

RETAIL UPDATE

SPRING 2015

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Welcome to the first-ever edition of Retail Update - the new newsletter from Epson designed to keep you-up-to-date on the latest developments in the ever-evolving world of retail.

We're committed to driving change and developing stronger relationships with the retail industry, building on the success of our retail partner community. The aim of this newsletter is to share innovations for mutual growth.

In this issue, we take a look at the new technologies that are making a real impact on the way stores operate – from driverless mobile receipt printing to digital signage. We also examine why in-store technology needs to work hand-in-hand with human interaction, and take a look at some real-life success stories. The infographic to the right examines the new customer journey and how local advocacy drives sales.

We hope you enjoy the newsletter, and look forward to celebrating your successes in future editions. Your feedback is always appreciated – get in touch at prcommunications@epson.co.uk



David Spratt

Head of Sales
Business Systems, Epson UK Ltd



THE NEW CUSTOMER JOURNEY:

How to drive local and multi-channel sales



START

HOW DO I WIN THE LOCAL CUSTOMER?

1 THE CONSUMER DECISION JOURNEY HAS CHANGED.



85%

OF CONSUMERS SEARCHING FOR LOCAL BUSINESSES SAY THEY READ REVIEWS TO DECIDE WHERE TO GO.

source: BrightLocal

2

ONLINE SEARCH IS WHERE LOCAL SHOPPING BEGINS.

UP TO 44%

OF MILLENNIALS WON'T DO BUSINESS WITH YOU UNLESS YOU HAVE REVIEWS.

source: Bazaarvoice white paper, "Talking to Strangers: Millennials Trust People over Brands"



WHERE PEOPLE BEGIN THEIR SEARCH:



73%

START ON SEARCH ENGINES

2%

START ON A LOCAL DIRECTORY SITE

25%

USE OTHER SOURCES (brand forums, etc.)

source: Bazaarvoice internal study

3 WHY NOT JUST RELY ON OTHER REVIEW SITES?

79%

of consumers on third-party review sites are likely to click on competitors, advertisements, and other listings that take them away from your local provider.

source: Bazaarvoice internal study



What can you do?

Instead, drive customers to read reviews on your site and connect them with local providers.

FINISH

THE EVOLUTION OF IN-STORE TECHNOLOGY

The first in-store technology aimed at customer use was often an iPad or a touch-screen. However, these offered little value to the customer, other than the opportunity to look-up information or access the web, and didn't do much to boost retailers' profits either.

Today, technology is a valuable part of the customer experience, and a rather more strategic retail tool. The DFS flagship store on London's Tottenham Court Road is a case in point. There are screens that shoppers can browse if they wish, but the real sales push comes when a shopper has a consultation with one of the sales staff, each of whom is armed with an iPad. Using these, plans can be drawn up to show how DFS furniture might look in the customer's house.

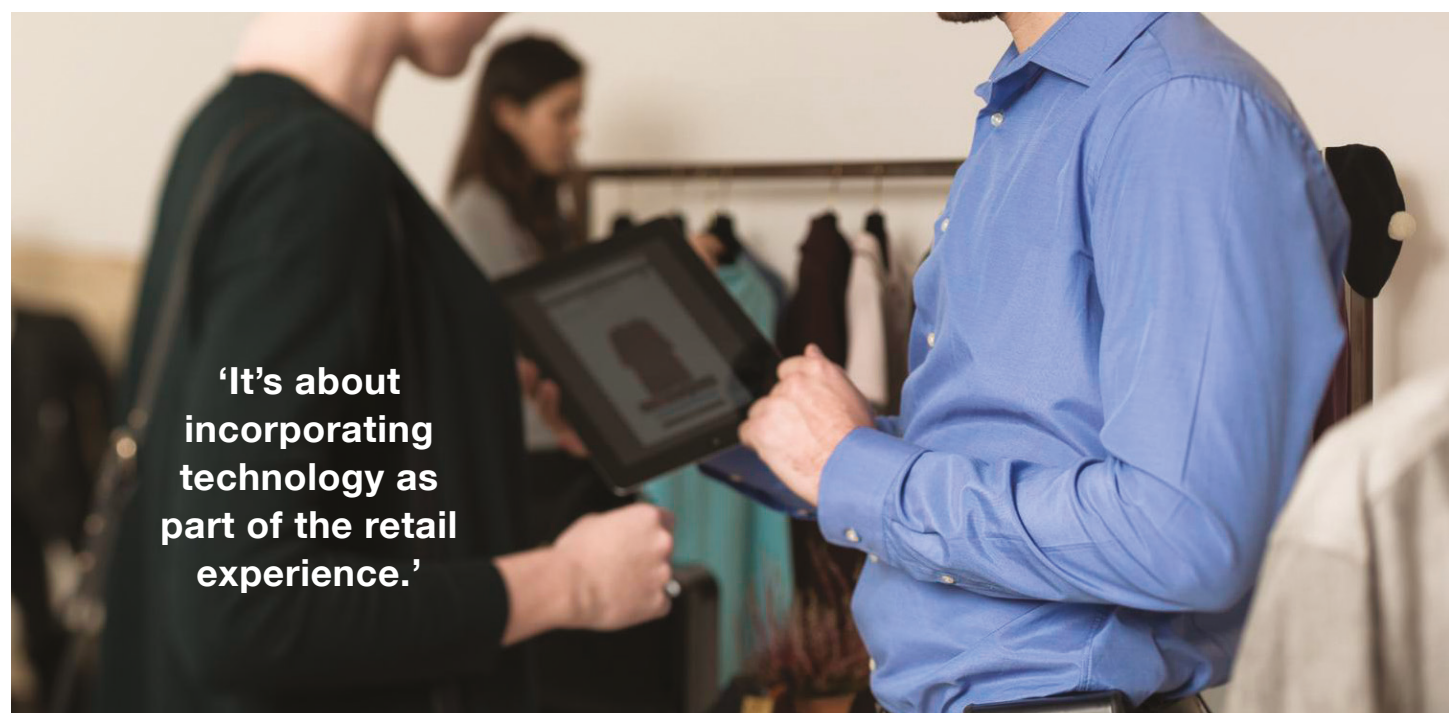
The new generation of Argos stores in the UK have banished the paper catalogue, replacing it with touch-screens on which shoppers can browse and order. However, once an order has been placed, the shopper will head for the collection desk where a member of staff is on hand to help. It's the same with the 'click and

collect' service in most stores. It would be perfectly straightforward to make this a fully automated process, but manned pick-up desks seem to have won the day.

What this points to is the phenomenon of 'assisted technology'. It's a bit like the self-scan versus manned checkout at your local supermarket; many people will still go for the manned checkout. It's about incorporating technology as part of the retail experience. It needs to be there, but a measure of human interaction is what going to the shops is all about.

So where does all of this take us? The answer is that technology really is capable of improving the shopping experience, but it has to be deployed sensitively and the need for a human element when shopping remains.

John Ryan
Retail Commentator at Retail Week, Drapers
and VMSSD magazines



'It's about incorporating technology as part of the retail experience.'

ARE DIGITAL DISPLAYS FOR YOU?

Digital signage is offering retailers the means to create dynamic, high-quality displays that can rapidly respond to changing promotional needs. But are digital displays right for your business, and what should you look for in a projector?

CUSTOM DISPLAYS TO SUIT YOUR SPACE

Small store? No problem – ultra-compact projectors with high brightness can still produce stunning results. If you have a large space to play with, it's possible to create seamless panoramic images from multiple projectors without losing resolution. Imagine the impact of a double-decker-bus-size image! Whatever your store size, look for horizontal and vertical lens shift - this will give you the flexibility to locate the projector virtually anywhere.

CREATE A GOOD IMPRESSION

Washed-out, blurry images will impress no-one, so make sure your projector is capable of producing pin-sharp images and vivid colours in all light conditions. When selecting your next projector ensure it has an equally high White and Colour Light Output, this will result in colours that are three times brighter making your visuals stand out from the crowd.

EASY MANAGEMENT

Of course, it's no good having a projector that creates amazing displays if it also creates problems for you staff. Simple is best, the latest projectors have a range of features including free apps that enable images to be projected from a smartphone or tablet. Keeping your brand message consistent is key to a successful campaign, so look for projectors with built in software that allows you to control a whole network of projectors from just one location – ideal for multiple stores. Clever features like these help you maximise your visual merchandising with the minimum of time and effort.

ISV SPOTLIGHT

KNOW-HOW
AND
INNOVATION
FOR



APP: POWER2RETAIL
SEGMENT: RETAIL
COUNTRY: EMEA



A stable and reliable choice for retailers, power2Retail is a software suite that's completely independent from hardware and operating systems. It offers a fresh new approach to software management, actively involving the whole marketing chain and enabling information to be shared easily and transparently.

power2Retail was developed using the HTML5 standard to run natively on mobile devices with iOS or Android platforms. The software is not affected by internet connection speeds and can successfully operate in the event that an internet connection is not available.

First installed in October 2011, power2Retail is now used in 8 countries, 4 languages and multiple currencies.

To read about how power2Retail helps fashion retailer Original Marines to manage its complex sales network more effectively, see our case study on page 6.





DEVELOPER CONFERENCE 2014

30th September - 1st October 2014

“Even at this early stage, the tremendous value of the event has been proven we expect to roll it out worldwide very soon.”

WORKING TOGETHER TO EVOLVE THE RETAIL SECTOR

The first event of its kind, the recent Epson Developer Conference in Antwerp brought together more than 100 Integrated Software Vendors and Value Added Resellers to share ideas and promote thought leadership.

Integrated Software Vendor (ISV) and Value Added Reseller (VAR) communities greatly rely on each other's successes. So Epson felt it was key to give them a forum for free and productive exchanges, the chance to discuss industry trends and develop valuable new working relationships. Out of this need, the Epson Developer Conference was born.

AN EVOLVING INDUSTRY

Adrian Clark, Epson Europe's Director of Business Systems, said: "The retail and hospitality industries are changing every day, and Epson understands that we all need to evolve with it. We have and always will be committed to contributing to change, but we have recognised that innovation comes most visibly from the applications rather than the platform – when buying a car you look at the whole car, not just the engine, after all. Therefore, we organised this event with the understanding that we needed to be the enabler, the bridge between two vitally important groups. Our desire is to help customers, software developers and solutions integrators to share their ideas and innovations for mutual growth, and this conference marked the first step in fulfilling that desire."

Traditionally, Epson provided the platform (in this case TM-Intelligent), the ISVs made the software that runs on the platform, and the VARs packaged this combination as a solution to present to retailers. This event marked the first overlapping of the ISV and VAR steps in the process, the first time these communities shared their expertise face-to-face.

Adrian Clark said: "There was a palpable buzz in the air throughout the entire conference, and we got to see so many new and established partners networking and generating a wealth of good ideas."

PLANNING FOR THE FUTURE

Adrian Clark continued: "Even at this early stage, the tremendous value of the event has been proved and we intend to take it further. Plans are already being put together for a second European event, and we expect to roll it out worldwide very soon."

INTELLIGENT PRINTERS FOR MODERN, FLEXIBLE STORES

In the frantic world of fashion, could the success of a brand also depend on the receipt printers used at the point of sale? The experience at Original Marines would suggest that the answer is yes.

It is not enough to know how to continuously interpret and anticipate peoples' personal tastes, to develop a perfect supply chain, or to have an excellent distribution network across various channels and a widespread sales network. The retail sector is changing so extensively and so quickly that companies are being forced to manage and control a set of increasingly complex and interlinked variables such as the brand, range, purchasing behaviour and consumer lifestyles. This is why they need a fast receipt printer which offers the greatest flexibility of use and does not need a PC to connect to the company IT system and that can also be connected to temporary wireless sales terminals such as iPads and Android tablets. Another essential: it must be simple to install, connect and use.

Original Marines: in the beginning there was a white T-shirt

The brand was founded in 1983 when five entrepreneurs from Campania, Italy, decided to start a company specialising in the production and marketing of casual and sports clothing lines for the whole family.

From the historic white T-shirt of 1983 to total-look collections for the whole family, today Original Marines is a brand synonymous with freshness, independence and a lust for life, while always remaining aware of the quality-price ratio of its products. From the first single brand shop in 1993, to over 600 today (of which 77 are outside Italy, spanning five continents), the company's evolution has been continuous and unstoppable.

The management of an increasingly complex business requires increasingly simple tools

In 2011, in order to manage the sales network better, Original Marines chose the power2Retail software suite developed by KIR (www.kir.it), a company specialising in the development of IT solutions for the retail industry.

"power2Retail can be operated natively on iOS and Android mobile devices, guaranteeing they are fully operational even when offline, in a way that is transparent for users. This fully web-based solution," explains Raffaele Abbate, CIO of Original Marines, "has changed our approach to software management and actively involves all users in our retail chain, from the retailers in our stores to the company's top management."

Epson's FP-90III and TM-T88V-i: the 'intelligent' solution for retail

The power and use of this innovative application, however, run the risk of being limited by the presence of traditional cash registers at the point of sale, that could only communicate with a single PC and required the creation of a driver for every model.



TM-T88V also comes in light grey

"When Epson showed us the FP-90III and TM-T88V-i models," concludes Raffaele Abbate, "we immediately realised it was the perfect solution for our needs"

The possibility to print without drivers and to change applications without having to change printer settings is an important aspect, allowing us to free ourselves from using a specific type of hardware, to connect more devices to the same printer and also to work with mobile devices at periods of increased customer flow.

"This innovative technology from Epson has opened up new possibilities for our retail environment, by significantly simplifying our entire business: from managing administrative and managerial data flows to controlling the vast point of sale network across the country."



“

**WE IMMEDIATELY
REALISED IT WAS
THE PERFECT
SOLUTION FOR
OUR NEEDS**

”

Raffaele Abbate,
CIO Original Marines

This image is for reference only and does not illustrate clothing by Original Marines.

NEW PRODUCTS

PORTABLE POS PRINTERS

If you're looking to deliver an enhanced customer experience or simply reduce queues during busy periods, mobile receipt printers are the key to differentiating your business.

The TM-P20 is Epson's smallest, lightest mobile receipt printer ideal for retail staff, hospitality employees, on-board ticketing and anyone who needs receipt printing on the go.

Light and compact - Ideal for receipt and ticket printing on the go

ePOS print - Allows printing from any mobile device without installing drivers

Long battery life - Lasts up to 26 hours* for continued use. (Charger included)

NFC and barcode pairing - Easily pair mobiles or tablets with the printer



EPSON TM-P20

www.epson.co.uk/TMP20

COLOUR LABEL PRINTER

Setting new standards in industrial printing.

ColorWorks C7500 redefines endurance and reliability for high-speed colour label printing. Manufacturers can now reliably and cost-effectively meet their in-house labelling needs with outstanding speed and quality.

Excellent reliability & endurance - Permanent printhead means none of its major components will need replacing for at least 500km

Save time & money - Streamline label production by printing your colour labels on-demand

High speed & high print quality - Quickly and easily print labels without compromising quality

Easy integration - Works with industry leading label software



COLORWORKS TM-C7500

www.epson.co.uk/colorworks

*BT iOS model 26h, Wi-Fi mode (Power save mode on) 16h (Power save mode off) 9h

USEFUL LINKS

Improve efficiency at the point of sale with our market leading POS printers.

www.epson.co.uk/epos

Save on energy, save on cost with our most innovative and eco friendly POS printers yet.

www.epson.co.uk/ecopos

We are working closely with leading cloud-based POS software developers to help you increase sales, boost efficiency and manage customer retention. **To find the perfect fit for your business visit: www.epson.co.uk/isv**



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