Celebrating excellence and innovation in the retail sector

Retail Systems awards 2024

Winners Brochure

On behalf of the entire Retail Systems Awards team, I'm delighted to welcome you to our annual celebration of innovation and excellence in the British retail industry.

As we all know, the past few years have presented unprecedented challenges for the sector. The continued rise of e-commerce, evolving customer expectations, and ongoing economic uncertainty have demanded an extraordinary level of agility and adaptability from within the sector.

Yet, amidst these challenges, there is also cause for optimism. British retail has a long and proud history of resilience, and throughout this period of transformation, we've seen a flourishing of creativity and technical expertise. Retailers are embracing new technologies, optimising operations, and developing data-driven strategies to meet the ever-changing needs of their customers.

The Retail Systems Awards 2024 is a platform to showcase these achievements and celebrate the individuals and teams who are shaping the future of British retail. I'd also like to extend a heartfelt thank you to our sponsors Vertex and Trakm8, for their invaluable support of the Retail Systems Awards 2024. Their commitment to innovation and excellence aligns perfectly with the values we celebrate at these awards.

Jonathan Easton, Editor, Retail Systems

Retail Systems
awards 2024
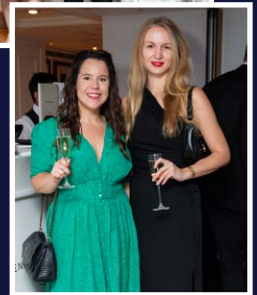
Judging Panel

Jonathan Easton
Editor
Retail Systems

Oliver Banks
Retail Transformation
Director & Consultant
OB&CO

Mark Evans
Publishing Director
Perspective Publishing

Alex Leonards
News Editor
Retail Systems

Scott Sadeghain-Tehrani
Media Strategy Director
26

Dr Anjali Subburaj
Enterprise Architect
Zooplus

Retail Systems awards 2024

Winners Gallery

ONLINE INNOVATION OF THE YEAR
Mitchells & Butlers

RETAIL CHARITY PARTNERSHIP OF THE YEAR
Trust Retail, Well and Pennies

TECHNOLOGY PROJECT OF THE YEAR
Tata Consultancy Services UK & N Brown Group

RETAILER OF THE YEAR
EE

IN-STORE TECHNOLOGY OF THE YEAR
SML RFID

CUSTOMER EXPERIENCE INNOVATION OF THE YEAR
Joseph & Proximity

POINT OF SALE TECHNOLOGY OF THE YEAR
Sitoo

MOBILE INNOVATION OF THE YEAR
Benefit Cosmetics & Antavo Loyalty Cloud

E-COMMERCE SOLUTION OF THE YEAR
Salesfire

OMNICHANNEL SOLUTION OF THE YEAR
Piglet in Bed & Datitude

E-COMMERCE TECHNOLOGY VENDOR OF THE YEAR
Sponsored by Vertex
Personify XP

OMNICHANNEL TECHNOLOGY VENDOR OF THE YEAR
Eagle Eye

DATA AND ANALYTICS COMPANY OF THE YEAR
Datitude

ONLINE MARKETPLACE OF THE YEAR
Superdrug

ARTIFICIAL INTELLIGENCE PROJECT OF THE YEAR
Orquest

LOGISTICS AND SUPPLY CHAIN AWARD
Sponsored by Iceland & Trakm8
Sainsbury's

DELIVERY SOLUTION OF THE YEAR
Iceland Foods & Trakm8

ALTERNATIVE PAYMENTS SOLUTION
Brite Payments

RETAIL TRAILBLAZER
Falcona Solutions

EXPERIENTIAL OR PERSONALISED RETAIL SOLUTION OF THE YEAR
Dynamic Yield

BEST USE OF AUGMENTED OR VIRTUAL REALITY
Anthropics Technology,
makers of Zyler VTO

PAYMENTS SYSTEM OF THE YEAR
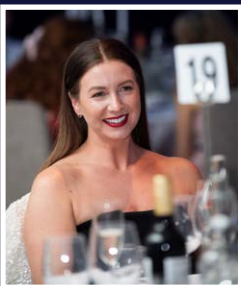Checkout.com

MOST DISRUPTIVE RETAIL TECHNOLOGY
Quorso

PAYMENTS INNOVATION AWARD
Brite Payments

RETAIL PARTNERSHIP OF THE YEAR
ICONIC London & Wunderkind

Retail Systems
awards 2024

Eagle Eye

Omnichannel Technology Vendor of the Year

Customers now expect personalised experiences delivered in real-time, no matter where or when they're shopping. To win and retain customers, retailers must meet these demands.

The winner of Omnichannel Technology Vendor of the Year at the Retail Systems Awards 2024, Eagle Eye, helps retailers earn the loyalty of their customers through the power of personalisation. The Eagle Eye AIR platform provides flexible and scalable personalised loyalty and promotion services to leading omnichannel retailers all over the world with major UK partners including Asda, Tesco, Virgin, JD Sports and Pret a Manger.

Key to AIR being able to deliver real-time omnichannel personalisation is its Cloud-based Basket Adjudication product, a set of APIs which enable communication between any physical or digital point of sale (POS) system and Eagle Eye. This enables the issuance and/or redemption of any personalised offer or reward type in real-time, removing the constraints of traditional POS systems.

The service can adjudicate personalised offers across

50-item baskets in less that 250 milliseconds – a speed twice as fast as Google which takes 500 milliseconds to return the results of an average search. In total, Eagle Eye adjudicates over 350 million baskets a month, a number which has grown by 56 per cent compared to last year.

Over the past year, Eagle Eye has continued to improve its technology offering and introduced over 30 new features into its product to address a range of challenges faced by its global customer base. Additionally, Eagle Eye onboarded seven new enterprise customers based in major markets including the US, UK and Australia.

Commenting on Eagle Eye's award-winning entry, the Retail Systems Awards 20204 judging panel said: "This solution wins by highlighting the speed and scale of personalisation as a key differentiator."

With an innovative technology that aims to deliver cost-effective and personalised marketing without reliance on a POS, Eagle Eye was the worthy winner of Omnichannel Technology Vendor of the Year.

> "This solution wins by highlighting the speed and scale of personalisation as a key differentiator..."

SML RFID
In-Store Technology of the Year

Technology has the power to revolutionise retail operations and elevate the customer experience and when implemented effectively, innovative solutions can streamline processes for retailers whilst fostering customer loyalty.

The winner of In-Store Technology of the Year at the Retail Systems Awards 2024, SML RFID, exemplifies this transformative potential by offering cutting-edge solutions that address critical challenges in the retail sector. SML specialises in smart labelling solutions, offering high-performance Radio Frequency Identification (RFID) tags, packaging products, and encoding services across various industries.

The company's Clarity® solution enables efficient stock counts and inventory accuracy up to 98 per cent. The technology allows retailers and fashion brands to deploy RFID on each item.

The company recently partnered with a well-know US retailer to roll out item RFID in over 350 stores, enabling the department store operator to achieve better visibility of which items were in stock and to meet customer needs.

SML RFID undertook weekly meetings with the customer's management team to understand their needs and configure a solution based on its Clarity feature set to fit their requirements, generate a high return on investment as well as meet the desired business goals.

Now that the technology is in place, teams can perform weekly stock counts for all of the 350 locations and provide precise supply and demand data. The technology has reduced the need for manual stock taking and increased staff productivity. The retailer has now achieved more than 95 per cent inventory accuracy for items with RFID.

Additionally, the retailer can quickly fulfil customer requests for Buy On-line Pick-up In Store (BOPIS) orders in their stores. Employees can provide customers with relevant information about availability and restocking, and can focus on serving customers more consistently and reliably, leading to an improved customer satisfaction rate.

"This solution is a game changer for retailers to be able to manage their inventory accurately in real-time," said the judges.

As a pioneer of RFID systems in stores, with over 14 years of experience helping retailers and brands on their Item-Level RFID transformation journey, SML RFID is a trusted technology solution provider. It is deployed across more than 20 retailers in over 7,500 stores globally, managing over 600,000,000 items every week on its Clarity solution, making it a worthy winner of In-Store Technology of the Year at this year's awards.

SML RFID Q&A

What can retailers do to improve visibility of stock in stores?
Retailers can utilise item-level RFID to create real-time inventory visibility across their entire retail ecosystem - from warehouse to shop floor. Retailers equip their products' RFID tags at item-level during manufacturing. From here, they can use handheld RFID readers to scan hundreds of items within seconds once shipments arrive to stores, with over 98% accuracy and keep the accuracy there every week of the year.

In what ways can retailers improve the customer experience using technology?
Retailers that are adopting RFID are on an inventory and operations journey from SKU level to item level. This journey provides far-reaching benefits. Item-level RFID technology can deliver accurate information, automate processes such as picking Buy On-Line Pick-up in Store (BOPIS) orders, and facilitate faster checkout experiences, improving the customer experience. With accurate information instantly provided by RFID tags in real-time, in-store staff can also quickly help customers locate items or provide accurate updates on product availability.

How are customers responding to technology such as RFID tags in stores?
The technology is significantly improving their operations. Our customers have seen rapid ROI since deploying our solution. We've watched retailers go from approximately 60% inventory visibility to over 98%. It has been transformational for them.

What were some of the challenges involved in your award-winning project?
Our customer wanted to improve inventory accuracy and visibility across its 350+ stores in the United States. It also wanted to improve staff productivity, freeing time to focus on delivering the best customer experiences. It also wanted enhanced visibility into in-store stock to better fulfil customer orders and reduce cancellations.
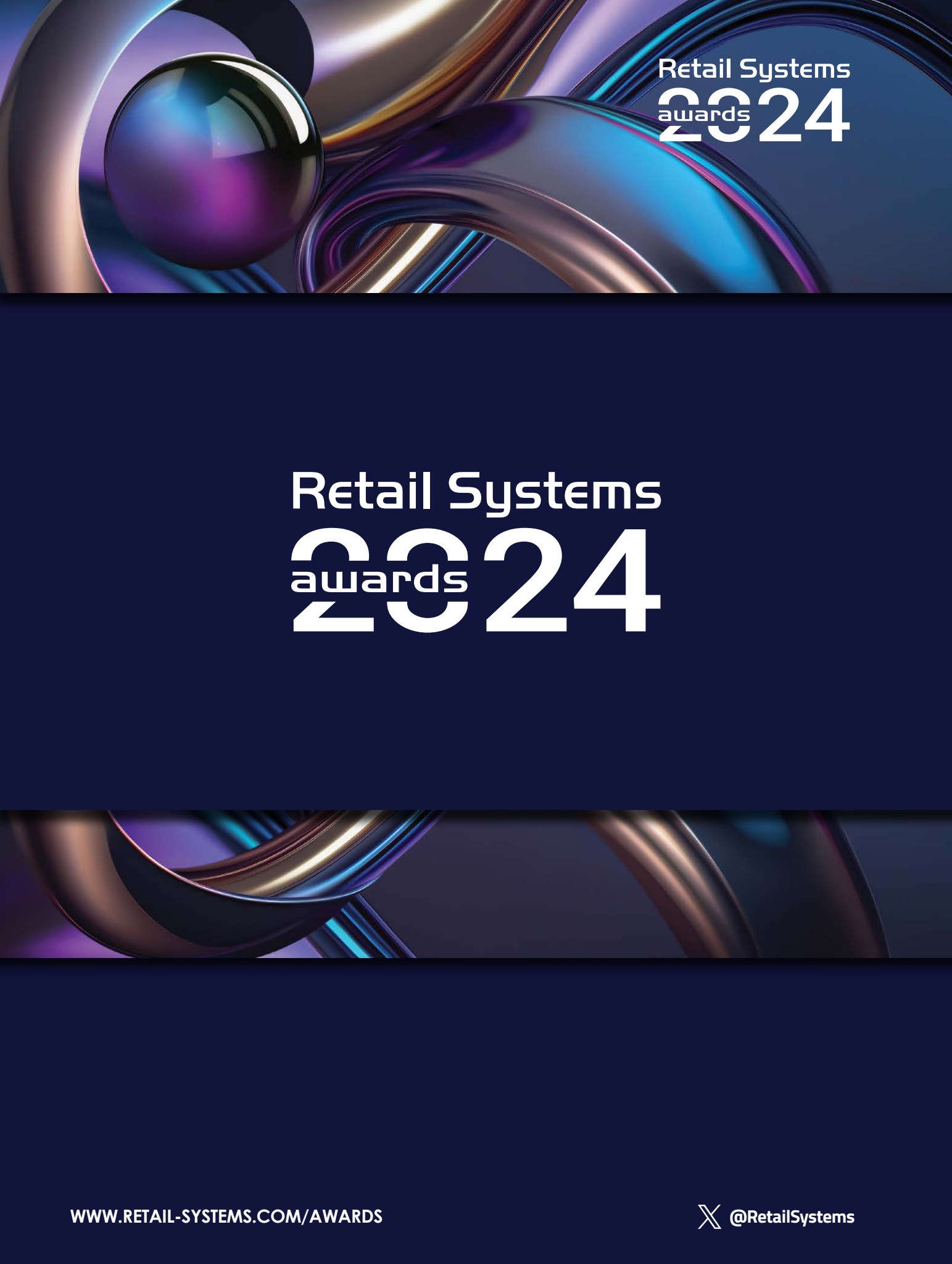
Did you overcome them?
SML RFID deployed its Clarity® solution, allowing staff to perform weekly stock counts, instantly increasing inventory accuracy, providing precise supply and demand data, and freeing up their hundreds of manual stock-taking hours. The retailer has now achieved more than 95% inventory accuracy for its brands that are live with RFID.

What future applications could RFID technology have in the retail sector?
Beyond rapid adoption of Item-Level RFID in stores we are seeing significant interest in deploying our Clarity solutions within distribution centers helping brands and retailers accurately and thoroughly monitor inbound shipments from upstream suppliers.

Dean Frew
President of RFID Solutions Division
SML Group

Retail Systems

awards 2024