



We're improving the digital retail experience

Together, we can achieve a smarter digital future –
for your customers and your colleagues



It's time for retailers to make more of digital – in store and online

You can't afford to stand still, and getting it right could have a huge impact on your business.

You know that technology has helped retailers big and small sell more easily across the world. 67 per cent of Millennials and 56 per cent of Gen Xers prefer to shop online rather than in store.

But consumers also want a consistent experience from brands, wherever they shop. They want personal recommendations, a broad selection of products, and digitally dextrous sales teams. So they can get what they want, where they want. Without waiting.

Consumer expectations are sky high, and if you can't deliver the right experience at the right time, they've got plenty of alternatives. They're savvy, too – they want to know more about where the things they're buying have come from. So you need tech you can rely on, and a partner you can trust.

9 of the top 10

We work with 9 of the top 10 luxury goods companies worldwide



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Big change means big opportunity

These challenges give you a chance to redefine your retail experience. By connecting your stores to the Internet of Things (IoT), you can gain new insights into how your customers are behaving. You can capture data about the things they buy. And you can analyse it faster, then use it to inform your digital decisions.

But it's not just about using data. It's about keeping your information more secure, empowering employees, and engaging with your customers as they enter the store and browse. Get all this right and you can create the ultimate shopping experience. And make customers more loyal.

We'll help you get there

It's a lofty goal. But we can help you on your way to achieving it. We have the technology to help you capture and analyse data faster, so you can react quickly to change. We have the know-how and expertise to help you implement that tech into your retail experience. And we have the network to link your stores, employees and systems together. Securely.

We'll help you put all your plans into a roadmap for your digital transformation. With our insight, you'll be able to spot challenges and plan ahead. And as a managed services provider, we'll be there for your entire journey.

Because we're retailers, too

We know how to make your retail experience better, because we've already done it. We've created new digital experiences for EE, Sainsburys and Argos. So they can create a more interactive experience. And give customer service a boost.

We can give you the right technology for a true omnichannel experience. That means everything from a stronger connection to head office to digital self-service machines and cloud services. So you can give your customers the very best experience. However they choose to shop with you.

17 years

We have more than 17 years' experience developing retail solutions

We can help you lead the way in smart retail experiences

We've got the tools and expertise to help you upgrade your stores – physical and online.

Partnering with us means partnering with the UK's leading communications service company. You'll be joining 60,000 retail branches across the UK that trust us to support their connectivity.

But you'll also be partnering with five other companies that have joined us in the Acuitas Digital Alliance. Together with these companies we can offer better business insight, integration, infrastructure management and security. It's a one-stop shop for digital transformation in retail. So you can get what you need in one place, from companies you can trust.

Switching to digital connectivity can help you:

Offer a customer-first experience

Your customers are at the very heart of your business, so understanding them is key. If they have the best experience, they'll keep coming back. And that means your business can grow its profits. And its relationships.

We can help you get better insights into your customers' behaviour using smarter analytics. Whether they're browsing your online store or strolling the aisles of a physical location, we can help you understand what they want, and where they want it to be.

With these insights, you can plan a more personalised shopping experience. You can greet your customers earlier, put the products and services they want within easier reach, and target them with offers they'll love.



Help your people be more efficient

When your business is all about sales, giving your teams the tools and knowledge they need is essential. They're your people on the ground who can help turn a potential patron into a life-long customer.

Our technology can help your employees cut down on paperwork and avoid unnecessary duplication. We'll give them supply chain tools to help them check and manage inventory more easily. And with our innovative IoT solutions, you can make sure every product is in the right place, at the right time.

Build a more consistent brand

However a customer chooses to shop with you, they need to know who they're dealing with. That means they get the same experience, the same product choice and the same branding, whether they're browsing your website or your shelves.

Our systems can help you manage product availability and delivery. So your customers know what they can buy, and when they can get it. We can also link your retail ecosystem with head office more effectively. So everyone stays connected, and gets important information fast.

9

We work with 9 of the UK's top 10 retailers

We can help you connect to the people you serve

Our focus is always on our customers. And that means your needs are at the heart of everything we do.



You need to differentiate your in-store experience

We can help you stand out. With digital signage, you can create reactive and interactive displays that are tailored to your customers. And we'll use location services to help you personalise your in-store and online displays to customers.

That doesn't just make customers more likely to interact with your products. It also means they'll get a consistent brand experience, whether they shop online or in-store. And with smarter payment systems, NFC and wi-fi, your customers can use the devices in their pockets to get an experience that feels futuristic.

60,000

We support connectivity in 60,000 retail branches in the UK

You need smarter ways to connect with suppliers

Keeping track of your inventory is important to everyone. Your suppliers need to know when your next order is coming in. Your people on the ground need to know when stock is running low. And your customers need to know whether they can get what they want, when they want it.

By integrating the IoT into your inventory system, we can help make it easier to keep track of your stock. And with smarter supply chain management, using technologies like Field Force Automation, you could save costs and cut down on wasted resources.

And it needs to be backed up by the right security solution

The threat of cyber attacks is big. In fact, in a Thales 2017 survey, 43 per cent of global retail respondents reported a data breach in 2016. We know that moving more of your business to digital can open you up to data breaches. But we can help.

We carry a huge amount of the world's internet traffic, so we've got a ringside view of the biggest threats. And we use the data we collect to protect ourselves and our customers. Every month, we defend against 125,000 cyber attacks, and we employ 2,500 security experts around the world to do it. Plus, we work with leading security vendors. So we don't just resell solutions – we're at the forefront of global security research, too.

- **Do more, deliver more, save more**
Adopt new technologies, such as cloud-based solutions, and you can become a more flexible, digital business – with lower costs.
- **Work effectively, anywhere**
Change the way your teams work by letting them to access and use the information they need, wherever they are.
- **Offer digitally-enabled services**
Transform the customer experience with interactive digital touchpoints, and by synchronising your in-store and online presence.
- **Let us protect your organisation as we do ours**
With our core experience in designing bespoke security solutions, we can help keep your critical data safe.

Don't just take our word for it

We already work with 9 of the UK's top 10 retailers. Here's just one of their stories.

Customer story: “Understanding Tomorrow's Shopper” with M&S

We helped M&S understand their customers' needs with a shopper insight programme. The research-led thought leadership campaign aimed to find out future trends over the next 5 to 10 years. It's just one example of how we can help businesses find out their customers' needs. And it helped M&A see what those customers want, so they could achieve a smarter digital future.

What we did

We asked 50 existing M&S customers six questions on important points that lined up with the M&S growth strategy. To gather responses, we used the 'Voxpopme' app. It meant we could get a real look at customer sentiment and create a video that the team could share internally. Along the way, key M&S stakeholders were involved in the process.

The result

We collected a total of 300 responses. We packaged the research material and survey findings as a video and a presentation for the BT account team to present back to key M&S stakeholders. You can watch [the video here](#).

This campaign has extended the digital transformation conversation by showing an investment in the M&S relationship. And, because customers are at the heart of the retail experience, we thought it was important to put them at the core of this piece of research.



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We created a digital storefront for the Retail Business Technology Expo (RTBE) to demonstrate what a next-generation store could look like

What we did

For the first time, the stand showcased our intelligent retail ecosystem. It's powered by dynamic networking, and it contained all the key ingredients retailers need to remain serious players in the sector.

On the stand we demoed how digital content could be used to engage with customers. Merchandise and consumer analytics explored how you could analyse behaviour to gain more insight into what your customers want.

We also used innovations from our Adastral Park complex, including visual search recognition and new payment solutions. It gave attendees a glimpse of what the future of retail might look like.

It was all powered by Cisco Meraki routers. And backed up by the largest fibre broadband network in the UK. Watch [the video here](#).



Why BT

With over 60,00 retail outlets across the country using our technology, we know the issues you're facing. We'll use that know-how and experience to help you make lives better. And the benefits of working with us don't stop there:

- **Award-winning networks that won't let you down**
Our global network is recognised by Gartner and other independent industry specialists. We've created networks that run at 5.6Tbps, fast enough to download 100 videos in a second. And by 2020, we'll have increased EE's 4G coverage to 95% of the country.
- **A commitment that we'll never stand still**
We're investing £10 billion in new technologies in the five years. They'll help us to develop the services and tools that will see you thrive in the future.
- **Solutions perfectly tailored to your business**
Delivering smarter, connected stores that are designed around your customers is tricky work. That's why we've got a wide range of tools, technology and ideas to work with, so we can offer you the right solution, whatever your needs.
- **You'll be working with experts**
We have the people, the partners and the know-how to offer you the best advice, service and support.
- **We're a trusted partner for retailers**
Our experience with 9 of the UK's top 10 retailers means we understand how major stores work. And we know about the need for rapid response to change.
- **We're working with retailers to anticipate change**
We work with companies like M&S to help them research the future of the retail landscape. So we are always ready for what's next, and you can use our experience and know-how to get you the solution you need.
- **We've got experience as a retailer**
We've created new digital experiences for EE, Sainsburys and Argos. That includes digital displays, managed services, BT Cloud content management and more. So we know what works.

More information

To find out more, please visit business.bt.com/large-corporate/retail

Offices Worldwide

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