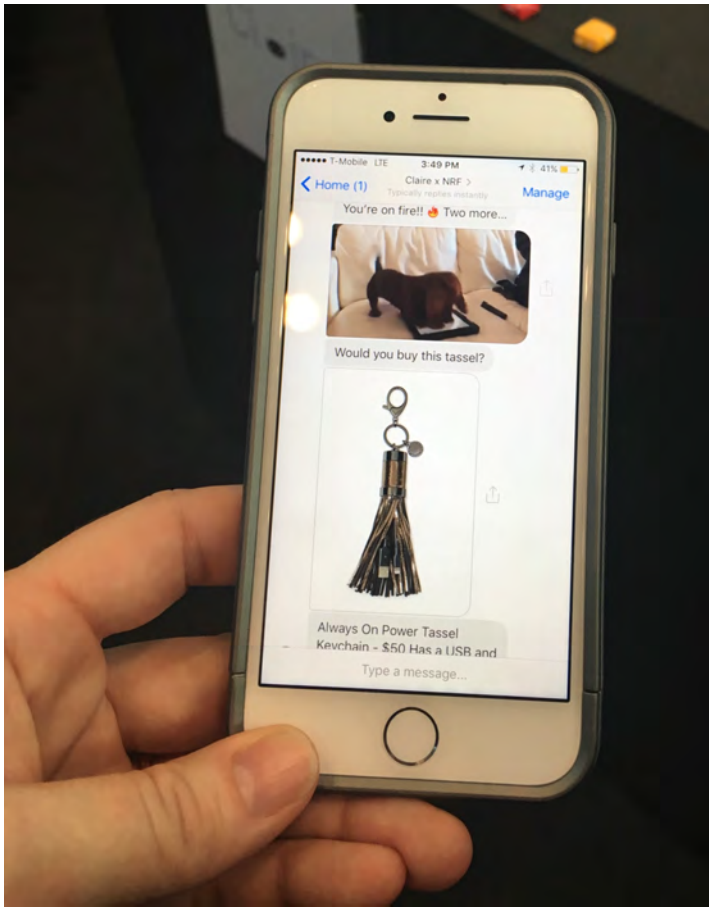
Invasion Of The Bots



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Verizon Robots

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Righthand

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3D Printing

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Cross Channel Convergence

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‘Cloud’ Solutions To Support Converged-Channel Retailers

symphony RETAIL CLOUD

Symphony GOLD introduced its cloud offering, that combines marketing, category management, supply chain, and store operations functionality in one SaaS platform for retailers

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NRF iLab

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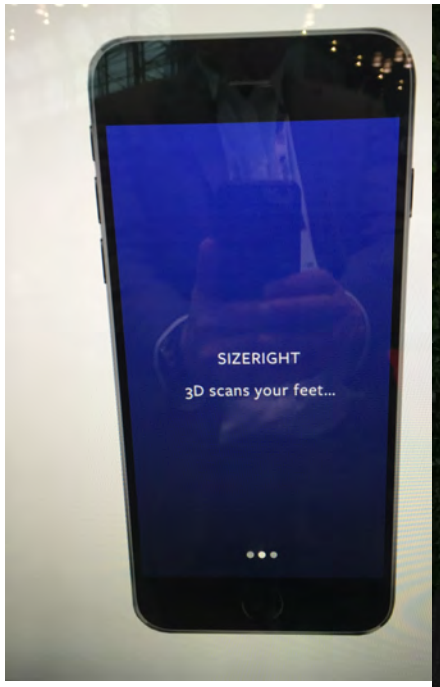
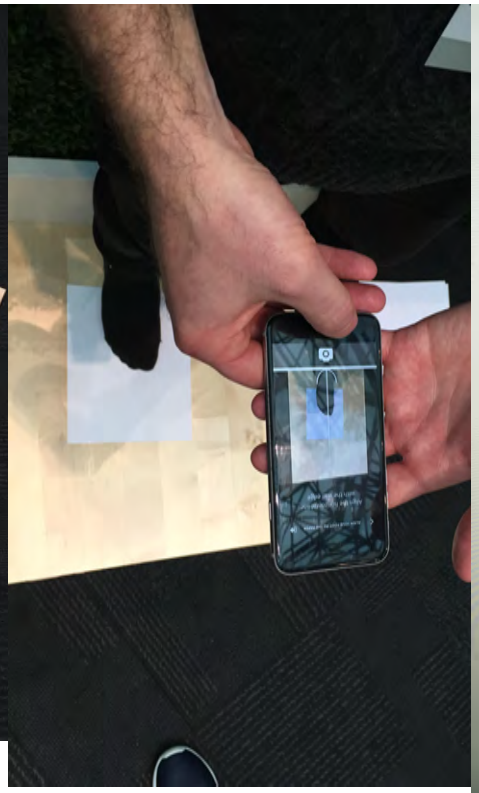
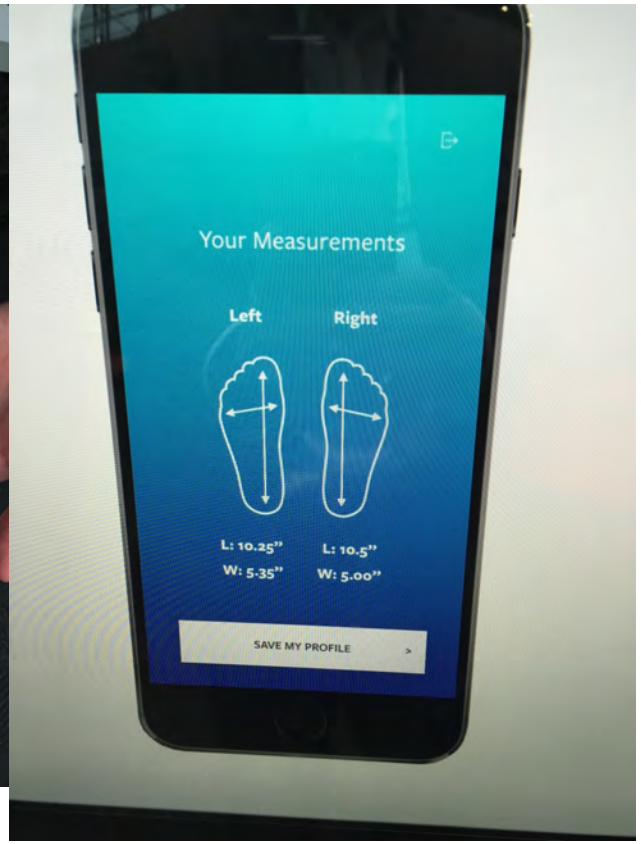
Sizeright







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Store

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Interactive Customer Displays + Next Gen Analysis

Toshiba

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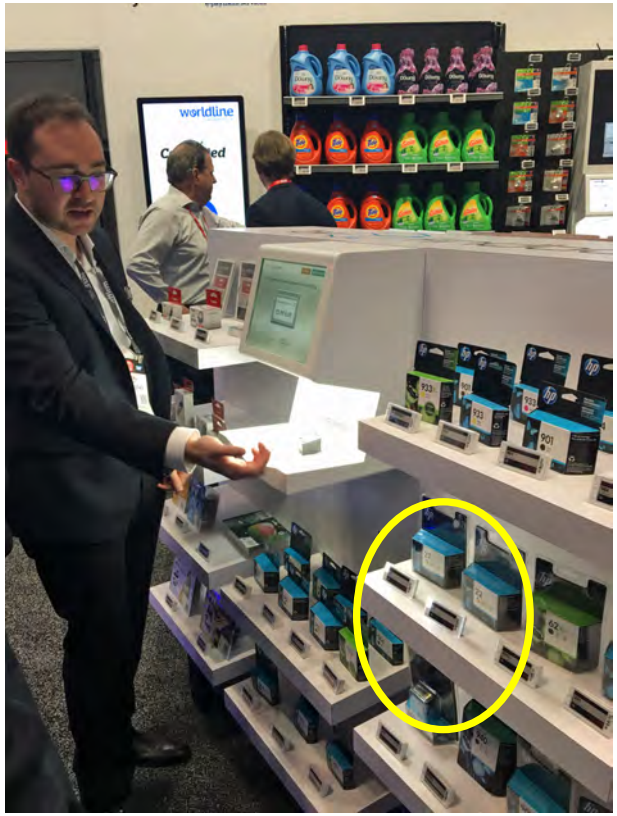
Kiosks + Interactive Customer Displays Make It Easy For Consumers To Find What They Want

ATOS/SES

Customer scans an item (eg. a used print cartridge); replacement item is highlighted on the shelf



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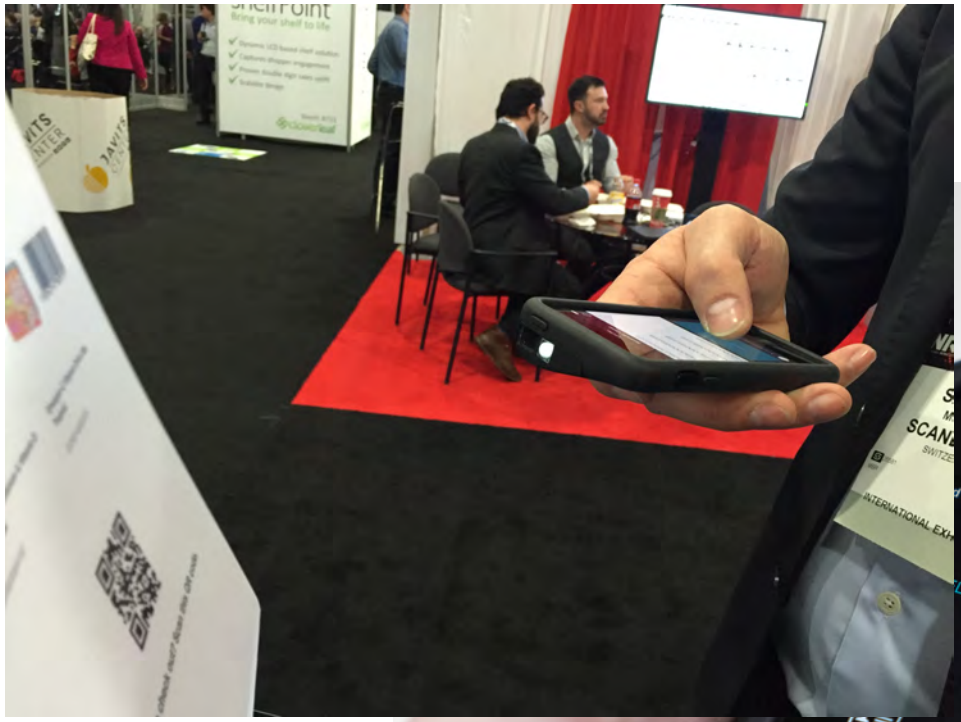
Scandit



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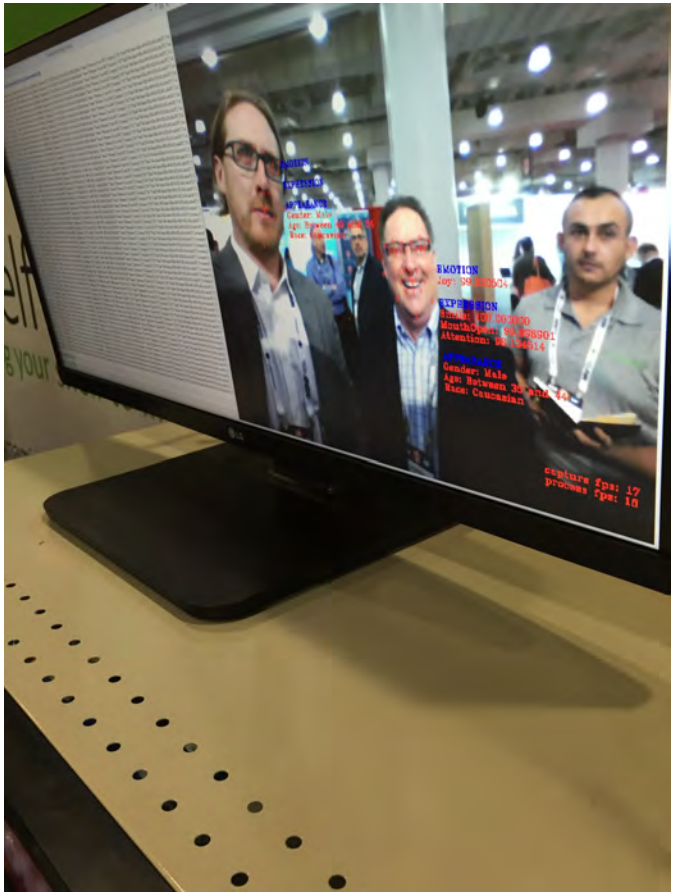
Cloverleaf



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Nikki: Co-Creation

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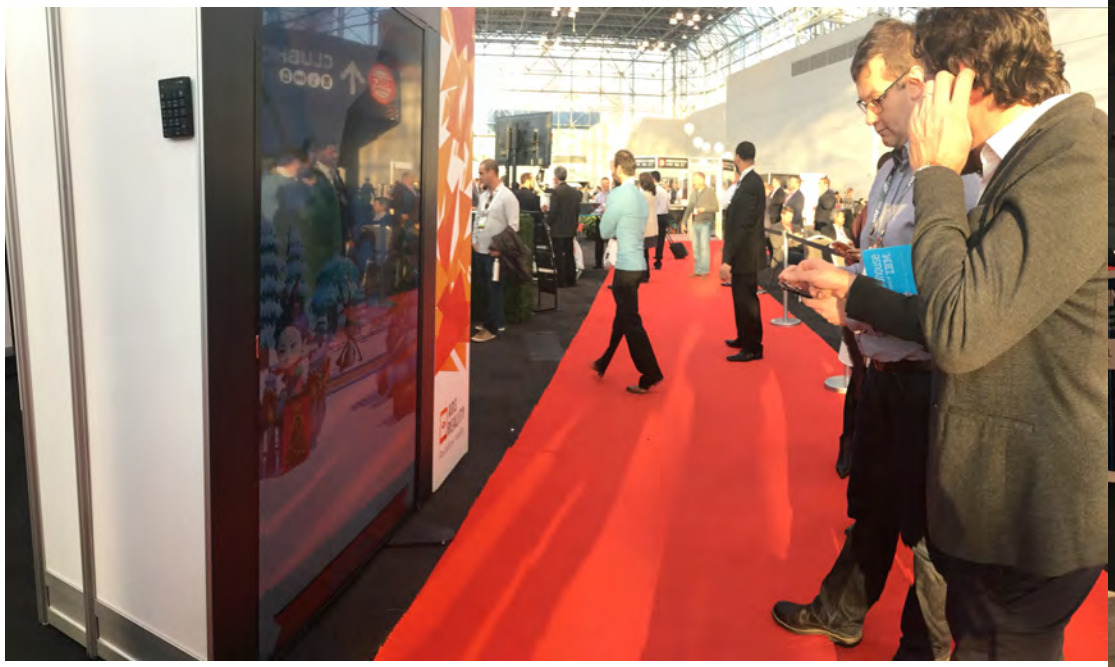
Co-Creation Continued



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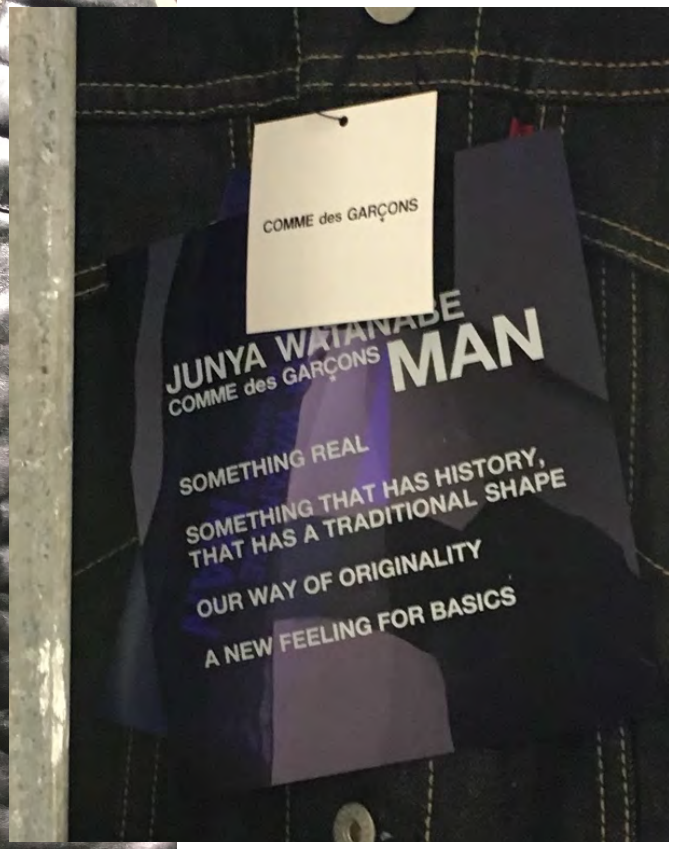

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STARTER

A New Research Format And Retailer Engagement Model For Retail Transformation

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Retail Is Transforming

Matt Shay at NRF 2017: “We need to shake up the status quo…Innovate”

- But *how to do that?* The old adage “one size does not fit all” remains true

Ellen Davis at NRF 2017: Discussing NRF’s Rise Up Initiative: It’s all about people

- This is true! But what should those people actually be *doing*?

Transformation touches all aspects of the enterprise. Each piece synchronized to be part of a next generation whole.

We believe a new methodology needed to address this transformation in key retail areas.

An idea we’ve been putting together, first presented at NRF based on 10 years of benchmarking. Looking for feedback.

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The Report And The Analysis

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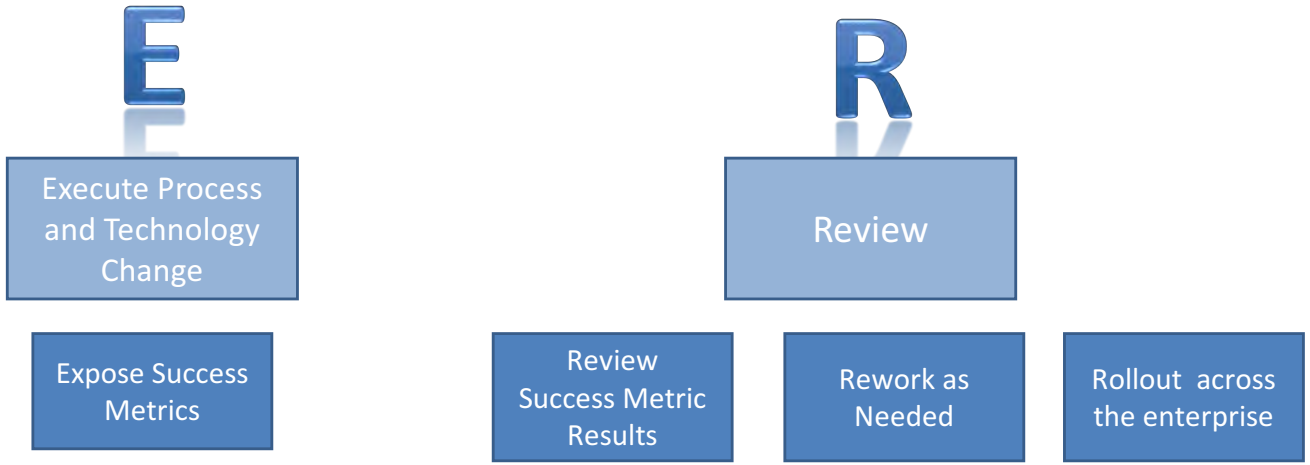
The Retailer Engagement: STARTER

Personalized Assessment

START

Transformative Support



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So Many Possible Areas To Explore

- Stores
- Supply Chain
- Merchandising
- Marketing
- eCommerce
- Product Lifecycle Management
- ….and?

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First Up: Store Readiness Assessment

A Store Health Check: Sponsored by Aptos

- Why start with the store? The store is in trouble
- The biggest asset, the place where most transactions happen
- Likely the most profitable part of the enterprise
- Even retailers considered omni-channel leaders falter
- Incremental change is not enough, transformation is necessary
- Radical change expensive and risky (store contribution is fragile)
- Needed: Something to help retailers think radically, while operating within very real constraints of current economics

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Things to Note:

- If you're a retailer, check your inbox tomorrow for a special invitation to participate in Store START
- Report will come out in April, presentation at Aptos Engage in Hollywood, Florida
- Retailers interested in getting involved with STARTER, please contact Linda Wolfe
- Many thanks to Aptos for getting the ball rolling for us – Survey launching soon!
- Let us know which part of the business you'd like us to cover next
- Feedback is important (especially on the engagement model)!!

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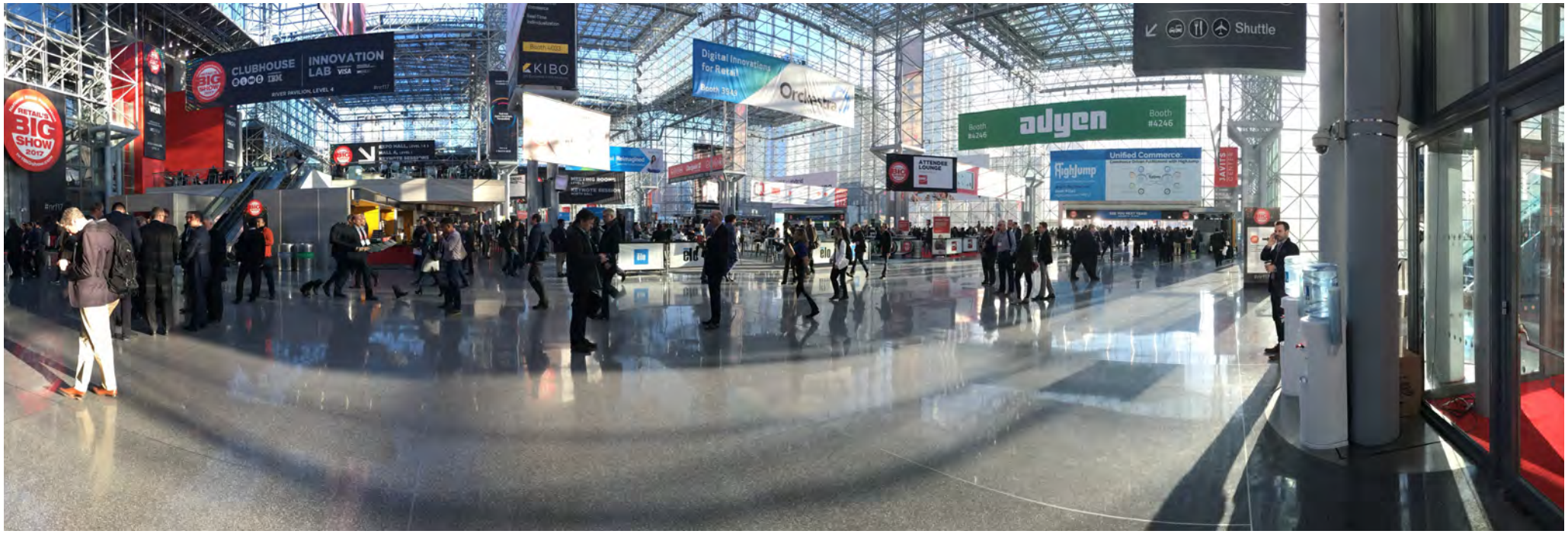

Thank You

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