



Next Generation Retail Summit • LA
3rd- 5th November 2010
The Fairmont Turnberry Isle Resort & Club,
Miami
www.ngrsummit.com

NEXT GENERATION RETAIL SUMMIT



TESTIMONIALS...

The event provided quality time for resources and delegates to discuss specific issues and solutions.

Chris Lebamoff,
Neiman Marcus

An opportunity to sit down with vendors face-to-face in a well organized setting, and no pressure format.

Terry Mayfield, Hibbett Sports

I discovered vendors that have solutions for our opportunities. And all in 40 minutes.

Rick Jones, JCPenney Co.



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Critical Issues...

Critical issues affecting the retail supply chain and in store technology

The mobile revolution

November 01, 2010

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With the rise of the smartphone, shoppers are using their cell phones more and more to do both their shopping and retail related online searches (m-commerce), a trend that could eventually overtake more traditional methods of Internet browsing on a laptop or home computer. Opinion is clearly divided however. Whilst some shoppers actively participate within the realms of m-commerce, others are wary of mobile shopping; with the majority unnecessarily concerned with online security risks.

One statistic revealed that more than 50 percent of US shoppers are now using their cell phones for shopping, but not for items other than those only available on a smartphone, such as



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The emergence of m-commerce arena

With the meteoric rise of the smartphone, shoppers are using their cell phones more and more to do both their shopping and retail related online searches (m-commerce), a trend that could eventually overtake more traditional methods of Internet browsing on a laptop or home computer.

Motorola recently conducted a survey where Fifty-one percent of more than 4,530 shoppers from the United States, Canada, Britain, Germany, France, Italy, Spain, Mexico, Brazil, India and China used their mobile device for shopping. Yet, cell phones are impacting on the customers shopping behavior in ways beyond just purchasing goods. More than 80 percent of consumers in the US now use their cell phones to locate their nearest store to purchase a particular good and 65 percent review a product using their phone before making a decision.

Opinion is clearly divided however. Whilst some shoppers actively participate within the realms of m-commerce, others are wary of mobile shopping; with the majority concerned with online security risks. In spite of this, major retailers such as Best Buy, Amazon and as of today the biggest department store in Britain, John Lewis have joined the M-Commerce revolution.

The Internet has already seen its rise to consumer preference and last year saw peak online sales. The NGR US Committee which is coming together for their annual meeting, believe that m-commerce could do the same and want to look at the best investment techniques to roll out a user friendly platform but more importantly a secure method of payment, which is consumers biggest concern.

The committee is made of representatives from Barnes & Noble - Terri Pucin, VP Customer Experience, Dick's Sporting Goods - Paul Yater, VP Applications & Integrated Services, Foot Locker - David Hartig, Director IT Operations, Macys.com - Mike Robinson, SVP Technology Walmart - Sean Coutts, GM of Commerce, Gucci Group - Rodney Woodruff, Chief eBusiness Architect among many others and they themselves will drive the mobile revolution

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The Mobile Revolution

With the meteoric rise of the smartphone, shoppers are using their cell phones more to do their shopping and retail related online searches.

Jake Mazan | Fri Oct 29, 2010

TAGS: M-commerce, mobile market, Mobile Revolution, online retail market, smartphone online sales, smartphone revolution, US retail news



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Study: What do shoppers really think about M-commerce technology?

Wed, 2010-10-27 16:40

Source: [WU Online News](#)

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Photo: adnoder.com

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The internet has already seen its rise to consumer preference and last year saw peak online sales, now the Next Generation Retail (NGR) Committee, a group made of representatives from Barnes & Noble, Dick's Sporting Goods, Macy's.com, Wal-mart and Overstock believe that m-commerce could do the same and want to look at the

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Description
By Emma Taylor, Next Generation Online News

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The Mobile Revolution

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October 26th, 2010

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*As consumers look to their phone as a natural extension of their social network, retailers are leveraging the opportunity to realize new sales opportunities from the mobile channel. M-Commerce enables the customer to always be connected to the retailer – anywhere and at any time. Retailers leveraging mobility to connect with consumers can deliver a new sales stream generated to reach \$630 billion in sales by 2014) and can also drive the conversion rate into existing

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Believe in the Brand

Wednesday November 3rd 2010

This week the leading names in retail met at a closed meeting at the NGR US summit, in Miami.

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The Meeting began with the NGR20, a closed-door session for 20 of the most senior retail representatives who specifically focused their discussions on e-commerce, customer experience, social media and mobile commerce.

So far this quarter online retail sales in the US have increased to \$32.1 billion, a nine percent rise from the same quarter last year. The single-digit increase represents the fourth consecutive quarter of positive year-over-year growth following a full year of flat

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"Knowing your customer, being "customer centric", driving loyalty, these are core retail strategies that rely upon oceans of data in their execution. Some see it as an IT concern: maintaining and managing information systems such that they preserve the confidentiality, accuracy and availability of this, the most valuable asset of your organization. Others focus on the legal risks. What data can we collect? How can we use it? With whom can we share it? How must we dispose of it? Still others recognize data as the key to competitive advantage" Keith Enright - CPO, Macy's

The representatives also discussed the importance for retailers to develop strategies to

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Believe in the Brand: US Retail Sector Insights

Retailers should develop strategies to present trends and intensify relevancy of product offers to engage customers emotionally.



Emma Naylor | Wed Nov 3, 2010

TAGS: Gucci, NGR US summit, US retail developments, US retail news, US retail sales, US retail sector blog, US retail sector brands

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