

FEATURE

SUPPLY CHAIN & DISTRIBUTION

absence of a flexible, commercially available business management platform, and in a much less dynamic business environment, many retailers have assembled commercial off-the-shelf applications and developed home-grown solutions that are too brittle to deal with the demands of today's dynamic retailer," says Masson. "Many retailers' architectures lack integration, adding too much latency and too little insight to keep up with changes in consumer demand and market opportunities."

"Typically, retailers have different systems to manage different elements of the business from different suppliers," says Dorset. "This makes them very difficult and expensive to adapt and integrate. To deliver a true multi-channel

experience for customers it's important to integrate these disparate systems, but it becomes extremely expensive to develop the middleware required."

"The proliferation of new mobile devices and selling channels has tested even the most advanced retail supply chains," says Doug Daniels, vice-president of business development at JustEnough Software. "It's difficult for planners to create assortments and allocate products to the right location to meet the growing needs of their customers, regardless of the channel they're shopping. And, since more products are taking on 'fashion' characteristics, retail supply chains must increase speed and agility to keep pace."

A dynamic approach

Capobianco says that customer insight and product information are critical to an emerging, two-dimensional retail strategy that uses new technologies to bring the information together. "To meet their customers' expectations, leading retailers are investing in new technologies and tools to capture and analyse customer behaviour and align their offering with customer demands – especially in stores, where customers still make most of their shopping decisions."

In order to achieve that insight, Daniels says that today's retailers need modern solutions that offer advanced planning and trade-off/scenario-building capabilities so

Viewpoint: **Enzo Capobianco, EMEA Industry Marketing Manager, Honeywell**

Connecting with the mobile shopper

Mobility will play a key role in optimising the emerging supply chain model, says Enzo Capobianco at Honeywell

"In-store staff need to be empowered with new mobile solutions, which improve their productivity while helping them connect with their customers and provide personalised service. The use of mobile devices by store associates to access information about product, price, promotion and stock helps retailers reduce the communication gap between customers and retail staff. Honeywell Scanning and Mobility offers linear, bioptic and area-imaging scanners, as well as mobile computing solutions, which help retailers to embed customer insight and product information in their processes. With the relevant information in their hands, staff can engage and connect with the mobile shopper, offering assisted sales services, trustworthy information and support, and a better shopping experience, which increases customer loyalty.

"Providing store staff with 2D image scanners enables them to redeem the QR

codes used by mobile shoppers on their smartphones for applications such as mobile couponing, mobile loyalty cards, mobile e-gift cards and mobile payments. Wide use of 2D mobile marketing applications increases the opportunities for shoppers to take advantage of promotions and loyalty programmes thanks to the portability and personalisation of 2D codes, and the improved shopping experience enables retailers to increase the redemption rate of their marketing campaigns and reduce the costs of physical couponing and loyalty cards."



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