



Magazin Pe Vânzarea cu  
amănuntul



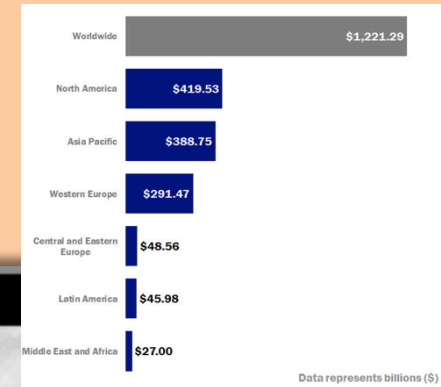
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## The death of channels

"It's the **structured** world of the retailer meeting the **unstructured** world of the customer" {Radical}  
 "We're moving further towards **Consumer Commerce** where shoppers do not shop and browse by channel; instead they simply just shop" {IORMA 2013}  
 "Customers **bounce** between channels in any direction they choose." {Tesco 2014}

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## IT'S GLOBAL RETAIL



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## UK best-in-class

Shopping is changing but the principles remain the same: price, ease of shopping, trust, superior environment and superior customer service

**TESCO**  
Every little helps



YOUR M&S

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## Continuous Investment Drives Success

- More relevant and personalised interactions and transactions
- Elimination of silo'd legacy systems
- True social media integration
- Endless aisles and in-store digital
- Predictability and the internet-of-things
- Mobile enabled stores
- Associates technology
- Optimisation of the shopper ecosystem

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## Why omni works

- Any time any place anywhere
- Price
- Convenience
- Increasing trust of on-line retailers and payments
- Improved delivery
- Credit card usage
- Cheap connectivity
- Ubiquitousness of offering from a global market place

# OMNI-RETAILING

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## ***International Omni Retailing Markets Association***

### **IORMA Activity:**

- *Membership Hub* - A Regional and Global community of all those concerned with the future of Global Consumer Commerce
- *Market Research Hub* - In-depth News, Commentary, Research and Analysis of the domestic, regional and Global Consumer Commerce Industry
- *Data Hub* - An online advanced technology BIG DATA Hub providing a wide range of statistics and forecasting relating to the Global Consumer Commerce Industry
- *Innovation Hub* - An Observatory and Analytical Research Facility to track, evaluate and analyse emerging disruptive technologies and trading methods likely to radically impact Global Consumer Commerce in the future
- *Trust and Privacy Hub* - Global Trust Mark and Data Privacy management solutions to provide retailers and others with a range of data privacy management education, research and solutions
- *Networking Hub* - A comprehensive range of global services to benefit networking between IORMA Associates, via Meetings, Round Tables and events online and off-line globally along with a wide range of associated Social Commerce/Social Media services and activities
- *Academy Hub* - An innovative new approach to assist in the alignment of Academic Universities, Institutions and individual Students, with the Global Consumer Commerce Industry as a whole and to assist in developing the human skills required in the future employment within the National, Regional and Global Consumer Commerce Industry and all associated Industries