

PressRelease

For Immediate Release

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New technologies proven to boost retailers' profits

According to Planet Retail's latest report "Retail Technology Trends, 2011", retailers such as Walmart, Carrefour and Tesco will continue to invest wisely in new technologies. They are now reaping the rewards - achieving higher sales, better margins, lower inventories and improving customer satisfaction at the same time.

Planet Retail's research team predicts major investments from retailers into innovative solutions over the next five years. Automation and self-service technologies are instrumental for increasing process efficiency, while deploying tools for analytics and optimisation lead to higher sales and margins as well as reducing inventory. Additionally, engaging consumers by introducing the latest digital merchandising systems are opening up new market opportunities. On the bottom line, retail technology proves to elevate retailers' profits even in economical difficult times.

The report identifies five key technology trends which are set to drive growth:

- 1. Self-service at the point of sale** will take the next step and conquer the checkout. Self-checkout technology is not new but, with a new generation of user-friendly technology, it will be rolled out at high speed.
- 2. Further customer facing technologies** will also start off, driven especially through the revolution in the pocket of the shopper - the smartphone. Original forms of marketing are changing the game in retailing This report gives practical advice on how to set up digital instore marketing solutions successfully
- 3. Following the immense success of replenishment automation, a new generation of price and range optimisation solutions** will play a significant part in the competition over the next few years. The most successful retailers that are thinking about deploying one of the innovative price optimisation tools on the market should start a project very soon, because their competitors will do it.

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4. The resurgence of RFID - it may take some of this report's readers by surprise that **RFID** is identified as a major trend. Wasn't this technology dead for deployment in the retail industry? Planet Retail learned that RFID will see a major renaissance because retailers, technology providers and consultancies learned from the major mistakes made in the early RFID days and will now deploy the technology in a very different way. In this report, Planet Retail provides a very clear answer to the question in which ways RFID makes sense and which it does not.

5. One of the largest revolutions is happening behind the scenes. Now that the likes of Kroger, Sobeys and Mercadona have proven that the **complete automation of distribution centres** is possible even in the grocery business, almost all major retailers of the world will follow and will invest significantly in warehouse automation – not only full-range retailers but also discounters and other retail formats.

However, **Planet Retail's Research Director Retail Technology, Björn Weber** points out that: *"These five trends will be additional investments, they will not consume the majority part of retailers' budgets. By far the bulk of the technology spending will go to the traditional areas such as POS systems, merchandise management systems, data warehousing and warehouse management as well as supply chain management solutions."*

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For more information about this report, please contact:

Renaye Edwards, Marketing Manager

Tel: +44 (0) 20 7728 4985; E-mail: renaye.edwards@planetretail.net

About Planet Retail:

Planet Retail is the leading provider of intelligence on the global retail and foodservice industries, monitoring more than 10,000 "banner" operations as well as market developments in 211 markets. With over 15 years of industry insight, Planet Retail is a brand trusted by more than 3,000 organisations worldwide, delivering up-to-the-minute news, analysis, market research and digital media via www.planetretail.net. Planet Retail has offices in London, Frankfurt and Tokyo.