

Technology in Retail: a Digital Odyssey.

How UK businesses of any size
can thrive in a new landscape



daisy.



Where will your business be in 3-5 years?

Few business sectors have experienced such rapid, large-scale disruption as retail.

In less than a decade, digital technology has fundamentally changed the way we shop. There's been a proliferation of ways to browse, select, buy, provide feedback and – on occasion – complain. We've also seen a sharp drop-off in in-store footfall. Iconic names have gone bust, prompting the press to proclaim "the death of the high street". Customer needs and expectations have evolved in time with technology. To thrive, retailers need to offer a customer experience that's innovative, different and personalised.

That means enabling customers to contact you seamlessly via a combination of channels, while offering them newer, smarter, more digitally-enabled and value-added reasons to visit your premises. It means responding to their needs in a joined-up, "omni-channel" way, empowering your people with intelligent tools and harnessing the full power of your data.

The good news is, while the digital revolution raises clear challenges for retailers, it also gives them the solutions they need to respond. More and more retailers now see the need for a technology partner who can help them transform their business digitally and reap the opportunities.

For over half of Britain's high-street brands, that partner is Daisy.



Make technology a profit centre, not a cost centre.

For over a decade, Daisy has helped retailers of all sizes harness technology in a bespoke way. We're the UK's largest independent provider of IT, communications and cloud solutions, with the biggest engineering force of any tech company, award-winning account management and 24/7 customer support.

Wherever you are on your digital journey, we can help you get to where you want to be, bridging the gap between old and new technology and creating a more powerful, integrated, customer-focused, flexible and cost-effective business. Armed with an understanding of your vision, we can scope, test, and implement solutions that will bring about the transformation you need.

Empower your people

Equip employees with real-time data to help customers, creating new revenue streams and become more competitive.

Engage more closely with customers

Deliver a consistent, innovative and personalised shopping experience across your virtual and in-store environments.

Protect your business

Keep your systems backed up and running while ensuring all data is safe from cyber-attacks and fraud.

Improve efficiency

Automate and optimise your supply chain and operations to improve efficiency and reduce costs.

An unrivalled breadth of solutions for maximum choice.

To maximise your options, we combine our own cutting-edge technology with innovative solutions from the world's top technology vendors, including Mitel, Microsoft, Cisco and Palo Alto Networks.

The result is a technology solution that's solely designed for your businesses, with all features integrated, connected and able to support your future growth.



Connect your people to your customers, and to each other.

Unified, omni-channel communication
and collaboration, in partnership with Mitel.



What defines an outstanding retail
experience?

For today's customers, it means
engaging with a brand in whichever
way they choose, safe in the
knowledge that they'll be recognised
and their needs dealt with seamlessly
even if that channel changes.

They want retailers to know them,
as well as their previous purchases,
engagement history, likes and dislikes
– all brought together in a responsive,
curated and personalised experience.

What makes this possible?
A unified communications platform
that integrates all your customer
engagement channels, from call
centres and store phones to email,

web chat, social media, in-store
mobile devices and more.

The right solution can also empower
your people with the same level of
connectivity, giving them the tools they
need to share data while collaborating
seamlessly on the customer's behalf.
The result? Improved morale and a
workforce that's freed up to deliver
your brand promise.

Daisy and Mitel can help you develop
a unified, flexible and scalable cloud-
based communications platform.
Cloud technology enables you to
maximise productivity and reliability
while minimising capex and turning
your communications platform from
a cost centre into a profit centre.





Unleash the full power of your technology and insight.

Next-generation cloud technology, in partnership with **Microsoft**.



Cloud technology helps retailers in several fundamental ways.

It allows them to deploy their technology and applications in a way that's flexible, powerful and highly cost-effective, reducing the capex burden characteristic of on-premises solutions. It also enables them to integrate different data sources and produce usable, actionable insights that help them serve customers better.

The result? Optimised operations, world-class solutions, closer customer engagement, better control and forecasting, more empowered employees and a visible impact on the bottom line.

A bespoke, managed journey to Microsoft Azure

We can help you adopt Microsoft's industry-leading, intelligent cloud solution, **Azure**, in a way and at a pace that suits your business. Daisy's specialist migration team conducts a thorough **Cloud Control Consultancy** to review your current needs and the future possibilities open to you.

We map and agree the most suitable approach to cloud deployment, be it *single app migration, full migration, hybrid migration or replication*.

Integrate apps and data to transform your customer experience

In the cloud, legacy silos can be dissolved to integrate data from e-commerce, marketing, CRM, billing, digital asset management, standalone spreadsheets and more.

Data can then be aggregated, analysed and used holistically to predict and respond to individual customer behaviour. The right information can be made available to store workers at the right moment, making face-to-face engagement more fruitful. Conversations in store can be followed up more easily with targeted communications.

A more powerful and efficient business

The flexibility of a cloud environment allows retailers to “power up” or “power down” operations in response to seasonal peaks and troughs, and allows new markets to be entered more easily.

As different retail channels become more integrated, service innovation also becomes easier. Internal processes like stock reordering can happen on a less centralised, by-department basis.

Meanwhile, Staff Digital IDs can help leaders manage employees more efficiently, planning ahead for training needs, shift patterns and seasonal requirements, while consulting staff on vital matters.

Greater cost-effectiveness

“Infrastructure-as-a-Service” and “Platform-as-a-Service” deployments help retailers dramatically reduce capex, eliminating the need for on-premises servers and IT resource. Technology upgrades can be delivered centrally, reducing downtime and engineering cost. Meanwhile, resource pooling of vital applications in a cloud environment can give a much better ROI than installed software.

Compliance with regulation

Microsoft Azure is “GDPR-ready”, as is the entire Microsoft product stack. Customer data is managed compliantly on an omni-channel basis (instore, online, in analytics and collaboration software etc).

Turn your networks and WiFi into formidable engagement tools.

Cloud-managed networking, in partnership with **Cisco**.



For today's customers, online shopping and the in-store environment are no longer separate spaces. Thousands of mobile devices accompany their owners into UK stores each day, helping them compare prices, research products, visit your website, surf the internet or connect with friends.

This proliferation of devices gives retailers an opportunity to connect more deeply, meaningfully and profitably with customers. In-store WiFi and other networks can be harnessed to understand how customers behave in-store, enabling you to respond in relevant, timely and creative ways with personalised offers, instant staff engagement or by optimising your wider campaigns.

Daisy's partnership with Cisco has already helped some of the biggest names in UK retail to achieve this vision.

Revolutionising customer engagement through guest WiFi

The **Daisy Engage** platform combines seamlessly with Meraki networks. Its Captive Portal allows customers to access your WiFi via SSID, Social Media or other means. By capturing key customer data, it allows you to recognise and engage returning customers, while data feeds can integrate with your CRM and other systems to support marketing activity.

A powerful, low-capex approach to networking

Meraki's "Full-stack" networking solution can govern all your networks, from internal networks to in-store WiFi, CCTV, desk phones and company mobile devices - locally, regionally and globally.

Rollout is simple, mainly involving the installation of Meraki access points around your premises. **New features and upgrades are delivered instantly**, with maintenance centrally managed and radically simplified.

The **Cloud-Based Meraki Dashboard** gives you maximum control and visibility over all your networks, with intuitive management and sophisticated analytics.

Optimise security and compliance

Monitor and protect staff mobile devices, while deploying integrated security across your business. Meraki networks allow you to assess security effectiveness around your business, while monitoring compliance with PCI, GDPR and other standards.

Understand your customers as never before

See all devices connected to each network at any given moment. Understand what sites and apps they're accessing, while tracking their location within the store or building.

Be hyper-responsive to customer actions

Identify and greet returning customers via their device, direct staff engagement or even digital signage. Reward loyalty by offering personalised discounts, free coffees etc via the customer's device, informed by what you know they're interested in.

Analyse trends and patterns

View the data captured by Daisy Engage in chart form via your dashboard, cut according to device type, time-frame, individual stores, geographical regions and more.

Optimise marketing

Measure the "capture rate" of passers-by to assess your in-store campaigns, while using digital "heat maps" to identify your optimal store layout. Knowing the most-used devices in your store can also help you prioritise app development and innovation.

Protect your apps, infrastructure and data in a joined-up way.

Integrated security for a data-rich environment, in partnership with **Palo Alto Networks**.



As a cascade of news stories show, customers see a breach of their data as a breach of trust.

In a bid to drive efficiency and delight their customers, today's retailers are exploiting technology to an unprecedented degree. The result is a whole new threat landscape, against which they are bound to protect themselves and their customers.

Retailers are responsible for an especially rich data set, including customer spending patterns, shopping habits, credit card details and more. That data may be managed and

stored by a range of applications in a mixture of cloud and on-premises environments, as well as by third parties. It may be used on a range of devices, from point-of-sale machines to iPads, laptops and smartphones.

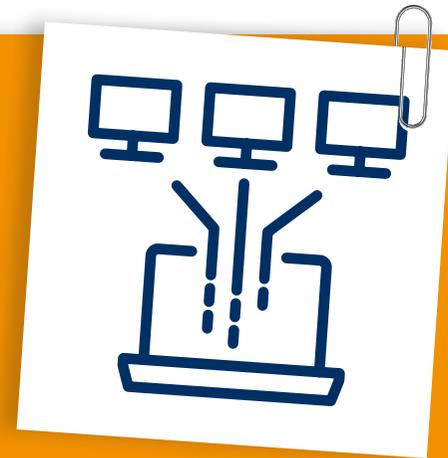
Different kinds of data usage need different kinds of protection. Retailers who attempt to install and manage a range of specialist security solutions on a piecemeal basis can end up trying to decipher conflicting alerts from a range of applications that don't talk to each other. Meanwhile, the real threat slips through undetected.



“ROI not DIY”

In partnership with Palo Alto Networks, Daisy has developed an integrated security platform that covers end-point, cloud, on-premise and affiliated third party systems while being easy to deploy and use.

Daisy begins by carrying out a Cyber Security Assessment for your business, informed by your current requirements and your long-term business strategy. Each bespoke solution is built on the awareness that customer data is constantly on the move within your organisation, and aims to ensure security is consistent as the data moves, even between technologies supplied by different vendors.



Anatomy of a security solution

In the past two years, cyber-attacks have become vastly more sophisticated and organised. Automated attacks can morph within seconds in response to the defences they encounter. These attacks can no longer be repulsed by human endeavour alone. Any response also needs to be automated and software based.

With cyber-attacks attacks typically consisting of several stages, Palo Alto Networks’s solution is designed to identify and them as early as possible, long before a data breach is achieved. This is possible however the malware is introduced, be it via a fake website or a USB plugged into a system laptop.

Palo Alto Networks monitors security anomalies based on individual users, applications used and content moved. Why is a postroom employee accessing sensitive financial data? Why is someone accessing a website in a country that your firm doesn’t trade in? This triangulation allows us to anticipate threats and redirect the attack surface.

Most importantly, multi-premise retailers can be sure their system is being protected in an integrated, easily monitored way. If required, the solution can be delivered as a fully managed service.



daisy.

Phone

0344 863 3000

Email

Enquiry.dcs@daisygroup.com

Visit

www.daisygroup.com/retail



we are **daisy.**
www.daisygroup.com

