

Customers are expecting  
retailers to keep up, regardless  
of the 'channel'

**What is Omnichannel?**

# The Rise of Mobile and Super-Targeted Technologies



Just coming onstream now: iBeacons  
Developed by Apple, using low-cost Bluetooth™  
signals to 'push' messages to smartphones while  
users are in-store



Get In-Store  
Notifications

# The concept of beacons

- [Estimote Smart Beacons - welcome to the contextual computing era! \(VIDEO\)](#)

# Beacon momentum building

- Who's doing? **Swirl, Estimote Qualcomm, Shopkick, Beaconic**, more!
- Who's using? **Apple, Alex and Ani, Macy's, Kenneth Cole, Starbucks, NBA teams (Golden Gate Warriors)**

# What's the thinking...?



# ‘Digitizing the Store’

- The National Retail Federation (NRF) teamed with research partner University of Arizona and industry partner Demandware to survey more than 200 retail business and technology executives in the US and Europe to quantify the convergence of POS and ecommerce technology and its impact on digitizing the store.
- Traditional point-of-sale software at a turning point
- 4 in 10 (38%) surveyed plan to leverage an e-commerce software platform for their next generation store software – that is two times the number that plan to use traditional point-of-sale software.

More than 1/3 of retailers are considering a single platform to manage interactions and transactions across all channels

- “The future of retail will envelope business platforms that enhance the endless opportunities that new technologies offer, such as systems that allow retailers to provide seamless, relevant and personalized interactions for all of their customers,” said NRF Vice President of Retail Technologies Tom Litchford.

# One of IBM's '5 in 5' Trends

